

THENIMELAPETTAIHINDUNADARGALURAVINMURAI
**NADAR SARASWATHI COLLEGE OF
ARTS & SCIENCE**
(Autonomous)



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Exploring college students' attitudes towards entrepreneurship in Alleppey district

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ABSTRACT

Entrepreneurship is crucial for economic development, particularly in developing countries like India. With educational unemployment being a significant issue in Kerala, fostering entrepreneurship among college students can help address this problem. This study examines the attitudes of college students towards entrepreneurship, exploring the factors that influence their entrepreneurial culture and mindset.

Key words: Entrepreneurship, student's attitudes, Economic development

INTRODUCTION

A nation's economic stability and growth rely heavily on entrepreneurship development. Entrepreneurs drive innovation, introducing new ideas and initiatives that shape a country's future progress. The entrepreneurial culture is influenced by factors such as government policies, social support, and education quality.

STATEMENT OF THE PROBLEM

Entrepreneurship is vital for economic development, particularly in developing countries like India. It can help address pressing issues like educational unemployment, especially in Kerala. As today's college students are tomorrow's entrepreneurs, understanding their attitudes towards entrepreneurship is crucial. While research has focused on management and professional graduates, there's a need to explore the mindset of arts and science college students towards entrepreneurship.

OBJECTIVES OF THE STUDY

1. Investigate college students' attitudes towards entrepreneurship.
2. Identify factors that influence students' interest in entrepreneurship.
3. Provide recommendations to promote entrepreneurship among college students.

SCOPE OF THE STUDY

This study focuses on understanding the attitudes towards entrepreneurship among students in arts and science colleges in Alleppey district, as well as identifying the factors that shape their entrepreneurial mindset.

SIGNIFICANCE OF THE STUDY

This study's findings can inform the development of effective entrepreneurship programs, contributing to national growth and informing policy decisions that foster a culture of entrepreneurship.

RESEARCH METHODOLOGY OF THE STUDY

The research methodology of the study is explained below

SAMPLE AND SOURCES OF DATA

This explorative study used both primary and secondary data. Primary data was collected from 120 third-year degree students in arts and science colleges in Alleppey district through a structured questionnaire

using convenient sampling. Secondary data was gathered from journals, publications, articles, and relevant websites. The collected data was analyzed using simple percentage methods, tables, and figures. Chi-square tests were applied to test hypotheses.

LIMITATIONS OF THE STUDY

1. The study is constrained by time and cost factors.
2. The accuracy of the findings relies on the reliability of the respondents' feedback.
3. The small sample size limits the generalizability of the results.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

Sex	No. of Respondents	Percentage
Male	45	37.5
Female	75	62.5
Transgender	0	0
	120	100

Table no 1 is revealed that 62.5% of the respondents are female only 37.5% are male respondents

TABLE 2

OPTIONS	No. of respondents	Percentage
Professional	36	30
Entrepreneur	12	10
Higherstudies	39	32.5
Employee	15	12.5
Agriculture	0	0
Notyetdecide	12	10
Other	6	5
Total	120	100

As per the table no. 2 shows that 32.5% of the students are go for the higher studies after their degree course. 30% of the respondents are choose professional courses. Only 10% percentage of students is ready to start a business unit after the degree. A serious marking is that, single students are not ready to go for the agricultural activity.

TABLE 3

Options	No. of Respondents	Percentage
Yes	51	42.5
No	69	57.5
Total	120	100

As per the above statistics 57.5% of respondents are not get any inspiration for starting a new venture during their study.

TABLE 4

Options	No. of Respondents	Percentage
Taxbenefits	24	20
Rebates	6	5
Subsidies	66	55
Loanat lowinterest	12	10
Newpoliciesandlaw	6	5

Interestfree loan	6	5
Total	120	100

As per the table no.4, it shows that 66% of the respondents are expecting various types of subsidies from the authorities for starting new business unit

TABLE 5

Options	No. of Respondents	Percentage
Yes	21	17.5
No	99	82.5
Total	120	100

Above table shows that 82.5% of the respondents are not attended any type of entrepreneurship development programme during their study. It can be considered as a major factor behind the uninterested in starting a business after completing the course.

HYPOTHESIS TESTING

H₀: students are not interested in entrepreneurship

O	E	(O-E) ²	(O-E) ² /E
36	17	361	21.23
12	17	25	1.47
39	17	484	28.47
15	17	4	0.23
0	17	0	0
12	17	25	1.47
6	18	144	8
120	120		60.87

Degree of freedom = 7 - 0 - 1 = 6

Table value = 12.592

Calculated value is less than the table value. There is no goodness of fit between observed and expected frequencies. So null hypothesis is accepted. Students are not interested in entrepreneurship.

MAJOR FINDINGS OF THE STUDY

62.5% of the respondents are female.

Only 10% of the respondents are ready to start a business after completing their study and 62.5% are preferred to go for higher or professional studies

Single student is not ready to go for any type of agriculture activity

57.5% of the respondents are not getting any type of inspiration during their study period.

66% of the respondents are expecting various types of subsidies from the authorities.

82.50% of the respondents are not take part in any entrepreneurial development programme in their study period.

CONCLUSION

The present study is intended to find out the entrepreneurship attitude of college students in Arts and Science College in Alleppey district. As per the detailed analysis and interpretation, we conclude that, the students are not interested in entrepreneurship. The present higher education system does not develop or create interest among the students for setting up their own business units.

SUGGESTIONS

1. Establish entrepreneurship development clubs in every college.
2. Offer at least 5 entrepreneurship development programs for students.

3. Organize industrial visits, startup visits, and interactions with successful entrepreneurs to foster an entrepreneurial mindset.
4. District industries centers should conduct entrepreneurship awareness programs in colleges.

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