

WHITE COLLAR ENTREPRENEURSHIP

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Abstract: Kerala culture renowned for having looking up to jobs as a status symbol has had some serious rethinking on its roots since few years. With the onset of incubators, startups a change in attitudes and perceptions have started taking place. Now the new ideology evolving is that of “WHITE COLLAR ENTREPRENEURSHIP” or rather the generation W who is walking the talk. The employees including that of the senior most official positions have found to be burnt out, less motivated and job satisfaction has hit ever time low levels. They have therefore started taking conscious steps to achieve their career fulfilment by changing the game and becoming their own boss through entrepreneurship, some giving it a complete shot by leaving their jobs, whereas some keeping their jobs as security and working outside that for their passion...This paper focuses on analysing the current status of the mind set of youth regarding entrepreneurship and what changes are taking place in the market in terms of jobs versus entrepreneurship.

Key Words: white collar entrepreneurship, youth, jobs, perceptions, career shift.

1. INTRODUCTION:

“An entrepreneur is one who creates and establishes a new venture by exploring opportunity for profit/growth, as well as invests his/ her majority of the time and resources to make it his/her prime source of earning”. (Agarwal, K. K. et al.,2009).A society is built basically on entrepreneurship. Entrepreneurship was introduced in India by Prof. Macleland of Harvard University in the state of Andhra Pradesh. Entrepreneurship Development was first developed in Gujarat, after realizing that trained entrepreneurs will be able to set up successful small industrial units. As a result state level and promotional institutions of Gujarat joined to form a centre for entrepreneurship development in Ahmedabad. In Kerala, the first entrepreneurship development programme (ED) was organized in 1976- 1977 at Alwaye. The national financial institutions like IDBI, IFCI and ICICI, also realized the essential requirement of ED for the successful development of industries, particularly in the small scale sector. Consequently, they started funding Entrepreneurship Development Programmes in association with State Governments. The EDII (Entrepreneurship Development Institute of India) at Ahmedabad and the National Institute of Entrepreneurship and Small Business Development (NIESBUD) were also set up in the early eighties for the same purpose. Now, the ED movement has taken strong routes in India. In Kerala it has always been prestigious to have a job in comparison to entrepreneurship, however since a decade serious rethinking has been taking place on those lines. People have started thinking about entrepreneurship. This paper thereby has been undertaken to analyse the current attitude of youth towards entrepreneurship and the pulse in industry as in have the current successful entrepreneurs come from a service background i.e. are they white collar entrepreneurs? An operational definition of white collar entrepreneurship would be people who have given up their white collar jobs and have entered entrepreneurship.

2. ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP

Economic development is often equated with industrialization, but economic development is much more than industrialization.’ Economic development is the upward movement of the entire social system’.(Myrdal,1977). A society is built basically on entrepreneurship. Economic development is the result of systematic and purposeful human activity. The development of an economy however depends upon people who are ready to take risks and responsibilities. These people are called entrepreneurs. Entrepreneurs are risk takers, initiators, administrators, visualizer, organizer, innovator, creator, technician, motivator and communicator.(Joseph,S,2003). The premier work in Entrepreneurship was by Joseph A Schumpeter. According to Schumpeter (1934), he considered ‘Entrepreneur as an individual who introduced something new in the economy- a method of production not tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like.’ According to Sharma(1991) ‘an entrepreneur demonstrates the inner quality, a creative and innovative response of the entrepreneur to changing environment.’

Small scale units act as an outlet for young talents and initiative. The relevance of small scale industries in India or for that matter any developing country is huge. It is one of the easiest way to eradicate poverty through employment to many. According to Schumacher (1975) the two main problems the developing countries were facing that is mass unemployment and migration to cities in huge numbers could be solved by small firms rather than modern

industries. He raised the slogan "Small is beautiful". Gandhiji from the start had used the slogan 'be Indian and buy Indian' and 'boycott British goods'. Gandhiji firmly believed that only reviving and encouraging our home industries could help revive serve her poor millions.

3.1 EDUCATION

Education is an extremely important in everyone's life. However the education system varies from one country to another. In India, education system has undergone a lot of changes. Earlier students were prepared only for the job market, (Ilayaraja, S.,2015). However now changes have started taking place and entrepreneurial subjects have started finding place in Indian education system.

3.2 POLICY AND FINANCIAL SUPPORT

The greatest trouble in setting up any ventures were that of taxation ,licences and control.However after liberalization in 1990's the government has made serious efforts to reduce the structural rigidity and barriers. Governments have given tax concessions to specific regions as well. All this clearly has helped set up Bangalore and Hyderabad as IT centres. RBI and government has taken several steps to provide financial support to entrepreneurs. The small enterprise development act(2003) has given clear guidelines to banks to provide easy disbursement of funds at low borrowing rates to the new enterprises.

3.3 PROMOTION OF ENTREPRENEURSHIP IN KERALA:

Some of the entrepreneurship development programmes in Kerala.

(1)Centre for Management Development, Thiruvananthapuram (2) Kerala Industrial and Technical Consultancy Organisation Ltd (KITCO) Cochin, (3) SISI, Thrissur, (4) District Industries Centres of all Districts, (5) STED Projects in all Districts, (6) Entrepreneurship Development cell of Regional Engineering College, Calicut, (7) Common Facility Service Centres at Changnacherry and Payyanad, Manjeri. Prema. D.R(2003).

These are some of the Entrepreneurship Development programmes in Kerala.

Besides these there are many short term entrepreneurship programmes in Kerala. Now there are many autonomous bodies of Kerala government to support entrepreneurship development programmes.

3. SIGNIFICANCE OF STUDY:

Entrepreneurship is one of the major ways to success and promotion of the same particularly through small scale industries will help tackle the major issues of unemployment and migration of people to cities.This will help reduce poverty and allow a better distribution of wealth in the country. Realizing the importance of the same our nation today is making the youth more exposed to entrepreneurship and equipping them for the same as well. This paper thereby has attempted to find the impact of the awareness brought about by the government and our education system on the attitudes of the youth. Whether they have a positive attitude towards entrepreneurship? Whether they are willing to take up entrepreneurship as a career? An attempt to understand the prevailing industry has also been looked into. That is whether the successful entrepreneurs have come become so after leaving their white collar jobs or are the result of the initiatives taken up by the government and education system.

4. OBJECTIVES OF THE STUDY:

- To understand the importance of entrepreneurship in India.
- To analyze the attitude of youth in Kerala towards entrepreneurship.
- To understand the attitude of white collar entrepreneurs.
- To study the factors that make the entrepreneurs feel entrepreneurship is better than jobs.
- To study the difficulties if any faced by the entrepreneurs.

5. HYPOTHESIS:

Ho: The occupational qualification of parents seem to affect the attitude towards entrepreneurship.

6. METHODOLOGY:

6.1 DATA COLLECTION SOURCES:

For the purpose of obtaining information regarding the youth primary data was collected through structured questionnaires. For information regarding the entrepreneurs primary data was collected from them and secondary data was also collected from their interviews etc.

6.2 SAMPLE DESIGN:

Data was collected from 30 students studying MBA, through structured questionnaires. Data from 10 entrepreneurs was collected through interviews and secondary data such as their interviews in magazine. Further research papers and journals were referred as well.

6.3 Tools of analysis:

Structured questionnaire was used which used and validated in previous study by Agarwal, K. K et al. In this questionnaire first five questions were based on personal data, the next nine questions were used to analyze the attitude of the youth towards entrepreneurship and two questions were set to determine the career preference of youth. For statistical convenience four options were converted to two options, i.e. strongly agree and agree to agree and strongly disagree, disagree to disagree. Statistical tools were used to analyze the data. Chi-square test was conducted to find if the values were significant or not.

7. RESULTS/FINDINGS:

It was found that among the youth they did have a good image about entrepreneurship but however if offered a job they all prefer to work with MNC'S or any other job that is stable and gives them security of job and income.

Table 2: Attitudes towards entrepreneurs and entrepreneurship based on major family occupations

Sl.no	Description/classification	fo	fi	fo-fi	(fo-fi) ²	(fo-fi) ² /fo	
1.	Entrepreneurship Is better than working for others	Agree					
		Agriculture	7	7.4	-0.4	0.16	0.02
		Business	5	4.63	0.37	0.137	0.02
		Service	13	12.96	0.04	0.0016	0.0001
		Disagree					
		Agriculture	1	0.6	0.4	0.16	0.16
		Business	0	0.37	-0.37	0.1369	-
		Service	1	1.04	-0.04	0.0016	0.0016
	Calculated χ^2					0.2017	
2	Entrepreneurs are popular among my friends and my family members	Agree					
		Agriculture	7	6.22	0.78	0.61	0.087
		Business	5	3.89	1.11	1.23	0.25
		Service	9	10.89	-1.89	3.57	0.39
		Disagree					
		Agriculture	1	1.78	-0.78	0.61	0.61
		Business	0	1.11	-1.11	1.23	-
		Service	5	3.11	1.89	3.57	0.71
	Calculated χ^2					2.047	
3.	When looking for a life partner for my sister/cousin sister we would prefer an entrepreneur over a person with job	Agree					
		Agriculture	7	6.51	0.49	1	0.24
		Business	5	4.07	0.93	0.86	0.17
		Service	10	11.4	-1.4	1.96	0.196
		Disagree					
		Agriculture	1	0.93	0.07	0.005	0.005
		Business	0	0.92	0.85	0.7225	-
		Service	4	2.6	1.4	1.96	0.49
	Calculated χ^2					1.101	
4.	Entrepreneurs have good family life.	Agree					
		Agriculture	7	7.11	-0.11	0.01	0.002
		Business	5	4.44	0.56	0.31	0.06
		Service	12	12.44	-0.44	0.19	0.02
		Disagree					
		Agriculture	1	0.89	0.11	0.012	0.012
		Business	0	0.56	-0.56	0.314	-
		Service	2	1.56	0.44	0.193	0.097
	Calculated χ^2					0.191	

5	Rewards from entrepreneurship are more in comparison to the hard work required.	Agree					
		Agriculture	7	6.22	0.78	0.61	0.087
		Business	5	3.89	1.11	1.23	0.246
		Service	9	10.89	-1.89	3.57	0.397
		Disagree					
		Agriculture	1	1.78	-0.78	0.61	0.61
		Business	0	1.11	-1.11	1.23	-
		Service	5	3.11	1.89	3.57	0.71
		Calculated χ^2				2.05	
6.	Entrepreneurship is respected in my society.	Agree					
		Agriculture	8	8	0	0	0
		Business	5	5	0	0	0
		Service	14	14	0	0	0
		Disagree					
		Agriculture	0	0	0	0	0
		Business	0	0	0	0	0
		Service	0	0	0	0	0
		Calculated χ^2				0	
7.	Entrepreneurs pay their employess well	Agree					
		Agriculture	2	5.03	-3.03	9.18	4.5
		Business	4	3.15	0.85	0.72	0.18
		Service	11	14	-3	9	0.81
		Disagree					
		Agriculture	6	2.96	3.04	9.24	1.54
		Business	1	1.85	-0.85	0.72	0.72
		Service	3	5.18	-2.18	4.75	1.58
		Calculated χ^2				9.33	
8.	My friends and I need to be entrepreneurs to make India prosperous	Agree					
		Agriculture	8	7.7	0.3	0.09	0.011
		Business	5	4.8	0.2	0.04	0.008
		Service	13	13.48	-0.48	0.23	0.012
		Disagree					
		Agriculture	0	0.3	-0.3	0.09	-
		Business	0	0.19	-0.19	0.036	-
		Service	1	0.5	0.5	0.25	0.0625
		Calculated χ^2				0.0935	
9	Entrepreneurs are rich.	Agree					
		Agriculture	3	4.4	-1.4	1.96	0.65
		Business	4	2.78	1.22	1.48	0.37
		Service	8	7.78	0.22	0.05	0.006
		Disagree					
		Agriculture	5	3.56	1.44	2.07	0.414
		Business	1	2.22	-1.22	1.49	1.49
		Service	6	6.22	-0.22	0.05	0.008
		Calculated χ^2				2.9	

The critical value at 2 degrees of freedom and $p=0.05$ is 5.991.

In all questions except for question 7 i.e. “The entrepreneurs pay their employess well”, the chisquare values are less than the critical value. Therefore the null hypothesis is rejected. There is no significant difference, the occupational backgrounds of the parents did not seem to affect the youth mind. All students have a positive attitude towards entrepreneurship however majority of them prefer a job even then. They feel there is more stability and financial security.

The most corrupted job according to the students were that government officials unanimously.

White Collar Entrepreneurs:

Today's employees have increasingly found to have a dip in motivation and job satisfaction, even among top officials. Many of them have therefore left behind their high earning jobs to pursue their passion. White collar entrepreneurs are thereby on the rise.

From the white collar entrepreneurs-

- Kalyani Saha Chawla-Vice president of Dior Inc. believes one of the must factors needed to be an entrepreneur is to have financial independence.
- Meha Bhargava-CEO of Styl.inc.It was when she was working with image consultants and fashion directors from Milan, New York and Singapore that she realized she understood the basics of dressing as per one's body language and the fact very few in India have those skills. She felt she would have the first mover advantage if she would start the venture...That's how it all began.
- Sachin Sharma and Sanchit Malik-IIT-Kanpur graduates were working for Xstudio Technologies .It was then when they attended a lot of networking events, they understood the difficulty to network while organizing events etc since they didn't know who was coming. So they set up a platform where anyone could organize events and set up a ticketing system without human intervention. Now this self service platform has helped conduct more than 13000 events in 30 cities. The team is now 12 persons and has received strategic investment from my Book My Show.
- Preeti Rao,an M.S in environmental engineering from University of Georgia and after working for an MNC has started her own start up Yalinow-related to delicacies and food. She believes there is an amount of freedom to your thinking and decision making which is very hard to get in an MNC job. She feels more satisfied because she is into a field that she is passionate about and hence is working happily for her start-up.
- Akhil Tony,an MBA graduate who worked with Havells is now doing his own business. He is a wholesale supplier of diamond jewellery.He supplies to retail chains. He feels own ventures help you build as a person. One gets to learn many things ,do multiple roles which increases your capability and above all you get to work for yourself.
- Sony M. Sali, a B.Tech graduate who was working with Hyundai is doing his business with his partner and classmate Paul. They have taken franchise of Cadd Centre and is running that. Beside they have started their own similar ventures as well. He feels for jobs, there is always an advantage of less tension, risks, liabilities and come back home and relax. But there is always a ceiling to one's achievement in a job. But in business sky is the limit. It is very challenging, fulfilling at the same time.
- Shraddha Bhandari, Founder, Owner Image Consultant at Personage House-She was working with consulting firm, however never felt satisfied with the same. In her family no one was from business background, so she thought she too will not be able to do it since she felt one needs to have it one's blood to be an entrepreneur. However, she continued with her soul searching and then has her venture now. The prime important thing she felt contributes to her success is her family particularly her father.

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APPENDIX

This questionnaire has been designed to understand the attitude of youth towards entrepreneurs and entrepreneurship. Data collected from you will be of high importance for our research purpose and information given by you will be kept confidential.

1. Name:
2. Contact No:
3. Gender () Male () Female
4. Place of stay : () Urban () Semi Urban () Rural
5. Educational qualification:
6. Family's source of income: () Business () Service () Agriculture
7. Entrepreneurship is better than working for others:
() Strongly agree () Agree () Disagree () Strongly disagree
8. Entrepreneurs are popular among my friends and my family members
() Strongly agree () Agree () Disagree () Strongly disagree
9. When looking for a life partner for my sister/cousin sister (myself) we would prefer an entrepreneur over a person who has a job:
() Strongly agree () Agree () Disagree () Strongly disagree
10. Entrepreneurs have good family life:
() Strongly agree () Agree () Disagree () Strongly disagree
11. Rewards from entrepreneurship are more in comparison to the hard work required
() Strongly agree () Agree () Disagree () Strongly disagree
12. Entrepreneurship is respected in my society:
() Strongly agree () Agree () Disagree () Strongly disagree
13. Entrepreneurs pay their employees well:
() Strongly agree () Agree () Disagree () Strongly disagree
14. My friends and I need to become entrepreneurs to make India prosperous:
() Strongly agree () Agree () Disagree () Strongly disagree
15. Entrepreneurs are rich
() Strongly agree () Agree () Disagree () Strongly disagree
16. What is your career preference ranking? (From 1 to 7, where 1 = Most Preferred Career)
() MNC () Large Domestic Company () Small Firm () Bank () Government () Business () Academics
17. Please rank the following based on perception of corruption levels in various professions. (From 1 to 6, where 1= Most Corrupted)
() Doctors () Government Officials () Managers in Corporate () Entrepreneurs () Bank Managers () Academicians