

ANALYSING ENTREPRENEURIAL ATTITUDE OF STUDENTS' TOWARD ENTREPRENEURSHIP: STREAM BASED STUDY

PRIYANKA

RESEARCH SCHOLAR, INDIRA GANDHI UNIVERSITY, MEERPUR, REWARI
Email - 17394priya@gmail.com

Abstract: Indian youth must have such ability which can provide numerous employment through their ability, capacity and capability to unemployed people rather depending on other people as a job seeker. There is much evidence that country can be developed by its human resources like Japan, USA etc. That's why they are giving most importance on their human resource. Many country focus on their economic development and they have developed many development programmes for the growth of country. Entrepreneurial Development programme (EDP) also deserves to be considered as the important part for economic development. **Purpose/Objective-** The main aim of this paper is to analyzing the entrepreneurial attitude of students' towards entrepreneurship on the basis of their stream in Rewari District. **Design/Methodology/Approach-** For collection of data, a structured questionnaire was prepared and total respondent was 227. For analyzing the perception mean score, standard deviation and chi square test was used. SPSS 16.0 software was used for analyzing entrepreneurial attitude of students' towards entrepreneurship. **Findings-** It was found by the study that the entrepreneurial attitude of respondents were positive towards entrepreneurship and there is no significant difference regarding entrepreneurial attitude of the students for the promotion of entrepreneurship on the basis of stream. **Research Limitation-** This research has been done only one district of Haryana that is Rewari, that's why it can't present the overall attitude of student of Haryana.

Key Words: Entrepreneurship, Pradhan Mantari Kaushal Vikas Yojana, Rewari District, development programmes.

1. INTRODUCTION:

Entrepreneurship is the process of environment scanning, identifying opportunities, preparation of plan and allocation of resources for given shape of his idea as enterprise. It is that process by which entrepreneur wants to materialize his imagination and creativity into real existence by creating an enterprise. Entrepreneurship is a mid-point between entrepreneur and enterprise. All the activities that have to done by entrepreneur for becoming his dream true is called entrepreneurship. For giving a shape of his idea entrepreneur has to do several task like environment scanning, identification of opportunities and strength, developing strong business plan, and the most important task is allocation of resources like human resources, physical resources and financial resources etc.

Entrepreneur is a person who conceives idea in his mind and he is an innovator who innovates something new which is different from existing ones. A person who has the ability/capability of risk bearing for his innovation and idea and who creates a idea into reality and establish an enterprise may be termed as entrepreneur. After conceiving idea, he does arrange, manage and organize all the resources for creating an enterprise in real existence. An entrepreneur has some qualities like hard worker, confident, risk bearing, leadership, motivating capability, dynamic, and creativity, innovative, communicating and analytical mind. He uses his ability for the success of his idea by proper use of resources.

Entrepreneurship is the process of environment scanning, identifying opportunities, preparation of plan and allocation of resources for given shape of his idea as enterprise. It is that process by which entrepreneur wants to materialize his imagination and creativity into real existence by creating a enterprise. Entrepreneurship is a mid-point between entrepreneur and enterprise. All the activities that have to done by entrepreneur for becoming his dream true is called

entrepreneurship. For giving a shape of his idea entrepreneur has to do several task like environment scanning, identification of opportunities and strength, developing strong business plan, and the most important task is allocation of resources like human resources, physical resources and financial resources etc.

Entrepreneurial Development is a process focusing on development of individual’s skills by different types of training programme for creating their own business/enterprise. The main motive of entrepreneurship development programme (EDP) is to motivate person for developing their efficiency, skills and creativity in specific field and get ready for generation of employment for other persons. Ministry of Skill Development and Entrepreneurship (MSDE) is currently promoting different EDP’s for youth for their overall development with the help of DGT, NSDA and NSDC. Different programmes and institutions are also promoted by MSDE like PMKK, Udaan, ITI and several other programmes for development of youth.

In past it was believed that “*Entrepreneur are born and not made*” It was assumed that only those person could be entrepreneur whose family background is entrepreneurship, now time has been changed and entrepreneur can create by proper development of their skill, ability and capability through Entrepreneurial Development Programme (EDP). There are some entrepreneurial development programme which are being promoted by the Government for overall development of the youth of our country and these are as follow: Pradhan Mantari Kaushal Vikas Yojana PMKVY), Skill India, National Skill Development Agency (NSDA), Udaan, Support to Training and Employment Programme (STEP), Startup India.

2. REVIEW OF LITERATURE :

Author’s Name, Year of Publication	Objectives	Research Methodology	Findings
Tariq Hussain, Aroona Hashmi & Misbah Gilani (2016)	<i>To examine the attitude of entrepreneurship for Technology education students.</i>	Data: Primary Data Sample Size: 135 Research Instrument: Standard Questionnaire Research Statistical Tool: Mean, Standard Deviation , t-Test	This study explained that the attitude of Technical student was positive for entrepreneurship as a carrier for starting own business. There was no significant difference on gender base of technical education students regarding entrepreneurship whereas the difference between attitude of morning and self-supporting students was significant regarding entrepreneurship.
Bir Bahadur Karki (2014)	<i>To promote EDP for Small Enterprise in Nepal for strengthening Micro, Cottage and Small Industry.</i>	Data: Secondary Data Research Design: Descriptive cum Analytical Research Design Statistical Tool: Fitted Time Series Model	On the basis of fitted time series, it was found that the enterprises and entrepreneurs are increasing rapidly. It was observed that cottage and small industries were more suitable for the livelihood of Nepal’s person. According to it, people of the Nepal wanted to be entrepreneur and start their own business and didn’t wanted to work under any person. They wanted to be independent boss as an entrepreneur. But for individual it was not possible to started any small scale industry by only his efforts that’s why it was necessary that Government of Nepal must be part of entrepreneurship by providing proper infrastructure for balanced regional development.
Odara R.J (2015)	<i>To identify the effect on innovation and entrepreneurship skill regarding Product Design among Design</i>	Data: Primary Data Sampling Technique : Random sampling	In this study, the researcher observed that the students’ participation were increased for design and entrepreneurial skill by providing proper training towards product design. Further students were more interested in learning

	<i>and Engineering student's by proper training programme.</i>	Research Instrument: Structured Interview Sample Size: 5 Statistical Tool : Mean, Standard Deviation	process through training programme rather than traditional learning process. By training process, they had learnt more effectively and efficiently. It also focused that In University of South Africa, entrepreneurship was helpful for development of University of Technology students in Design and Engineering Programme.
Dr. Nanu Lunavath (2015)	<i>To identify the factors which affect and measure the entrepreneurial intension in engineering and management students.</i>	Data : Primary and Secondary Data Sample Size : 300 Research Instrument : Questionnaire	In the study, the researchers found that education was the factor by which students get motivated for their own business and by survey result 49% in Business Management students focused on their own enterprise.
Stephen Durai, H.Samuel Thavaraj (2017)	<i>To find out the Entrepreneurial Attitude of Post Graduate students.</i>	Data : Primary Data Sample Size : 200 Sample Instrument : Random Sampling Research Instrument : Questionnaire	The study explained that the most positive Entrepreneurial Attitude Index (EAI) was 21-40 that covers 41% of respondents whereas for female respondent, EAI is 61-80 which represents the 32 % of total Index. By this, It was found that the overall result, female Post graduate students were more positive about entrepreneurship rather than male respondents.
Mr. Abdul Jaleel Pp, Dr. Vijayaraghavan, Mr. Muhammed Unais (2017)	<i>To identify the perception of Commerce graduate student regarding entrepreneurs in University and College of Kerala.</i>	Data : Primary Data Sample Size : 200 Research Instrument : Questionnaire Statistical Tool : Mean , SD, Regression and Correlation	In this study, the mean values for attitude towards entrepreneurship was greater than 2.50 i.e. the attitude of commerce graduating student was positive regarding entrepreneurship. In Kerala the University and Colleges encouraged student to startup their own business.
Shaik Karim, Dr. Ch. Venkataiah (2016)	<i>To examine the attitude of MBA and other student regarding entrepreneur and starting up a new venture.</i>	Data : Primary Data Sample Size : 176 Research Instrument : Questionnaire Statistical Tool : t-test, chi- square, mean Research Software : SPSS 17.0	The authors concluded that the desirability for entrepreneurship in MBA student was greater than other students. MBA students had positive attitude towards entrepreneurship and there was significant difference between the students of MBA and other regarding image of an entrepreneur.
Sonia Katherin Mathew (2015)	<i>To examine the Entrepreneurial Attitude of Engineering students on the basis of age and gender factor.</i>	Data : Primary Data Sample Size: 224 Research Instrument : Questionnaire Statistical Tool: ANOVA ,t-test	Regarding entrepreneurial attitude, there were a significant difference between male and female. Male Entrepreneurial Attitude Orientation (EAO) is more positive rather than female and age also affected EAO i.e. higher age had higher EAO and vice versa.

3. RESEARCH METHODOLOGY:

Data is collected from primary source are considered as universe Students of university and college of the Rewari District of Haryana. For the collection of sample, college are classified on the basis of rural and urban area and from both area one college is selected. KLP College is selected for urban area and Govt. college, Kharkhara is selected for rural area. There is only one University in Rewari that's why it is taken. Data is collected by the structured questionnaire with greater accuracy, total 300 questionnaire were distributed out of which 227 responses were received. Cronbach's Alpha test is also done for checking the reliability of the questionnaire. Random sampling is used for selecting the sample units. Mean, standard deviation and chi square test are used for this study.

3.1 OBJECTIVES

Main objective of this study as follow:

To analyzing the entrepreneurial attitude of students' towards entrepreneurship.

4. ANALYSIS OF DATA:

It examines the entrepreneurial attitude of students towards entrepreneurship, which consists of statistical calculations of mean score and std. deviation. Further, chi-square test is used for further analysis.

Table 1: Entrepreneurial Attitude of students' towards Entrepreneurship

	Mean Score	Std. Deviation
I have the ability to promote my product and service in market	3.98	.943
I have the necessary creativity to prepare a good business plan	3.90	.909
I am confident that I can start my business	3.97	.982
I can manage business confidently	4.02	.977
It is risky to start a new business	3.98	1.000
Starting a new business is very difficult due to competition	4.04	.972
Own business is better than a job	3.92	1.080
Starting my own business would be very rewarding/profitable	3.66	.961
I can learn a lot by starting a business	3.92	.963
I want to be entrepreneur rather than employee in any company or Govt. sector	3.63	1.062
I may establish my own business in future	3.83	1.035

Source: Primary Data

Table 1 shows the result of students response towards entrepreneurial attitude for startup their new business. Mean score of different dimensions of entrepreneurial attitude are near about 4 which means there is favorable environment for promoting Entrepreneurship. Students feel about entrepreneurial intension that starting a new business is not so easy due to competition(4.04) but students are able to manage their business confidently(4.04) and students have ability to promote their product and service in market (3.98)with risk bearing capacity(3.98)and confident to start their business(3.97). Further, they believe that starting their own business is better than doing job(3.92) and can be learn a lot(3.92) followed by establishing own business in future(3.83) with proper profitability(3.66) and want to be entrepreneur(3.63) respectively. Overall, it may be concluded that students can start their career as Entrepreneurship.

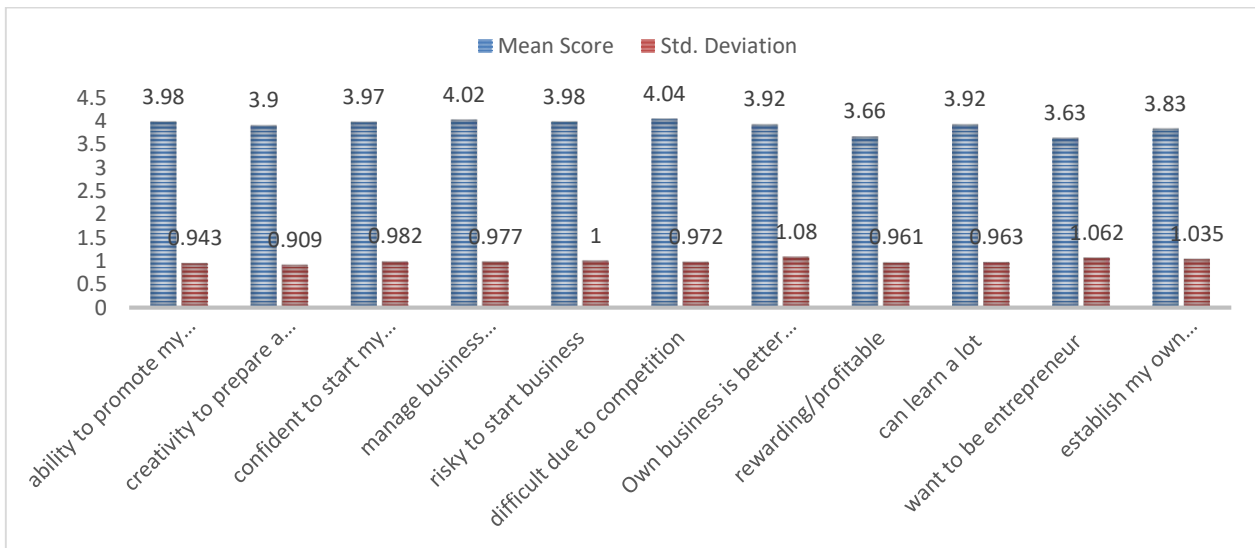


Figure: 1 Mean and Std. Deviation of students towards the Entrepreneurial attitude

H 1: There is no significant difference between the Entrepreneurial attitude of students towards Entrepreneurship according to their stream/course.

Table 2: Response of Respondents towards Entrepreneurial Attitude on the basis of their Stream/Course: Application of Chi-Square

	Name of course			Chi-square	Df	Sig	Result
	Science	Commerce	Arts				
I have the ability to promote my product and service in market	85	65	77	19.689	8	.012	S
I have the necessary creativity to prepare a good business plan	85	65	77	9.408	8	.309	NS
I am confident that I can start my business	85	65	77	19.838	8	.011	S
I can manage business confidently	85	65	77	9.539	8	.299	NS
It is risky to start a new business	85	65	77	7.350	8	.499	NS
Starting a new business is very difficult due to competition	85	65	77	12.206	8	.142	NS
Own business is better than a job	85	65	77	7.366	8	.498	NS
Starting my own business would be very rewarding/profitable	85	65	77	11.331	8	.184	NS
I can learn a lot by starting a business	85	65	77	23.824	8	.002	S
I want to be entrepreneur rather than employee in any company or Govt. sector	85	65	77	6.032	8	.644	NS
I may establish my own business in future	85	65	77	12.841	8	.117	NS

Source: Primary Survey

Table 2 indicates the result of entrepreneurial attitude towards entrepreneurship based on chi-square test on the basis of their stream. There are similar opinions of students towards most of the dimensions viz. students think that they can make a good business plan (.309) and manage it confidently (.299) with risk-bearing capacity (.499). Further, they feel that starting any business is very difficult due to competition (.142) and believe that it is better than any job (.498) and profitable to select as a career (.184). Students also want to be entrepreneurs (.644) and establish their own business in the future (.117). In these dimensions, there is no significant difference between the entrepreneurial attitude of students towards entrepreneurship.

according their stream/course and significance value is also higher than 0.05. On the other hand, there are significant differences in the entrepreneurial attitude of students regarding promoting product and services (.012), starting their own business with confidently (.011) and learning capability (.002) through promoting entrepreneurship and their significance value is also less than 0.05. Further, there is no significant difference regarding entrepreneurial attitude of the students for the promotion of entrepreneurship on the basis of stream.

5. CONCLUSION:

On the basis of above discussion, it can be said that entrepreneurial attitude of students towards entrepreneurship is positive. Overall, it may be concluded that students can start their career as Entrepreneurship. There is no significant difference regarding entrepreneurial attitude of the students for the promotion of entrepreneurship. All stream students' perception are same for their entrepreneurial attitude for the development of the entrepreneurship.

REFERENCES

1. Abderrezzak Benhabib, A. M. (2014). Environmental and Individual Determinants of Female Entrepreneurship in Algeria : Appling the Structural Equation Model. *Entrepreneurial Business and Economics Review*, 2, 65-80.
2. Ajay Nayar, V. K. (2012). Entrepreneurship: problem and challenges faced. *Journal of Entrepreneurship and Management*, 1(2), 27-31.
3. B.B., K. (2011). Doing business and role of government for entrepreneurship development. *The Journal of Nepalese Business Studies*, 7(1).
4. Babu Musa Pulka, A. A. (2014). An assessment of factors influencing students' attitude towards entrepreneurship education in Nigerian University. *Journal of Social Science*, 3 (4), 505-515.
5. Baumol, W. (1986). Entrepreneurship and a century of growth. *Journal of Business Venturing*, 1, 141-145.
6. Bhovi, D. B. (2016). Pre and post independence entrepreneurial development and culture in India. *International Journal of Research in IT & Management*, 84-94.
7. Bird, B. (1998). Implementing entrepreneurial ideas :the case for intension. *Academic of Management Review*, 13(3), 442-453.
8. Brockhaus, R. (1980). Risk taking propensity of entrepreneurs. *Academic of Management Journal*, 23(3), 509-520.
9. Brush, C. D. (n.d.). Growth oriented women entrepreneurs and their business. *A Global Research Perspective*.
10. Bygrave, W. M. (2004). The social dynamics of entrepreneurship. *Entrepreneuship Theory and Practice*, 24(3), 25-36.
11. Cooper, A. W. (1987). Entrepreneurs' perceived chances for success. *Journal of Business Venturing*, 3(2), 97-108.
12. C.R. Kothari & Garg, G. (2014). *Research Methodology-Methods and Techniques*. New Delhi: New Age International (P) Limited.
13. DR. Renu Sharma, M. M. (2016). Emerging pattern of industrial development in Haryana. *Indian Journal of Research*, 61-63.
14. Duygu Turker, S. S. (2009). Which Factor affect entrepreneurial intension of university students? *Journal of European Industrial Training*, 33(2), 142-159.
15. Elizabeth Chinomona, E. T. (2015, November/December). Women in action: challanges facing women entrepreneurs in Gauteng Province of South Africa. *International Business and Economics Research Journal*, 14 , 835-850.
16. Fatoki, O. (2014). The entrepreneurial intension of undergraduate students in south africa : the influences of entrepreneurship education and previous work experience. *Mediterranean Journal of Social Science*, 5(7), 294-299.
17. Fillion, L. (n.d.). Ten steps to entrepreneurial teaching. *Journal of Small Business and Entrepreneurship*, 11(3), 68-78.
18. Galloway, L. a. (2002). Entrepreneurship education at university :A driver in the creation of high growth firms:". *Education+Training*, 44, 398-405.
19. George Lord Opoku-Antwi, K. A. (2012). Entrepreneurail intension among senior high school students in the sunyani municipality. *International Review of Management and Marketing*, 2, 210-219.

21. Gurol, Y. a. (2006). Entrepreneurial characteristics amongst university students: some insights for entrepreneurship education and training in Turkey. *Education + Training*, 48(1), 25-38.
22. Hanifa Itani, Y. M. (2011). UAE female entrepreneurs: motivations and frustrations. *Equality Diversity and Inclusion: An International Journal*, 30(5), 409-424.
23. Harrison, R. L. (1994). Entrepreneurship and leadership the implications for education and development. *Entrepreneurship and Regional Development*, 6, 111-215.
24. Ilayaraja, S. D. S. (2016). Entrepreneurship education in India and motivation for students to become entrepreneurs. *Innovative Management Practices*, 1(1), pp. 372-376. Virudhunagar.
25. Isidore Ekpe Norsiah Mat, R. C. (2011, September). Attributes, environment factors and women entrepreneurial activity: a literature review. *Asian Social Science*, 7(9), 124-130.
26. Jelena Cadjenovic, M. M. (2013). Some of the idea's how to improve youth entrepreneurship in Serbia. *7th International Quality Conference*, (pp. 231-235). Serbia.
27. Jha, N. (2010). Problems and prospects of rural entrepreneurship in Bihar:A case study. 34.
28. Kaburi, S. M. (2012). Entrepreneurship challenges in developing economies: A case of kenyan economy. *International Journal of Arts and Commerce*, 1(4), 264-274.
29. Karki, B. B. (2014). Entrepreneurship development programme with reference to small enterprise of Nepal. *Janapriya Journal of Interdisciplinary Studies*, III, 16-22.
30. Lewis, K. M. (2003). Youth entrepreneurship and government policy. *New Zealand Centre for SME Research*.
31. Lunavath, D. N. (2015). A study on the Entrepreneurial Intension among Students. *American Research Journal of Business and Management*, 1, 1-6.
32. Lzyumov, A. R. (2000). Women entrepreneurs in Russia: learning to survive the market. *Journal of Development Entrepreneurship*, 5(1), 1-19.
33. Manjusmita Dash, K. K. (2012). Youth entrepreneurship as way of bossting indian economic competitiveness: A study of Orissa. *International Review of Management of Marketing*, 2(1), 10-21.
34. Mathew, S. K. (2015). *A study on the attitude of youth towards entrepreneurs and entrepreneurs HIP in Kerala*. Kerala. Retrieved from <http://hdl.handle.net/10603/167227>
35. Mr. Abdul Jaleel Pp, D. P. (2017). A study on attitude of commerce graduating students towards entrepreneurship in Kerala. *Journal of Research in Business and Management*, 5(1), 42-47.
36. Mr. T. Thileepan, D. K. (n.d.). Problems and opportunities of women SHG entrepreneurship in India. *International Research Journal of Business and Management*.
37. Muneer Ahmad Khan, B. H. (2016). A study on the problems of entrepreneurs in Jammu & Kashmir. *IRACST-International Journal of Commerce, Business and Management*, 5(2), 269-273.
38. Nural Indarti, R. R. (2010). Underlying factor of entrepreneurship intension among Asian Student. *The South East Asian Journal of Management*, 4(2), 143-159.
39. Olawale Fatoki, L. C. (2011, April). An investigation into the obstacles to youth entrepreneurship in South Africa. *International Business Research*, 4(2), 161-169.
40. O.R. Krishnaswami, M. R. (2012). *Methodology of Reasearch in Social Sciences*. Mumbai: Himalaya Publishing House Private Limited.
41. P.Girijasri, P. S. (2016). Promoting young women entrepreneurship in india. *International Journal of Research and Development*, 5(3), 56-60.
42. Parthasarathy, K. (2005). Introducing entrepreneurship in curriculum. *Advances and Trends in Entrepreneurship Research*. Ahmedabad.
43. Paul Jones, C. M. (2011). Attitudes and motivations of polish students towards entrepreneurial activity. *Education+Training*, 53(5), 416-432.
44. R.J, O. (2015). Integrated product design and entrepreneurship education a stimulant for enterprise design and engineering students in South Africa. *Porcedia Technology*, 276-283.
45. R.Ponmani. P.Pretheeba, R. (2014). Entrepreneurial intension among male and female students from different domains of specialty. *Reshaping Management and Economic Thinking through Integrating Eco-Friendly and Ethical Practices*, (pp. 159-166). Sri Lanka.
46. Reza Movahedi, S. J. (2013). Entrepreneurial personality traits of agricultural students. *IJASRT*, 3(1), 7-12.
47. Sambo, W. (2016). Factors affecting youth entrepreneurship development in Kibera district, Kenya. *Problems and Perspectives in Management*, 14(3-1), 154-161.
48. Sandybayev, A. (2017). Entrepreneurial motivation as determinants of youth entrepreneurship challenges : A case of business college in UAE. *International Conference on Education and Workplace Development*. 14, pp. 14-28. HCT Abu Dhabi: Women's College.

49. Selvaraju, P. (2018). Factors influencing the entrepreneurial culture among the rural college students in Puducherry region: A study with garrett ranking technique. *Asian Journal of Management Science*, 7(2), 38-40.
50. Sudipa Majumdar, D. V. (2013). Student's attitude towards entrepreneurship: does gender matter in the UAE? *Foresight*, 15(4), 278-293.
51. Tariq Hussain, A. H. (2018). Attitude towards entrepreneurship: an exploration of technology education students. *Bulletin of Education and Research*, 40, 131-139.
52. Thresiamma Varghese, A. H. (2012). Youth's entrepreneurial attitude in oman. *World Journal of Social Science*, 302-325.
53. Ughamadu Uju, O. J. (2015). Attitude and willingness of teachers to the intergration of entrepreneurship education into secondary school curriculum in Anambra State. *British Journal of Education, Society & Behavioral Science*, 10 (1), 1-10.