

A Study on College Student's Awareness and Attitudes towards Entrepreneurship in Tumkur District

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Abstract: *Entrepreneurship is the basic factor for the economic progress. It has a vital role especially in developing countries like India. A consistent and stable economic development happens solely via the increase of entrepreneurs. The purpose of the study is to know the attitudes of college students towards entrepreneurship and to find out the factors influencing students towards entrepreneurship. Data had been collected by distributing Questionnaire and Educational unemployment is one of the main difficulties faced by our state, Karnataka. So entrepreneurship has a big role under these circumstances to overcome this problem. Today's college students are the future entrepreneurs of the country. The factors and pattern of entrepreneurial culture is intimately linked to the government policies, the social support system and the quality of education prevailing in a country. So this work entitled to study "the attitude of students towards entrepreneurship with special reference to college students."*

Key Words: *Entrepreneurship, attitude and Entrepreneurial culture.*

INTRODUCTION

The act of launching and operating a firm, typically with the intention of making money and expanding it, is known as entrepreneurship. In order to produce value, it entails seeing opportunities, taking measured risks, and distributing resources—financial, human, and technological. Entrepreneurs frequently exhibit invention, originality, tenacity, and stability. Entrepreneurship can take many different forms, but common themes include a love of solving problems, a drive to disrupt the status quo, and a goal to make a big difference in the business or society.

Entrepreneurship

Entrepreneurship is the act of creating, launching, and managing a new business or venture. It involves spotting market opportunities, gathering resources like finance and talent, and taking informed risks to generate value and meet financial or social

objectives. The scope of entrepreneurship extends beyond starting new companies; it also includes innovating within existing businesses or sectors. Successful entrepreneurship requires a blend of vision, determination, adaptability, and a readiness to learn from mistakes and challenges. It significantly contributes to economic growth by encouraging competition, enhancing productivity, and facilitating development in both advanced and emerging economies. Entrepreneurship refers to the act of establishing one's own business rather than engaging in other economic activities, like employment or practicing a profession. According to Webster, entrepreneurship is defined as "economic venture organizing." Robert K. Lamb states, "Entrepreneurship is a form of social decision-making performed by economic innovators." A.H. Cole describes entrepreneurship as "the intentional activity of an individual or a group aiming to initiate, sustain, or increase profits through the production or distribution of economic goods and services." The concept of entrepreneurship has also been characterized as "a distinct skill or ability to mobilize the factors of production—land, labor, and capital—to create new goods and services." Finally, entrepreneurship can be seen as a series of actions taken by an entrepreneur to create their enterprise.

Entrepreneur

An entrepreneur is an individual who initiates and manages a business while assuming financial risks in hopes of generating profits. Entrepreneurs are typically noted for their innovation, creativity, and readiness to take calculated risks to introduce new ideas, products, or services into the market. They are vital in stimulating economic development and generating job opportunities by identifying possibilities and transforming them into feasible business ventures. The essence of being an entrepreneur lies in the journey; starting from small beginnings can evolve into a full-time, sustainable

business with employees. Similarly, freelancers who aim to establish a profitable venture fit the definition of an entrepreneur. However, the term "entrepreneur" encompasses much more than merely creating jobs or businesses; they are among the world's most significant agents of change.

Tiwari et al. (2017) used a sample of students from an Indian technological institution to examine the career development theory framework. They discovered that the development of social enterprises is directly impacted by each person's goal-setting and dedication to society. This affects training and development from an early age at the school and university levels as well as fostering a socially entrepreneurial culture in the community to increase the drive for social entrepreneurship.

India offers a wide range of chances, according to Patidar (2017). The business owner has picked the right area of his passion. Opportunities in the tourist, energy, automotive, textile, waste management, health, organic farming, media, toys, packing, transportation, food processing, education and training, supply and marketing, and other sectors are accessible, according to his research. Through "make in India," the Indian government is also helping to generate possibilities.

According to Salamzadeh et al. (2013), a large number of college students understand what entrepreneurship is. Nonetheless, it was discovered that students who had attended an entrepreneurship course had a greater comprehension of the subject. There was a lack of knowledge about national social entrepreneurs and some misunderstanding regarding social entrepreneurship. The findings indicate that social entrepreneurship education in higher education has to be developed.

OBJECTIVES OF THE RESEARCH

1. To know the attitudes of college students towards entrepreneurship.
2. To find out the factors influencing students towards entrepreneurship.

Table 1; Demographic details of the respondents

	Category	Frequency (n)	Percentage (%)
Gender	Male	84	64.61%
	Female	46	35.38%
Programs	PG-M.COM	26	20%
	PG-M.SC	22	16.92%

Research Design

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyse data in order to answer research questions. Exploratory research Design has been used to conduct a research study.

Sample Design

It is impossible to examine the whole universe accurately and comprehensively, so a sample that accurately represents the population is to be selected to conduct the study.

Sample Size

Sample size of this study is 130 respondents. Under Graduate & Post Graduate College students of Tumukur district are selected for this study.

Sampling Technique

Convenient sampling procedure was employed to collect the data

Method of data collection

- Primary Data Collection: Primary data were collected through interview scheduled method using structured questionnaire.
- Secondary Data Collection: Data collection through secondary sources is referred to when data was collected by other sources through a literature review. Sources were published research papers, magazines, journals, various articles and conference papers, websites, etc.

Tools for analysis of data

The data collection is arranged and tabulated as per the objectives of the study. The data is presented in form of tables.

RESULTS & DISCUSSION

	UG-BCOM	24	18.46%
	PG- MBA	23	17.69%
	UG-BA	25	19.23%
	Others	10	7.69%
<i>Type of Institute</i>	Government	81	62.30%
	Private	44	33.84%
	Aided	5	3.84%

As per Table-1, out of 130 respondents, 64.61% were male and 35.38% were female. The table shows that 20% of respondents are students belonging to

MCOM and 62.30% of the respondents were studying in Government Colleges.

Table 2: Cultural Factors Influence The Entrepreneurial Landscape

Particulars	Frequency	Percentage
Encouraging	42	32.30%
Hindering	37	28.46%
No significant impact	11	8.46%
Significant impact	40	30.76%

The respondents, 42% felt that the factor is “Encouraging,” while 37% believed it is “Hindering.” Additionally, 40% saw it as having a “Significant impact,” and 11% felt it had “No

significant impact.” This suggests a nearly balanced view on whether the factor encourages or hinders, with a notable portion acknowledging its significant impact.

Table:3 , Key Skills And Qualities Required To Be A Successful Entrepreneur

Particulars	Frequency	Percentage
Creativity	42	32.30%
Leadership	42	32.30%
Other	4	3.07%
Risk-taking	42	32.30%

The respondents, 32.3% each selected “Creativity,” “Leadership,” and “Risk-taking” as key attributes, showing equal importance for these qualities. A small percentage, 3.1%, chose “Other” attributes.

This indicates that creativity, leadership, and risk-taking are equally valued, while other traits are less emphasized.

Table:4, Institute Level Of Support For Entrepreneurship

Particular	Frequency	Percentage
Limited support	39	30%
No support	8	6.15%
Strong support	33	25.38%
Support	50	38.46%

The respondents, 38.5% indicated “Support” and 30.0% reported “Limited support” for the particular issue. 25.4% expressed “Strong support,”

while 6.2% felt there was “No support.” This suggests that a majority of respondents either support

the issue or recognize some level of support for it, with only a small minority feeling there is no support.

Table: 5, Do You Think Innovation Is For Entrepreneurial Success

Particulars	Frequency	Percentage
Important	43	33.07%
Not important	6	4.61%
Somewhat important	34	26.15%
Very important	47	36.15%

The respondents, 36.2% considered the issue “Very important”, and 33.1% viewed it as “Important”. 26.2% rated it “Somewhat important,” while only

4.6% thought it was “Not important.” This shows that a majority of respondents view the issue as significant, with a strong emphasis on its importance.

Table:6, Challenges of An Entrepreneur In Tumukur District

Particulars	Frequency	Percentage
Access to funding	54	41.53%
Lack of mentorship	41	31.53%
Other	5	3.84%
Regulatory hurdles	30	23.07%

The respondents, 41.5% identified access to funding as the biggest challenge they face. 31.5% pointed to lack of mentorship as a major issue, while 23.1% cited regulatory hurdles, and 3.8% selected “Other”.

This indicates that securing financial resources is the foremost concern, with mentorship and regulations also playing significant roles

Table-7, Banks Do Not Readily Give Credit to Start-up business

Particulars	Frequency	Percentage
Agree	30	23%
Disagree	25	19%
Neutral	31	24%
Strongly agree	27	21%
Strongly disagree	17	13%

The respondents are 23% of participants agree and 21% strongly agree with the statement, showing a moderate level of support. 24% are neutral, while

19% disagree and 13% strongly disagree. Overall, there is a mixed response with a slight inclination towards support for the statement.

Table-8, Any Formal Education Entrepreneurship During Your Postgraduate Studies

Particulars	Frequency	Percentage
Yes	85	65.38%
No	45	34.61%

The respondents, 65.4% answered “Yes,” reflecting a majority in favour of the particular statement or condition. In contrast, 34.6% answered “No,” indicating a smaller, yet significant, dissenting opinion. Overall, the majority supports the issue in question.

MAJOR FINDINGS

- 64.61% of the population, while males represent 35.38%. This indicates a higher female presence in the population compared to males

- The majority indicates that 81.53% of the population surveyed are unmarried, remaining 18.46%, are married
- The majority respondents, 68.46% answered "Yes," indicating a majority agreement on the issue or question posed. In contrast, 31.54% answered "No," representing a smaller proportion who did not agree.
- 41.5% prefer innovating within an existing organization, while (26.9%) are interested in starting a new business. Investing in startups follows with (25.4%) and a small percentage (6.2%) chose "Other" options or specified different preferences.
- 41.5% identified access to funding as the biggest challenge they face. 31.5% pointed to lack of mentorship as a major issue, while 23.1% cited regulatory hurdles, and 3.8% selected "Other".

SUGGESTIONS

- ❖ Educational institutions often have entrepreneurship development cells to nurture innovative ideas and support aspiring entrepreneurs. Establishing one can provide valuable resources and guidance.
- ❖ Most students are untested or uninterested in starting a business after education. For those with high interest, plan, research, and engage in internships, networking, and courses to increase chances of success.
- ❖ Implement specialized financial support programs for agribusinesses, partnering with local banks and organizations for targeted funding and resources.
- ❖ Foster open communication, cross-functional collaboration, and diverse perspectives to overcome barriers in business culture and foster inclusive environments.

CONCLUSION

The goal of the current study is to ascertain how college students in tumkuru district in the Karnataka state feel about entrepreneurship. We get the conclusion that students are not interested in entrepreneurship based on the thorough investigation and interpretation. Students' desire in starting their own businesses is neither fostered or developed by the current higher education system. Only higher education is intended to use the current system. The biggest motivator for students to launch their own

businesses is the many kinds of government subsidies. The majority of pupils do not attend in any programs that foster entrepreneurship. The authorities must start entrepreneurship development club in each college and Government should arrange entrepreneurship awareness programmes in colleges.

Scope for further research

The research project focuses on student attitudes towards entrepreneurship in a specific region. Further research topics include the impact of entrepreneurship education, women's entrepreneurial challenges, innovation and technology, entrepreneurial ecosystem, social entrepreneurship, seed financing, entrepreneurial mind set and traits, international entrepreneurship etc.

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