



ENTREPRENEURIAL AWARENESS AMONG THE FINAL YEAR GRADUATE STUDENTS WITH REFERENCE TO SALEM DISTRICT

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ABSTRACT

This study regarding entrepreneurial awareness among final year under graduate students at Salem district. Entrepreneur is a driving force in increasing the standard of living of people by creating more job opportunities. Entrepreneurs are innovative and initiator for the starting a new business. Now a day's many students dream a job after their completion but how far they are awareness infinite opportunities available in becoming entrepreneur. This study has done to research the awareness level of entrepreneurship among final year under graduate students.

The data collected using well-structured Questionnaire through which the required information for the study was collected. The result of the study most of the students are not aware of financial assistance and male students are more interested in becoming entrepreneurs than female students.

Keywords: Awareness, Students, Information, Entrepreneur.

I. INTRODUCTION:

The most important segments for the development of economic growth is entrepreneur. Entrepreneur are the one who make innovation in developing their business. They come forward to sacrifice them and they lead way for many individuals in providing employment opportunities. The entrepreneur ingenuity and labour of man only that gain the value of natural resource. Entrepreneurs become responsible for setting up a business or an enterprise. It has been proved that entrepreneur is a person who is the initiator, innovation skill and always target to reach high achievements.

Entrepreneur is a driving force of change and plant for the fine of folks. Entrepreneurs bring out innovative emerald pitch projects which form prosperity, release up job opportunity and promote other sectors. The entrepreneur is face many crucial issues in the change of socio-economic and a key man who foresee new techniques, new line of production, new products and coordinates all other activities.

Entrepreneurs make out latest prospect and grab them with fabulous typical determination and liveliness. They are vital to conquer the conflict arise in social environment. Concisely, the entrepreneurs who are the self-starters and open the doors of a business, he would organize and construct their own project or enterprises. In general manner of speaking, an entrepreneur is said to be a person who starts an industry, project, business or a shop. There is a growing realization about the potential contribution of small enterprises both in developed and developing countries. A healthy, small business sector is rightly considered to be the backbone of any developed economy. Entrepreneurship training in most countries of the world is increasingly trying to promote local entrepreneurship and accelerating the pace of small enterprise development. Research studies conducted in USA (Birch) suggest positive link between economic development and entrepreneurship. Similar research studies are rarely available in developing and underdeveloped countries. But an absence of such related studies does not suggest that such a positive relationship does not exist in the developing and underdeveloped countries.

II. REVIEW OF LITERATURE:

According to **bird (1988)**, entrepreneurial intention is "a conscious state of mind towards

the goal of founding a business”. Entrepreneurial intentions are aimed at either creating new values in existing ventures. Intentionality includes both rational/analytical thinking and intuitive/holistic thinking.

Scherer (1989), revealed that up to 65 percent of entrepreneurs had one or more entrepreneurial parents and the role model performance was not as important as having a role model. Father is the most significant role model in the family. Who influence the students desire to own a business.

Spechts (1993), Literature Review showed that the five most usually contextual factors used as determinants of entrepreneurship can be grouped as social, economic, political ,infrastructure development and market factors failure in previous organization getting fired, or concluding that the organization or one’s career is not progressing can also be treated as factors “pushing” towards entrepreneurship.

III.OBJECTIVES OF THE STUDY

1. To identify the level of entrepreneurial awareness among the students .

2. To examine the source of finance for becoming entrepreneur.

3. To find out the factors that induces the students to start a new business.

IV.RESEARCH METHODOLOGY

The research design of this research is descriptive research design. The sample design followed in this study is Non-Probability sampling technique of Convenience Sampling. The population of this study is final year under graduate students of Arts & Science College at Salem. The sample size of this study is 200 respondents at Salem district. Primary data and secondary were used for data collection in the research study . First time collected data referred to as primary data. In this research the primary data was collected by means of Structured Questionnaire.The Questionnaire consisted of open-end and closed-end questions. This type of data was collected from the books, journals, magazines, articles. The statistical tools and techniques for data analysis were chi-square analysis. The period of the study covers six months.

V.DATA ANALYSIS AND INTERPRETATION

I. Chi-Square Table Showing Between Gender And desire To Become An Entrepreneur

H0: There is no association between Gender and wish to become an entrepreneur

Gender	Do you wish to become an entrepreneur?		Total
	Yes	No	
Male	80	28	108
Female	60	32	92
Total	140	60	200

Source: primary data

Chi-Square Tests	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	4.403	1	.036
N of Valid Cases	200		

From the above table chi square test reveals that the association between Gender and wish to become an entrepreneur is associated because the p - value is lesser than the level of significance i.e. $0.036 < 0.05$.

II. Chi-Square Table Showing Age And Wish To Become An Entrepreneur

H0: There is no association between Age and wish to become an entrepreneur

Age	Do you wish to become an entrepreneur?		Total
	Yes	No	
15-20	75	37	112
21-25	65	23	88
Total	140	60	200

Source: primary data

Chi-Square Tests	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	2.843	1	.092
N of Valid Cases	200		

From the above table chi square test reveals that the association between Age and wish to become an entrepreneur is not associated because the p - value is greater than the level of significance i.e. $0.092 > 0.05$.

III. Chi-Square Table Showing Educational Qualification And desire To Become An Entrepreneur

H0: There is association between Educational Qualification and wish to become an entrepreneur

Educational qualification	Do you wish to become an entrepreneur?		Total
	Yes	No	
U.G.Degree	190	10	200
Total	190	10	200

Source: primary data

Chi-Square Tests	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	.425	1	.515
N of Valid Cases	200		

From the above table chi square test reveals that the association between educational qualification and wish to become an entrepreneur is not associated because the p - value is greater than the level of significance i.e. $0.515 > 0.05$.

IV Chi-Square Table Showing Family Income And desire To Become An Entrepreneur

H0 : There is association between Family Income Per month and wish to become an entrepreneur

Family income	Do you wish to become an entrepreneur?		Total
	Yes	No	
Below Rs10,000	60	22	82
Rs10,000-Rs20,000	33	11	44
Rs20,000-Rs30,000	30	15	45
Above Rs31, 000	17	12	29
Total	140	60	200

Source: primary data

Chi-Square Tests	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	5.544	3	.136
N of Valid Cases	200		

From the above table chi square test reveals that the association between Family Income Per month and wish to become an entrepreneur is not associated because the p - value is greater than the level of significance i.e. $0.136 > 0.05$.

VI.FINDINGS OF THE STUDY

1. There is no association between gender and desire of become an entrepreneur because the p-value is lesser than the level of significance i.e. $0.036 < 0.05$.
2. There is association between age and desire to become an entrepreneur because the p-value is greater than the level of significance i.e. $0.092 > 0.05$.
3. There is association between educational qualification and desire of becoming an entrepreneur because the p-value is greater than the level of significance i.e. $0.515 > 0.05$.
4. There is association between family income per month and wish to become an entrepreneur because the p-value is greater than the level of significance i.e. $0.136 > 0.05$.
5. There is no association between father's occupation and wish to become an entrepreneur because the p-value is lesser than the level of significance i.e. $0.419 < 0.05$.
6. There is association between type of family and wish to become an entrepreneur because the p-value is greater than the level of significance i.e. $0.419 > 0.05$.
7. There is no association between institutions conduct any kind of entrepreneurship training program and wish to become an entrepreneur because the p-value is lesser than the level of significance i.e. $0.012 < 0.05$.

VII. SUGGESTIONS

1. Bank may come forward in creating awareness of loan facility for starting new business as Majority of the students belonging to deprived family.
2. The government must make some initiatives in encouraging female candidates to start new business by creating awareness of financial assistance provided for them by government

sector. As Male respondents are more interested in starting a new business than female .Which in turn lead to women entrepreneurs in the Salem city.

3. Colleges may take some necessary steps to develop the interest and skills of entrepreneurial
4. In their EDC cell, they can conduct programmes through interviewing or sharing entrepreneurs experience. Exhibit the collective entrepreneur's details.

VIII.CONCLUSION.

In this research study , majority of the male students are interested to become an entrepreneur by starting a business .Most of the students are motivating themselves to become an entrepreneur but Fund is lacking among them..Bank and other private financial institutions should come forward to encourage them to start a business and also to provide proper guidelines to them. Faculties can sketch and develop a more effective entrepreneurship through effective training education program. Faculties by conducting case study analysis, simulation, attending seminars, workshops can create awareness entrepreneurial among the students Industrial visit can also be arranged to the students to gain practical knowledge of a business oriented problems. This would pave a way to start a new firm for the growth of future India.

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