

Entrepreneurship Awareness Among College Students

A Case Study of Tirunelveli District of Tamil Nadu

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KEY-NOTES

- ✧ The concept is defined as “the director or a manager of a public musical institution, one who gets up entertainment especially musical performance”.
- ✧ Entrepreneurial orientation is not an individual phenomenon.
- ✧ India holds the 14th position in Entrepreneurial growth.
- ✧ The present survey was conducted in and around Tirunelveli District with 500 respondents.
- ✧ The respondents felt that consumer related activities were the best form of business.
- ✧ Around 72% of respondents approved of the values being acquired in the realm of education.

1. THE CONCEPT

The word ‘Entrepreneur’ is taken from the French language where it cradled and originally meant to designate an organizer of musical or other entertainments. Oxford English Dictionary defined the term as “The Director or a Manager of a public musical institution, one who gets up entertainment, especially musical performance”. The Entrepreneur is the person brings in overall change through innovation for the maximum social good. Human values remain scared and inspire him to serve society. He has firm belief in social betterment and he carries out this responsibility with conviction. He is the visionary and an integrated man with outstanding leadership qualities. With a desire to excel he gives top priority to Research and Development. He always works for the well being of the society.

In countries like India, entrepreneurial orientation is not an individual phenomenon. It is a situational phenomenon in which family members and caste sections play an important role. The Indian caste is quite similar to those of observations made by Max Weber who argues that the driving entrepreneurial energies are generated by the adoption of exogenously supplied beliefs. The Indian entrepreneurship was marketed effected by the religion and the occupational caste systems. Earlier, there was a clearly divided work force based mainly upon castes. Among the Hindus ‘Bania’ was a caste that specialized in trade and commerce. later there emerged more regional communities of entrepreneurs like the Chettis (trading castes in south India), Marwaris (hailing from Marwar in Rajasthan) Kumatis (Telugu District) etc. Hence, a sound understanding of

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the entrepreneurship development in India must evolve itself within the context of the general economic development of India. While the western economies have seen “their” entrepreneurs play a critical role in “emerging” and “strategic” sectors like software development and telecommunication, India has been a “different” land for the entrepreneur. The “process” did not start for a long time even after the country gained independence. The government played a “prominent” role in the creating of enterprises and the “private” guy was left out of the value creation process.

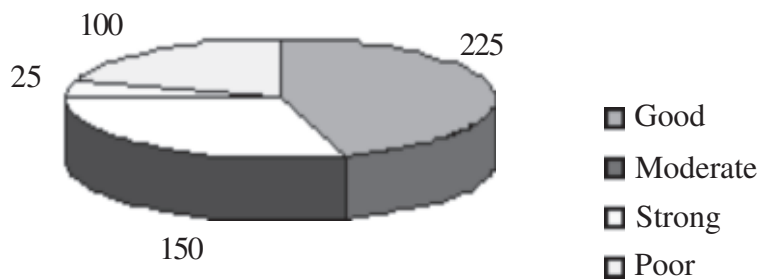
India holds the 14th position in Entrepreneurial growth. The concept developed after the 1950s in the states like Maharastra, Punjab and Gujarat. In the survey conducted among the developing countries the average age group of people in India is 25-30 years.

in various ways by eminent business icons. An attempt has been made to get an insight into the minds of the ultimate judges, the people themselves. The survey was conducted in and around Tirunelveli District with 500 respondents as its base. The opinion poll goes to suggest that the taste of the all-encompassing Indian (especially the youth) is as fickle as the English summer. The cliché “*Nothing is permanent except change*” has been proved right once again.

The old timers and Jack Armstrong’s may disapprove of the attitude of the youngsters towards fulfillment the social obligations. These evergreen values have had to take the backseat. Not many youngsters aspire to make social obligations Alma matter. Money too seems to be the most sought after piece of paper. Though, this may evoke a few raised

Table 1 : Business Awareness of the youth

Business Awareness of the youth



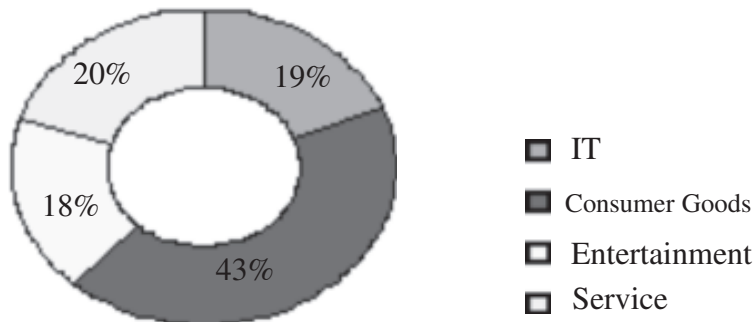
This shows that there are more young stairs in the country. India and China are going to be the economic powers in the world in the forthcoming years

2. ANALYSIS & INTERPRETATION

Entrepreneurship has been defined

eyebrows. The fact remains that the youth have quashed all the tradition based values and are on the threshold giving entrepreneurship a new dimension- be it ethical or unethical.

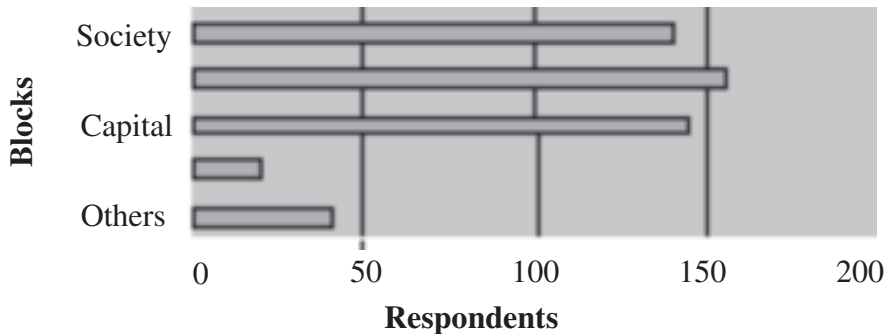
Table 2 : Most Lucrative Businesses
Most Lucrative Businesses



The respondents felt that consumer related activities were the best form of business. This was followed by the service sector, which is still at its early stage in our country.

The future aspirations of the respondents present an interesting reading. True to the trend about 50% of the respondents harbor the intention of joining a private concern. The recent

Table 3 : Stumbling blocks in starting a business
Stumbling blocks in starting a business

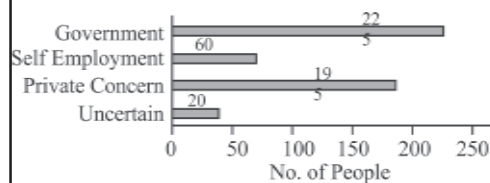


This shows a definite shift in the attitude of the youth.

Most of the respondents felt that the family situation prevented them from thinking too deep of entrepreneurship. The women fold numbered the most when this reason was put forth. The most basic requirement of an enterprise namely capital also was among the priority list of the respondents.

backlash in Government Sector doesn't seem to have an effect in the

Table 4 : What's in the store?
What's in The Store



aspirations of some youngsters. Self employment still seems to be an alternative choice to the youngsters.

Despite the diversity in the stream of various students only a negligible number of respondents were unable to fathom the aura called entrepreneurship. The negligible few confided that their knowledge on the subject was next to abysmal. On being quizzed about the functions undertaken by the entrepreneur the respondents invariably spelt out the traditional functions vis-à-vis innovator, initiator, risk taker et al.

The system of education (in its present status) has received the green signal. Around 72% of the respondents approved of the values being acquired in the realm of education. They also felt that it was important criterion inculcating the business secrets in the youth's minds. The question of the

right to pride over the business around remained a jigsaw puzzle. Around 50% of the respondents is of the opinion that both the first generation and second generation entrepreneurs had equal bragging rights over the business.

3. CONCLUSION

True to the considering the above situations it may be correct to define the entrepreneur as the one who defects and evaluates the new situation in his environment and directs the making of such adjustments in the economic system, as he deems necessary. In the Indian Context entrepreneur may, therefore at best be defined as "*a person responsible for the existence of new enterprises*" Every one from the scooter repair-shed proprietor to giant industrialists (like Tata, Birla etc..) can be an entrepreneur. Infact, there exists the different levels of entrepreneurship.