

# Awareness about Entrepreneurship among Rural Under-Graduate College Students

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## ABSTRACT:

Entrepreneurship is becoming increasingly important in today's world. It is recognised as a critical source of a country's economic progress. An entrepreneur is someone who organises and runs a company. Entrepreneurial awareness refers to the understanding and perspective of entrepreneurship, and it is a critical aspect in founding and running one's own business. The current study seeks to assess entrepreneurial awareness among rural undergraduate students. The data was collected from a sample of 55 students using a structured questionnaire. The findings revealed that respondents are aware of entrepreneurship but there is lack of awareness among the under graduate rural students about the government sponsored programme that promote entrepreneurship.

**KEYWORDS:** Entrepreneurship, economic progress, awareness

“The education system should highlight the importance of entrepreneurship and prepare students right from college education to get oriented towards setting up of enterprises. Diversity of skills and perseverance in work makes an entrepreneur. In addition, college syllabi even for arts, science and commerce courses should include topics and practical's where such entrepreneurship is possible”.

**Dr.A.P.J. AbdulKalam**

## I. INTRODUCTION:

The field of entrepreneurship has been gaining momentum among the youth. Young people have the ability and capacity to overcome issues and make changes that benefit society. Furthermore, growing unemployment, particularly educated unemployment, is one of the country's biggest challenges, and it is believed that entrepreneurship can help to tackle this problem to

some extent. Recognising the significance of entrepreneurship, the central government developed a number of policies and programmes, including Make in India, Start-up India, Stand-up India, PMEGP (Prime Minister's Employment Generation Programme), and others.

Many educational institutions are organising workshops, guest lectures, and conferences to raise entrepreneurship knowledge among the students. With this objective, the current study seeks to investigate entrepreneurial awareness among rural undergraduate college students in the Dakshina Kannada district. Out of the 70 rural UG students contacted, only 55 expressed their willingness to give the data through the structured questionnaire. The understanding of rural UG students about entrepreneurship and the primary obstacles faced by rural students in pursuing entrepreneurship as a career option are also evaluated.

## II. REVIEW OF LITERATURE:

The study of entrepreneurship has attained much importance in the present scenario. It is not only helping the entrepreneurs to fulfil their personal needs but also for the economic development of the country. Besides, it is also emerged as one of the most popular research fields in academic circles to study the importance and contributions for the economic well-being and employment creation. Entrepreneurship education and training have been considered as one of the most effective ways to promote entrepreneurial intention (Veciana et al., 2005) among college students. So, it is essential to provide entrepreneurial education and training to the students to motivate them to choose entrepreneurship as their career.

Syden and Gordon (2014) conducted a study to analyse the entrepreneurial awareness

among high school students. A sample of 150 high school and higher secondary students from 6 schools selected for the study. The result revealed that majority of the respondents heard about entrepreneurship and it suggests that entrepreneurship education can create awareness from the school level itself so that self-employment career option can instil at the earlier.

**OBJECTIVES OF THE STUDY:**

1. To understand the awareness level of rural undergraduate students about entrepreneurship;
2. To identify the methodologies that can be adopted in colleges to develop a passion for entrepreneurship among students;
3. To identify the major problems faced by the rural youth take up entrepreneurship as a career option;
4. To study the awareness about the various government schemes that prevail for the promotion of entrepreneurship among the youth.

**III. RESEARCH METHODOLOGY:**

The research is based on primary and secondary data. Primary data is collected by using a structured questionnaire to know the awareness of rural college students about entrepreneurship. Secondary data is collected and compiled by use of websites, journals and online resources. Data was collected during the month of May 2023 covering selected rural colleges of Dakshina Kannada district only. The population of the study comprised of all college students in Dakshina Kannada District. From the population 55 representative students were selected. Out of the 43 students were from Government colleges, 7 were from Private colleges and 5 from autonomous colleges. The data collected through questionnaire was analyzed through simple statistical techniques like frequencies and percentages with respect to the objectives of the study. The first part of the questionnaire consists of the demographic background of the respondents of the study and the second part contains the awareness of the students about the entrepreneurship and the problems faced by the rural students to choose entrepreneurship as a career option.

**IV. DATA ANALYSIS –**

**TABLE 1.1 SOCIO-ECONOMIC VARIABLES:**

Socio-Economic Variables	Options	Frequency	Percentage
<b>Gender</b>	Male	17	30.91
	Female	38	69.09
<b>Age</b>	Below 20	32	58.18
	Above 20	23	41.82
<b>Type of Course Pursuing</b>	B.Com	37	67.27
	BBA	7	12.73
	BA	2	3.64
	B.Sc	2	3.64
	BCA	6	10.91
	B.Voc	1	1.82
<b>Year of Study</b>	First	6	10.91
	Second	29	52.73
	Third	10	36.36
<b>Father/Mothers Occupation</b>	Government Job	1	1.02
	Private Job	5	9.09
	Own Business	0	0
	Daily wage worker	38	69.09
	Agriculturist	11	20.00
<b>Parents Annual Income</b>	Less than 1,00,000	48	87.27
	1,00,000 to 5,00,000	6	10.91
	5,00,000 to 10,00,000	1	0
	Above 10,00,000	0	1.82
<b>Nature of College</b>	Government	43	78.18

	Private	7	12.73
	Autonomous	5	9.09

**Source: Field Survey**

It can be inferred from the above table that majority of the respondents were female students (69.09%). A vast majority of the respondents were below 20 years of age (58.18%). With reference to the educational qualification of the respondent's majority were pursuing B. Com course followed by BBA and B.CA as their under-graduate course. 52.73% of the students were pursuing their second-

year degree. 69.09% of the respondents' parents were daily wage workers and 20% were agriculturists. It was interesting to note that none of the respondent's parents had any business background. 78.18% of the respondents were pursuing their under-graduate course from Government colleges.

**TABLE 1.2: AWARENESS ABOUT ENTREPRENEURSHIP**

Awareness	Yes (%)	No(%)
Are you aware/heard of the concept of Entrepreneurship	46 (83.64)	9 (16.36)

**Source: Field Survey**

It is clear from the above table that 83.64% of the respondents were aware/heard of the concept of entrepreneurship. But it was interesting

to note that 16.36 students being under-graduates are not aware of entrepreneurship.

**TABLE 1.3: SOURCE OF INFORMATION:**

Source of Information about Entrepreneurship			
Family/Friends	18	IV	
College	25	I	
Newspaper/Magazine	23	II	
Social Media	21	III	

**Source: Field Survey**

Respondents were allowed to state more than one source of information from which they acquired knowledge about entrepreneurship. Out of the total respondents 4 students did not disclose source through which they acquired knowledge about entrepreneurship.

It is evident from the above table that most of the respondents came to know about entrepreneurship from the college, followed by the newspaper/magazine as a source of information.

**1.4: TYPE OF THE JOB YOU WANT TO PURSUE**

Type of the Job	Number of Respondents	Percentage
Government Job	37	67.27
Private/Corporate Job	11	20.00
Own Business/Entrepreneurship	7	12.73

**Source: Field Survey**

It is clear from the above table that a vast majority of the respondents are interested in government jobs and only 12.73% of the respondents opined that they would like to start their own business.

**1.5: PRESENT SYLLABUS MOTIVATES YOU TAKE ENTREPRENEURSHIP AS A CAREER OPTION**

Motivation	Yes (%)	No(%)
Syllabus motivates you take entrepreneurship	46	9

	(83.64)	(16.36)
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**Source: Field Survey**

From the above table it is evident that 83.64% of the respondents opined that the present syllabus motivates them to take entrepreneurship

but whereas only 7 respondents opined that they were interested in starting their own ventures.

**1.6: METHODOLOGY THAT CAN BE ADOPTED TO MOTIVATE STUDENTS TO DEVELOP A PASSION FOR ENTREPRENEURSHIP**

Methodology	Number of Respondents	Rank
EDP as a compulsory subject to all streams of students	11	V
Through Workshops/Seminars/Conferences	34	I
By organizing Guest Talks	20	II
Case Study Approach	13	IV
Role Plays	11	V
By establishing EDP Cells	5	VI
Stories of Entrepreneurs	16	III

**Source: Field Survey**

Respondents were allowed to list the methodology that can be adopted to develop the passion for entrepreneurship among them. Multiple answers were allowed by the respondents. Most of

the respondents opine that workshop, seminar and conferences is a better method followed by guest talks and stories of entrepreneurs.

**1.7: MAJOR PROBLEMS FACED BY THE RURAL YOUTH TAKE UP ENTREPRENEURSHIP AS A CAREER OPTION**

Problems faced	Number of Respondents	Percentage
No clear idea/information how to start a enterprise	33	30.84
Lack of Finance	21	19.63
Fear of failure	12	11.21
No proper guidance	19	17.76
Lack of confidence	14	13.08
Risk avoidance nature	8	7.48

**Source: Field Survey**

It was interesting to note that 33 respondents opined that they lack clear idea/information about how to start a enterprise, 19.63% opined that lack of finance, 17.76% opined

that no proper guidance are the major problems the rural youth face while considering entrepreneurship as a career option.

**1.8 : WILLINGNESS TO BECOME A FIRST-GENERATION ENTREPRENEUR**

Question	Yes (%)	No(%)
Willing to become a first-generation entrepreneur	46 (89.09)	6 (10.91)

**Source: Field Survey**

Even though the respondents are ready to take a government job still 46 of the respondents are willing to become the first-generation entrepreneurs.

**1.9: UNDERGRADUATE RURAL STUDENTS HAVE MORE CHALLENGES TO TAKE UP ENTREPRENEURSHIP**

Parameter	Yes (%)	No(%)
Rural students face more challenges to take up Entrepreneurship	51 (92.73)	4 (7.27)

Source: Field Survey

It is evident from the above table that 92.73% of the respondent's state that rural students have more challenges to take up entrepreneurship.

**1.10: AWARENESS ABOUT THE VARIOUS SCHEMES OF THE GOVERNMENT IN THE PROMOTION OF ENTREPRENEURSHIP AMONG THE YOUTH**

Parameter	Yes (%)	No(%)	Not Sure
Awareness about government schemes	19 (34.55)	5 (9.09)	31 (56.36)

Source: Field Survey

It is evident from the above table that majority of the respondents are not sure about their awareness level about the government sponsored schemes in the promotion of entrepreneurship. 9.09% opined that they are not aware and only 34.55% of the rural students are aware of the government schemes in the promotion of entrepreneurship.

**LIMITATIONS OF THE STUDY:**

- The present study was limited to only selected rural under-graduate students of Dakshina Kannada District.
- As the study is perceptual the findings cannot be generalized.
- Because of the paucity of time the sample selected is small.
- The study used only simple statistical tools for the purpose of analysis of data.

**V. CONCLUSION:**

The current study was conducted with the objective of understanding the entrepreneurial awareness among undergraduate students. Entrepreneurship is critical to a country's progress. Despite the fact that many young people are aware of entrepreneurship, only a small percentage of those they are interested in starting their own businesses. In this time of rising unemployment, there is an urgent need to promote entrepreneurship. This will aid in the reduction of poverty. If the skills of educated youth are applied effectively will ensure the utilization of resources of a nation.

Even though the Government has done a lot to encourage entrepreneurship, there is a need to raise awareness among undergraduate students, particularly rural undergraduates in Dakshina Kannada District. Students should be encouraged to pursue entrepreneurship as a career path. As entrepreneurship is a necessary subject in undergraduate courses, students should be taught about various government initiatives, financing sources for entrepreneurship, and the skills required to become entrepreneurs.

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