

College Students Attitude toward Entrepreneurship: A Case Study of Dharmshala City

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ABSTRACT

Entrepreneurship can be defined as a systematic purposeful and creative activity of identifying a need. Mobilising resource and organising production with a view to delivering value to the customer return to the investors and profit for itself in accordance with the risk and uncertainties associated with business. An entrepreneur is a person who organises and operates a business concern for the purpose of making profit. He is an especially talented person having the qualities of skill, initiative and an insight of innovation to achieve high goals. He looks for opportunities, identifies and seizes them for making economic gains. Entrepreneurs play a vital role in the economic development of a country. The economic progress of a country depends primarily on the success or failure of the entrepreneurial development in that country.

Key Words: Entrepreneurship, uncertainties, skill, initiative, innovation, opportunities.

I. INTRODUCTION:

Entrepreneurs play a vital role in the economic development of a country. The economic resources alone will not produce development. There should be dynamic entrepreneurs with vision, initiative and drive to make changes in the economic field. It is very often said that "India is a rich country inhabited by the poor". India is endowed with plenty of natural resources and good climate. In spite of these blessings, our country is only a developing one. The main reason for this under development is the lack of sufficient number of dynamic

entrepreneurs. A country can achieve economic development only when it is able to utilise its natural resources effectively. Economic development essentially means a process of upward

change by which the real per capita income of a country increases over a long period of time. Entrepreneurship is a very significant factor which brings about this change. The word 'entrepreneur' is derived from the French word 'entreprendre' which means 'to undertake'. Originally it was meant to designate an organizer of musical or other entertainments. In the early sixteenth century it was applied to those who were engaged in military expeditions. It was extended to cover civil engineering activities such as construction and fortification in the

seventeenth century. It was only in the beginning of the eighteenth century that the word was used to refer to economic activities. Thus, the concept of entrepreneur is considered to be evolved about more than four centuries. Since then, the term 'entrepreneur' is used in various ways expressing various views. For the successful completion of any job the organizer should possess some special qualities. These qualities are known as features or traits. The successful entrepreneur must have the following traits.

- Knowledge
- Skill
- Clear objective
- Effective communication
- Technical knowledge
- Risk bearing
- Self confidence
- Looking for opportunity
- Hard-working mentality
- Motive
- Mental ability

Research design:

Research design refers to the blueprint or plan that outlines how a research study is conducted. It encompasses the overall strategy that

guides the researcher in collecting, analysing and interpreting data to answer specific research questions or test hypothesis. A well-defined research design is crucial as it is not only determining the validity and reliability of the study findings but also ensures that the research objectives are effectively addressed. In this research work, the only objective is to know the "college students' attitude toward entrepreneurship" and for this the data is collected from the college students in Dharmshala region with the help of questionnaire. The analysis and interpretation will also be done of the collected data with the help of pie charts and bar graphs. Source of data Under this study both primary and secondary data are used. The primary data is collected by filling the questionnaire from the students of Dharmshala using online mode via WhatsApp.

Sampling

Sample size: 100

Sample area: Dharmshala

Tools used

Data collection tools:

- (i) Primary data: Questionnaire
- (ii) Secondary data: Books, websites

Data analysis tools:

For the purpose of analysis is information obtained through primary data the tool used are percentage, weighted average and diagrams.

Objective of the study:

The study is based on the following objectives:

- To study the attitude of the college students towards entrepreneurship.
- To understand the awareness of college students about entrepreneurship
- To study the difference in attitude of college students towards entrepreneurship with reference to their gender.
- Attitude of college students towards course of study.

Scope of the study:

An entrepreneur is an inevitable ingredient of economic development. He acts as a driving force for the performance of economic activities. It involves:

- Generating Employment Opportunities.
- To achieve a Balanced Regional Development for the nation.

- Encourages the effective utilisation of Capital and Natural resources.
- Promotes Export trade.

Limitations of the study:

- Sampling has its own limitations which would have resulted in minor errors.
- There may be errors due to the bias of the respondents.
- The size of the sampling was not big enough to arrive at a strong conclusion.
- Limited time is also another limitation.

II. CONCLUSION:

From the study we conclude that Entrepreneur is an individual or group of individuals who tries to create something new, searches new opportunities, bears risk, unites various factors of production (such as land, labour, and capital), carries innovations and from his skill and farsightedness faces, unforeseen circumstances and thereby earn profit. Entrepreneurship is a distinct factor of production which contributes to the economic development of an economy. The primary contributions include promotion of capital formation, creation of immediate large-scale employment, promotion of balanced regional development, effective mobilization of capital, efficient utilization of skill, and introduction of backward and forward linkages. Entrepreneurship is regarded as closely associated with the economic history of India. Over the years, it has passed through several phases. Now, the Government of India is fully conscious of the significant role of entrepreneurship in the economic development of the country. It has shown very keen interest and taken several measures to promote the growth of entrepreneurship in the country. The government has established several Entrepreneurship Development Institutes (EDIs) all over the country. Besides, it offers a large number of incentives, concessions, grants and other benefits to both small scale and large-scale entrepreneurs to promote entrepreneurial growth, and there by achieve economic development of the country.

III. FINDINGS:

- Most of the respondents are females.
- Most of the respondents are from villages.
- 21 % students comes under M.A , M.Sc., M.Com, MBA and other PG Courses
- 15% students are not interested in starting their own business but 16% students are interested in starting their own business

- 46% students have participated in entrepreneurship related activities but 54% students have not participated in entrepreneurship related activities.
- 83% students believe that entrepreneurship is a risky career 17% students do not believe that entrepreneurship is a risky career.
- Most of the students want to start their business in technology.
- Most of the respondents want to collect funding from family and friends and Bank loan.
- Most of the students believe that entrepreneurship contribute social development.
- Majority of the students want to be entrepreneur so that they can be financially independent.
- Majority of the students believe that Lack of experience is a biggest hurdle in starting their own business.
- 70% students are perusing entrepreneurship as a full time career 30% do not perusing as a full time career.

[6]. <https://scholar.google.com/>

IV. SUGGESTIONS:

- To develop entrepreneurship tendencies in the country.
- To develop and encourage women entrepreneurs.
- To identify and train potential entrepreneurs.
- To develop necessary knowledge and skills amongst the participants.
- To start up co-operative women's marketing societies.
- To set up EDP clubs in the college for the development of young entrepreneurs.
- Business enterprises should respect social values and ethics.
- They should contribute to the socio-economic, growth, and there by achieve economic development of the country.

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