

Analysis of Attitude of Youth towards Entrepreneurship – A Study of Select Colleges in Mysore District

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Abstract

Today the entire world is a “Global Village”. Liberalization, Privatization and Globalization has created an open environment with large opportunities for doing business. How are our nation’s youth being prepared to enter the new global economy? There is a strong need to promote the culture of entrepreneurship. Creating entrepreneurs allows job seekers to become job creators. With this background the present study focuses on the Analysis of Attitude of Youth towards Entrepreneurship, a study of select colleges of Mysore region. A total of 300 respondents from different colleges were selected through Multistage Sampling Technique. A structured questionnaire was developed by the author to evaluate the attitude of youth towards the discipline of Entrepreneurship. Chi Square Analysis was used to test the significant association among the respondents with respect to their attitude towards entrepreneurship. The results revealed that in spite of the positive orientation among the youth there is a considerable amount of reluctance and fatigue among the youth to take up and face the reality of business challenges.

KEYWORDS: entrepreneurs, entrepreneurship, attitude, youth, Chi Square Analysis.

INTRODUCTION

People, who own, operate, and take the risk of a business venture with the hope of profit are called entrepreneurs. Entrepreneurship is the process of running one’s own business. Entrepreneurship has emerged as a universally recognized phenomenon towards growth and development of any country all over the globe. Today the entire world is a “Global Village”. Liberalization, Privatization and Globalization has created an open environment with free movement of goods and services across the globe. A country’s ability and potential for growth is determined by the size of its youth population. Youth in India constitutes one-fifth of total population. The youth population has an important role to play as potential demographic dividend by constituting skilled stock of human capital. This has created large opportunities for youth in India to set up their own enterprise and to deal with either goods or services and cater to the needs at world over. How well are the youth in India ready for this and to what are they mentally prepared. Is the societal environment creating a positive environment and motivating the youth to tap the opportunities to set up and run the enterprise. There is a strong need to promote the culture of entrepreneurship among youth. Creating entrepreneurs allows job seekers to become job creators.

REVIEW OF LITERATURE

A study by **Bijay Prasad Kushwaha & Fekadu Yehualashet Maru, (2015)** was carried out to understand the attitude of management students towards entrepreneurship as their career option and effect of entrepreneurial education on students, also

contribution of universities towards entrepreneurship through development of programs on entrepreneurship development. It was found out that the management graduates have positive attitude towards entrepreneurship as a future career option but contribution of Universities towards development of entrepreneurial skills among students is at very average level. It was suggested that the revision of curriculum is required with more scope for development of entrepreneurial skills among students by collaborating with organizations, providing training programs, organizing guest lectures, running incubation centers and also starting of specialized MBA Program in Entrepreneurship.

Ishfaq Hussain Bhat & Soumya Singh, (2018) The paper examines that how the interaction between entrepreneurship education and the subjective norms and also the influence of gender shapes the perception of youth towards entrepreneurship. The researcher concludes that entrepreneurship education works together with subjective norm to create entrepreneurship intentions among youth, where as in case of students who have not perused entrepreneurship education it is the family support which has played a positive role. In relation to research on women entrepreneurs, even after education, approval from their immediate environment is important. Entrepreneurship education reduces the role of subjective norms in generating higher perception of behavioral control but it will be easy when entrepreneurship education along with subjective norms creates positive attitude towards entrepreneurship.

The researchers **Abhishek Goel, Neharika Vohra, Liyan Zhang & Bhupinder Arora(2007)** through the article have done a cross-culture comparison of attitude of youth towards entrepreneurs and entrepreneurship between India and China. The study reveals that social support is an important factor for development of entrepreneurial activity in any country or region. All regions are equally desirous for entrepreneurial activity but the societal attitude towards entrepreneur and entrepreneurship is detrimental in development of future entrepreneurial activity in a particular region or country. It was found that more positive attitude was seen in the youth who come from entrepreneurial background and entrepreneurially developed region. Influence of family background on attitude was found equally more in India and China, whereas the regional development showed a strong influence on attitude in India than in China. It was found that simple policy announcements such as concessions and other policies do not lead to entrepreneurial activity, whereas youth should be convinced about becoming entrepreneurs due to past activities in their region, presence of role models, vibrant economy which can encourage and absorb risk. One common finding among youth both in India and China are they prefer to opt for a more stable job than a riskier profession like entrepreneurship. The risk associated with the profession can be addressed with proper policy interventions from government, planning agencies including supportive families. Finally even though entrepreneurship is seen as a riskier profession youth in both the regions have positive attitude towards entrepreneurship provided they are given proper boost and appropriate climate

OBJECTIVE OF THE STUDY

The objective of the study is to evaluate the attitude of youth towards the discipline of entrepreneurship with special reference to Mysore district.

The following variables are considered to evaluate the attitude of youth and study the above objective

- Awareness about the concept of Business
- Intentions/ Interest to start the business
- Entrepreneurship as one of the honorable profession.
- Motivation derived from the successful entrepreneurs at local/national/international level
- Family recognizes entrepreneurship as one of the profession for career
- Preference to have life partner as an entrepreneur than a salaried individual.
- Entrepreneurship as a source of new innovations, technologies and new product development.
- Present education system and academic institutions encourage students to take up entrepreneurship as a profession
- Both government and society has an equal responsibility of taking initiatives for development of entrepreneurial spirit among youth

RESEARCH MEHODOLOGY

The present study is basically micro in nature. It depends on both primary and secondary data. The study has also relied on various books and articles for obtaining data and other information. The survey was conducted in Mysore among youth, the sample size being 300. A multistage sampling technique, where a three tire approach is used to stratify the sample size of 300. In the first stage both aided and unaided colleges of Mysore City are identified and in the subsequent stage they are stratified as Engineering, Commerce and Management, Arts and Humanities and Science. A sample size of 50 students from six college were identified based on Convenient Sampling and the overall sample size was made 300 in order to ensure large sample size of the study. To study the above objective a structured questionnaire was used, which was based on the above variables. The responses were measured by using the dichotomous as well as 5 point Likert scale (Strongly Disagree –Strongly Agree) of measurement. Chi Square analysis to test the significant association among the respondents is used to test the hypothesis.

LIMITATIONS OF THE STUDY

Only Undergraduate students are considered for the study. Students from the faculty of the studies such as Pharmacy, Agriculture, Medicine, Tourism and Hospitality are not included in the survey and only final year students of under graduation are being considered for the study.

ANALYSIS AND INTERPRETATION

Hypothesis of the Study

H (0): There is no significant Association among the attitude of youth towards the discipline of entrepreneurship.

H (1): There is a significant Association among the attitude of youth towards the discipline of entrepreneurship

Table 1					Chi square Statistics	
I am aware about the concept of business		I would like to start my own business.		Total	CC	P Value
		yes	no			
yes	F	307	161	468	0.998	0.00
	%	61.4	32.2	93.6		
no	F	21	11	32		
	%	4.2	2.2	6.4		
Total	F	328	172	500		
	%	65.6	34.4	100.0		

The above table 1 describes and examines the association among the responses of awareness about the concept of business and most likely to start the business. The cross tabulation results shows that 61.4 % of the respondents agree that the concept of business is well known and aware as well as favorable to start the own business. The association among the responses is significantly associated at 99% level of confidence.(Null Hypothesis Rejected, Alternative Hypothesis is accepted P=0.00, CC=0.998)

Table 2							Chi-square Statistics			
I would like to start my own business.				I consider entrepreneurship as one of the honorable profession.					CC	P value
				SD	D	NA	A	SA		
yes	I am aware about the concept of business	yes	F	4	5	52	130	116	0.18	0.033
			%	1.2	1.5	15.9	39.6	35.4		
	no	F	1	0	0	6	14			
		%	0.3	0.0	0.0	1.8	4.3			
	Total		F	5	5	52	136	130		
			%	1.5	1.5	15.9	41.5	39.6		
no	I am aware about the concept of business	yes	F	2	1	19	103	36	0.45	0.00
			%	1.2	0.6	11.0	59.9	20.9		
	no	F	0	4	0	3	4			
		%	0.0	2.3	0.0	1.7	2.3			
	Total		F	2	5	19	106	40		
			%	1.2	2.9	11.0	61.6	23.3		
Total	I am aware about the concept of business	yes	F	6	6	71	233	152	0.24	0.00
			%	1.2	1.2	14.2	46.6	30.4		
	no	F	1	4	0	9	18			
		%	0.2	0.8	0.0	1.8	3.6			
	Total		F	7	10	71	242	170		
			%	1.4	2.0	14.2	48.4	34.0		

The above table 2 describes and examines the association among the responses of awareness about the concept of business and entrepreneurship as one of the honorable profession. The cross tabulation results show that 75 % of the respondents agree that the

concept of business is well known and consider entrepreneurship as one of the honorable profession. The association among the responses is significantly associated at 95% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is accepted P=0.033, CC=0.18).

Table 3										Chi-square Statistics	
I would like to start my own business.				I take the motivation from successful entrepreneurs					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of business	yes	F		21	62	146	78	307	0.191	0.006
			%		6.4	18.9	44.5	23.8	93.6		
	no	F		0	11	7	3	21			
		%		0.0	3.4	2.1	0.9	6.4			
	Total		F		21	73	153	81	328		
			%		6.4	22.3	46.6	24.7	100.0		
no	I am aware about the concept of business	yes	F	4	18	48	54	37	161	0.195	0.146
			%	2.3	10.5	27.9	31.4	21.5	93.6		
	no	F	0	0	4	7	0	11			
		%	0.0	0.0	2.3	4.1	0.0	6.4			
	Total		F	4	18	52	61	37	172		
			%	2.3	10.5	30.2	35.5	21.5	100.0		
Total	I am aware about the concept of business	yes	F	4	39	110	200	115	468	0.156	0.014
			%	0.8	7.8	22.0	40.0	23.0	93.6		
	no	F	0	0	15	14	3	32			
		%	0.0	0.0	3.0	2.8	0.6	6.4			
	Total		F	4	39	125	214	118	500		
			%	0.8	7.8	25.0	42.8	23.6	100.0		

The above table 4 describes and examines the association among the responses of awareness about the concept of business and motivated for entrepreneurship from successful entrepreneurs at local/national/international level. The cross tabulation results show that 68.3 % of the respondents agree that the concept of business is well known and motivated from successful entrepreneurs at local/national/international level. The association among the responses is significantly associated at 99% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is Accepted P=0.00, CC=0.191)

Table 4										Chi-square Statistics	
I would like to start my own business.				My family recognizes entrepreneurship as one of the profession for career.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of	yes	F	18	39	84	123	43	307	0.270	0.00
			%	5.5	11.9	25.6	37.5	13.1	93.6		
			no	F	2	11	4	3	1		

	business		%	0.6	3.4	1.2	0.9	0.3	6.4		
	Total		F	20	50	88	126	44	328		
			%	6.1	15.2	26.8	38.4	13.4	100.0		
no	I am aware about the concept of business	yes	F	8	29	67	48	9	161	0.334	0.00
			%	4.7	16.9	39.0	27.9	5.2	93.6		
		no	F	4	0	7	0	0	11		
			%	2.3	0.0	4.1	0.0	0.0	6.4		
	Total		F	12	29	74	48	9	172		
			%	7.0	16.9	43.0	27.9	5.2	100.0		
Total	I am aware about the concept of business	yes	F	26	68	151	171	52	468	0.213	0.00
			%	5.2	13.6	30.2	34.2	10.4	93.6		
		no	F	6	11	11	3	1	32		
			%	1.2	2.2	2.2	0.6	0.2	6.4		
	Total		F	32	79	162	174	53	500		
			%	6.4	15.8	32.4	34.8	10.6	100.0		

The above table 5 describes and examines the association among the responses of awareness about the concept of business and family recognition to the entrepreneurship as a profession. The cross tabulation results show that 50.6 % of the respondents agree that the concept of business is well known and family recognition to the entrepreneurship as a profession. The association among the responses is significantly associated at 99% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is Accepted P=0.00, CC=0.27).

Table 5										Chi-square Statistics	
I would like to start my own business.				I prefer to have my life partner as an entrepreneur than a salaried employee.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of business	yes	F	13	16	94	96	88	307	0.167	0.052
			%	4.0	4.9	28.7	29.3	26.8	93.6		
		no	F	3	0	4	4	10	21		
			%	0.9	0.0	1.2	1.2	3.0	6.4		
	Total		F	16	16	98	100	98	328		
			%	4.9	4.9	29.9	30.5	29.9	100.0		
no	I am aware about the concept of business	yes	F	13	21	56	41	30	161	0.434	0.000
			%	7.6	12.2	32.6	23.8	17.4	93.6		
		no	F	7	4	0	0	0	11		
			%	4.1	2.3	0.0	0.0	0.0	6.4		
	Total		F	20	25	56	41	30	172		
			%	11.6	14.5	32.6	23.8	17.4	100.0		
Total	I am aware about the concept of business	yes	F	26	37	150	137	118	468	0.257	0.000
			%	5.2	7.4	30.0	27.4	23.6	93.6		
		no	F	10	4	4	4	10	32		

		%	2.0	0.8	0.8	0.8	2.0	6.4		
Total			F	36	41	154	141	128	500	
			%	7.2	8.2	30.8	28.2	25.6	100.0	

The above table 7 describes and examines the association among the responses of awareness about the concept of business and preferred to have life partner as an entrepreneur than a salaried individual. The cross tabulation results show that 56.1 % of the respondents agree that the concept of business is well known and preferred to have life partner as an entrepreneur than a salaried individual. The association among the responses is not significantly associated at 95% level of confidence. (Null Hypothesis Accepted, Alternative Hypothesis is rejected P=0.052, CC=0.167).

Table 6										Chi-square Statistics	
I would like to start my own business.				Entrepreneurs are largely responsible for new innovations, technologies and product development.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of business	yes	F	8	4	43	138	114	307	0.158	0.078
			%	2.4	1.2	13.1	42.1	34.8	93.6		
	no	F	2	0	1	14	4	21			
		%	0.6	0.0	0.3	4.3	1.2	6.4			
	Total		F	10	4	44	152	118	328		
			%	3.0	1.2	13.4	46.3	36.0	100.0		
no	I am aware about the concept of business	yes	F	3	2	45	59	52	161	0.515	0.000
			%	1.7	1.2	26.2	34.3	30.2	93.6		
	no	F	3	4	0	4	0	11			
		%	1.7	2.3	0.0	2.3	0.0	6.4			
	Total		F	6	6	45	63	52	172		
			%	3.5	3.5	26.2	36.6	30.2	100.0		
Total	I am aware about the concept of business	yes	F	11	6	88	197	166	468	0.289	0.000
			%	2.2	1.2	17.6	39.4	33.2	93.6		
	no	F	5	4	1	18	4	32			
		%	1.0	0.8	0.2	3.6	0.8	6.4			
	Total		F	16	10	89	215	170	500		
			%	3.2	2.0	17.8	43.0	34.0	100.0		

The above table 8 describes and examines the association among the responses of awareness about the concept of business and entrepreneurship as a source of new innovations, technologies and new product development. The cross tabulation results show that 76.9 % of the respondents agree that the concept of business is well known and

entrepreneurship as a source of new innovations, technologies and new product development. The association among the responses is not significantly associated at 95% level of confidence. (Null Hypothesis Accepted, Alternative Hypothesis is rejected P=0.078, CC=0.158)

Table 7										Chi-square Statistics	
I would like to start my own business.				I consider entrepreneurship as a best means of becoming wealthy.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of business	yes	F	4	19	80	129	75	307	0.219	0.002
			%	1.2	5.8	24.4	39.3	22.9	93.6		
		no	F	0	6	5	9	1	21		
			%	0.0	1.8	1.5	2.7	0.3	6.4		
	Total			F	4	25	85	138	76		
			%	1.2	7.6	25.9	42.1	23.2	100.0		
no	I am aware about the concept of business	yes	F	2	11	64	56	28	161	0.458	0.00
			%	1.2	6.4	37.2	32.6	16.3	93.6		
		no	F	4	3	2	2	0	11		
			%	2.3	1.7	1.2	1.2	0.0	6.4		
	Total			F	6	14	66	58	28		
			%	3.5	8.1	38.4	33.7	16.3	100.0		
Total	I am aware about the concept of business	yes	F	6	30	144	185	103	468	0.282	0.00
			%	1.2	6.0	28.8	37.0	20.6	93.6		
		no	F	4	9	7	11	1	32		
			%	0.8	1.8	1.4	2.2	0.2	6.4		
	Total			F	10	39	151	196	104		
			%	2.0	7.8	30.2	39.2	20.8	100.0		

The above table 9 describes and examines the association among the responses of awareness about the concept of business and entrepreneurship as a best means of becoming wealthy. The cross tabulation results show that 62.2 % of the respondents agree that the concept of business is well known and entrepreneurship as a best means of becoming wealthy. The association among the responses is significantly associated at 95% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is Accepted P=0.002, CC=0.219).

Table 8										Chi-square Statistics	
I would like to start my own business.				I consider entrepreneurship as a better option than working for others.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware	yes	F	9	6	94	104	94	307	0.291	0.000

	about the concept of business		%	2.7	1.8	28.7	31.7	28.7	93.6		
		no	F	6	0	4	7	4	21		
			%	1.8	0.0	1.2	2.1	1.2	6.4		
	Total		F	15	6	98	111	98	328		
			%	4.6	1.8	29.9	33.8	29.9	100.0		
no	I am aware about the concept of business	yes	F	1	15	57	67	21	161	0.325	0.000
			%	0.6	8.7	33.1	39.0	12.2	93.6		
		no	F	0	6	3	2	0	11		
			%	0.0	3.5	1.7	1.2	0.0	6.4		
		Total	F	1	21	60	69	21	172		
			%	0.6	12.2	34.9	40.1	12.2	100.0		
Total	I am aware about the concept of business	yes	F	10	21	151	171	115	468	0.274	0.000
			%	2.0	4.2	30.2	34.2	23.0	93.6		
		no	F	6	6	7	9	4	32		
			%	1.2	1.2	1.4	1.8	0.8	6.4		
		Total	F	16	27	158	180	119	500		
			%	3.2	5.4	31.6	36.0	23.8	100.0		

The above table 10 describes and examines the association among the responses of awareness about the concept of business and entrepreneurship as a better option than working for others. The cross tabulation results show that 60.4 % of the respondents agree that the concept of business is well known and entrepreneurship as a better option than working for others. The association among the responses is significantly associated at 95% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is Accepted P=0.002, CC=0.291)

Table 9										Chi Square Statistics	
I would like to start my own business.				Present education system and academic institutions encourage students to take up entrepreneurship as a profession.					Total	CC	P value
				SD	D	NA	A	SA			
yes	I am aware about the concept of business	yes	F	17	70	79	98	43	307	0.136	0.188
			%	5.2	21.3	24.1	29.9	13.1	93.6		
		no	F	1	4	3	12	1	21		
			%	0.3	1.2	0.9	3.7	0.3	6.4		
		Total	F	18	74	82	110	44	328		
			%	5.5	22.6	25.0	33.5	13.4	100.0		
no	I am aware about the concept of business	yes	F	3	13	63	64	18	161	0.357	0.000
			%	1.7	7.6	36.6	37.2	10.5	93.6		
		no	F	3	2	4	0	2	11		
			%	1.7	1.2	2.3	0.0	1.2	6.4		

	Total		F	6	15	67	64	20	172		
			%	3.5	8.7	39.0	37.2	11.6	100.0		
Total	I am aware about the concept of business	yes	F	20	83	142	162	61	468	0.103	0.254
			%	4.0	16.6	28.4	32.4	12.2	93.6		
		no	F	4	6	7	12	3	32		
			%	0.8	1.2	1.4	2.4	0.6	6.4		
	Total		F	24	89	149	174	64	500		
			%	4.8	17.8	29.8	34.8	12.8	100.0		

The above table 12 describes and examines the association among the responses of awareness about the concept of business and present education system and academic institutions encourage students to take up entrepreneurship as a profession. The cross tabulation results show that 43 % of the respondents agree that the concept of business is well known and present education system and academic institutions encourage students to take up entrepreneurship as a profession. The association among the responses is not significantly associated at 95% level of confidence. (Null Hypothesis Accepted, Alternative Hypothesis is Rejected P=0.188, CC=0.136)

Table 10										Chi Square Statistics	
I would like to start my own business.			Both government and society has a equal responsibility of taking initiatives for development of entrepreneurial spirit among youth					Total	CC	P value	
			SD	D	NA	A	SA				
yes	I am aware about the concept of business	yes	F	10	26	47	143	79	305	0.189	0.017
			%	3.1	8.0	14.4	43.9	24.2	93.6		
		no	F	2	1	8	9	1	21		
			%	0.6	0.3	2.5	2.8	0.3	6.4		
	Total		F	12	27	55	152	80	326		
			%	3.7	8.3	16.9	46.6	24.5	100.0		
no	I am aware about the concept of business	yes	F	0	9	30	77	45	161	0.609	0.000
			%	0.0	5.2	17.4	44.8	26.2	93.6		
		no	F	3	8	0	0	0	11		
			%	1.7	4.7	0.0	0.0	0.0	6.4		
	Total		F	3	17	30	77	45	172		
			%	1.7	9.9	17.4	44.8	26.2	100.0		
Total	I am aware about the concept of business	yes	F	10	35	77	220	124	466	0.281	0.000
			%	2.0	7.0	15.5	44.2	24.9	93.6		
		no	F	5	9	8	9	1	32		
			%	1.0	1.8	1.6	1.8	0.2	6.4		
	Total		F	15	44	85	229	125	498		
			%	3.0	8.8	17.0	44.2	25.0	100.0		

		%	3.0	8.8	17.1	46.0	25.1	100.0		
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The above table 13 describes and examines the association among the responses of awareness about the concept of business both government and society has an equal responsibility of taking initiatives for development of entrepreneurial spirit among youth to take up entrepreneurship as a profession. The cross tabulation results show that 68.1% of the respondents agree that the concept of business is well known and both government and society has an equal responsibility of taking initiatives for development of entrepreneurial spirit among youth. The association among the responses is significantly associated at 95% level of confidence. (Null Hypothesis Rejected, Alternative Hypothesis is Accepted $P=0.017$, $CC=0.189$).

FINDINGS

From the analysis it is found that the awareness among the youth regarding entrepreneurship is considerably high, however the intention to start their own business is not well reflected among the findings. The statistical tables reveals that majority of the respondents consider entrepreneurship as a honorable profession and is also supported by their awareness of the concept of business, but when it comes to the practicality of the business knowledge, to establish their own enterprises the respondents are found to be in a state of dilemma or reluctance. The respondents derive high motivation from the existing successful entrepreneurs both at national and international level. The respondents are moderately favorable and even they are in a state of dilemma to accept that their family approves entrepreneurship as a profession for their career. The respondents have considerable knowledge, motivation and influence of successful entrepreneurs, their choice of selecting a prospective entrepreneur as their life partner is moderately accepted with a minor glimpses of reluctance, followed by the favorable opinions supporting that entrepreneurship is one among the means to become wealthy. It is found that whether the present education system and the academic institutions encourage the students to take up entrepreneurship as a profession is disapproved by majority of the respondents. Majority of the respondents accept that both government and society has an equal role to play in the development of the entrepreneurial spirit among the youth.

CONCLUSION

The present study is focused upon evaluating the perception of youth in the form of their attitude towards entrepreneurship as a career/profession. The study concludes that in spite of the positive orientation among the youth there is a considerable amount of reluctance and fatigue among the youth to take up and face the reality of business challenges. It may be attributed that the behavior of youth towards entrepreneurship is the result of present system of education which gives more importance for concept based and marks oriented teaching-learning process than the skill oriented education.

In days to come ahead there is a need for transformational change and restructuring of the education system which should focus on blending the concept based education with skill orientation. This might be a positive hope for channelizing the young India towards the prospects of the entrepreneurial opportunities as a remedy for unemployment and the under utilization of the scintillating youth of the country.

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