



A STUDY ON ASPIRATION OF FEMALE ARTS AND SCIENCE COLLEGE STUDENTS TOWARDS ENTREPRENEURIAL EXCELLENCE IN SIVAKASI TOWN

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Abstract

Now-a-days women in the society play a crucial role in many sectors. This phase uplift the economic, social and national status of a country. Most of the women in the society have the aspiration to live with high dignity, prestige and good standard of living. They chose entrepreneurship as a platform for their aspiration. This study focused to know the aspirations of female arts and science college students with regards to entrepreneurial excellence as their career in sivakasi. The factors such as decision making personnel, motivators, prevailing obstacles and the strategies suggested for overcoming the barriers.

Introduction

Entrepreneurship is the backbone of emerging economies in India. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities.

Today women are taking more and more professional and technical degrees to cope up with market needs. Women entrepreneurs explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration, control of business and providing effective leadership in all aspects of business and have proved their footage in the male dominated business arena.

Objectives of the Study

1. To identify the factors influencing decision to become entrepreneurs among female arts and science students
2. To find out the motivating factors for entrepreneurial aspiration of female students
3. To determine the obstacles faced by female students for entrepreneurial aspiration in the study area.

Scope of the Study

This study is conducted in Sivakasi town, using students as the respondents. It looks whether certain factors influence the decision of the students have a significant effect on entrepreneurial intension. It does not survey all the students in various colleges, but only those in arts and science colleges of the study area.

Methodology

The study is based on descriptive quantitative survey design. The target population for the study is the female students of arts and science colleges in Sivakasi town. Data for the study was collected from the students through self designed and self-administered questionnaire covering the various variables. Non-probability convenience sampling technique was adopted. This study is based on primary data collected from the study area and secondary data were obtained from literature. In all 140 respondents were used for the study.

Analysis of Data

1.1 Variables influencing Decisions to become Entrepreneurs

The researcher(s) have identified the following as the variables which influence the students in their decision making aspects in case of entrepreneurial aspiration.

Table 1.1 (Variables influencing Decisions)

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total(%)
Families	26.5	31.6	22.8	12.15	6.95	100
Academics/Lecturers	30.58	36.18	16.00	12.87	4.37	100
Career advisors	28.7	33.8	19.1	11.8	6.6	100
Friends	26.5	30.9	14.35	16.8	11.45	100
Entrepreneurs	24.3	36.8	20.6	8.45	9.94	100

Source: Primary data



The researcher investigated to determine the variables most influential in the decision making in relation to starting own business. There are many variables influencing their decisions. The results are shown in table above. The order of importance is: academics/lecturers (66.76%); career advisors (62.5%); Entrepreneurs (61.1%); Families (58.1%); Friends (57.4%). Lecturers have been instrumental in influencing the decision to become entrepreneurs.

1.2 Motivators of intentions

The researcher(s) have listed certain statements that motivate the female students to enter into the entrepreneurial field. They are tabulated here.

Table 1.2 (Motivators of Intentions)

Statements	Percentages
To provide employment	82.4
Earn a reasonable living	83.2
To take advantage of my creative talent	84.3
Support for potential entrepreneurs	69.9
To realize my dream	84.3
I enjoy taking risk	68.5
Increase my prestige and status	73.6
Follow the example of someone that I admire	81.6
To maintain my family	75.1
To be my own boss	78.8

Source: Primary data

The descriptive statistics for motivators are shown from the above table. The study identified many motivators in entrepreneurship intension. The variables with the highest percentage are for the motivators are to take advantage of creative talent and to realize my dream (84.3%), to earn a reasonable living (83.2%), and to provide employment (82.4%). The least motivator variable was to enjoy taking risk (68.5%) and support for potential entrepreneurs (68.5%). The results indicate that most graduates who are interested in becoming entrepreneurs do so because they want to make use of the talents.

1.3 Obstacles to intentions

Mostly, Female students face lot of obstacles in their family life and societal life too.

Likewise, the aspirations of the entrepreneurial intension also show certain obstacles to them. They are listed in Table 1.3.

Table 1.3 (Obstacles to Intentions)

Statements	Percentages
Lack of savings	70.6
Fear of business failure	58.1
Lack of business skills	51.5
Fear of starting business due to risk involve	72.7
Lack of support from family or friend	73.5
Weak economic environment	46.3
Lack of business experience	21.5
Lack of assets for collateral	70.6
Difficulty in obtaining bank finance	56.6

Source: Primary data.

The descriptive statistics for obstacles are shown from the above table. The study identified many obstacles to entrepreneurship intension. The variables with the highest percentage are entrepreneurship intension. The variables with the highest percentage are lack of support from family or friend (73.5%), fear of starting business due to risk involve (72.7%), lack of savings and collateral (70.6%). The biggest obstacle to intension is not to get support from family or friend. The least obstacles are weak economic environment (46.3%).



Findings of the study

The researcher(s) have listed the following as findings which was derived through interview taken from the female students of arts and science colleges.

1. Most of the respondents are belonging to the age group of 18 – 22.
2. The aspirations of the female students regarding their achievement in the society are very high. They hide their dreams within themselves due to the fear about male dominating society.
3. The income levels of the respondents' family [69.29%] are ranging between `25,000 and ` 50,000.
4. Most of the female students [66.76%] got knowledge about Entrepreneurial thrust from academicians and 62.5% of them from career advisors who take part in the improvement of the students' career in a right path.
5. 58.57% of the students opined that, as and when any motivational programme is conducted through Entrepreneurs in the departments are highly inspired the students to become an entrepreneur.
6. 84.3% of the female students opined that, to reach the entrepreneurial status is their dream and the way to show their creative talents to the society.
7. 82.4 % of the students desire to provide employment to others and make them as boss to others
8. As a female student, they have lot of obstacles in this society. 72.7% of the students felt that lack of family support to start a new venture decline their aspirations to become an entrepreneur.

Recommendations

The following are recommendations suggested by the researcher(s) after making a thorough analysis.

1. The academicians and the career advisers may induce the female students in a positive way with some financial advice and other related supports to reach their entrepreneurial wish into reality.
2. The students of schools and colleges may be motivated by way of arranging a certain number of programmes through some inspirational entrepreneurs in the society.
3. Innovative talents and the risk taking mentality of the students are to be analysed and give proper training to them for improving their existing talents.
4. Students may be induced to understand the importance of entrepreneurship, economic development and growth of a country, etc.,

Conclusion

Entrepreneurship is the soul of the economy. As far as Industrial growth is concerned, India occupies a vital role in it. Most of the Indian Entrepreneurs are having the thrust to reach their goal as early as possible and also they are very much eager to take any type of risk. The students' community must get the knowledge that, the incomings of more number of entrepreneurs will develop the country's economic condition. If more number of entrepreneurs put their foot prints in the society especially in the agricultural field and other related fields, then our nation will become the super power nation in the world. As a child of Dr.A.P.J.Abdul Kalam, all students can work for the country's development and lead the country as an ever growing country in all aspects.