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A PERCEPTUAL STUDY ON STARTUP ENTREPRENEURSHIP AND THE STARTUP ECOSYSTEM AMONG YOUTH

Thejaswini KA* Dr. Babu V**

**Research Scholar, Department of Commerce, SJB College of Management Studies, BGS Health and Education City, Kengeri, Bengaluru, Karnataka.*

***Professor, Department of Commerce, SJB College of Management Studies, BGS Health and Education City, Bengaluru, Karnataka, India.*

Abstract

*Entrepreneurship is critical for economic growth and development because it drives innovation, creates jobs, and boosts competitiveness, which will ultimately provoke the entrepreneurs to venture into the innovative ideas resulting in startups. Entrepreneurs take risks in order to start and operate new businesses, developing new products or services that meet consumers' needs and desires finding new markets and dare to establish their own firms and production process different from the existing products which will lead to startups are the economy growth engine reflects on many innovative ideas for business commerce and societal issues. Considering these aspects a survey has been conducted among technical graduates and primary data collected from engineering graduates about entrepreneurship and startups program initiation by the government. The study tries to understand the demographics difference among the technical graduates towards entrepreneurship and government support programs. 100 samples collected through convenience sampling technique in Hassan district, A statistical tools Mann Whitney test and Kruskal wallis tested applied with the Statistical Package for the Social Sciences. (**SPSS**).*

Key Words: Startup,Startup Entrepreneurship, Perceptiveness, Demographic Difference. Graduates.

Introduction

Entrepreneurship is critical for economic growth and development because it drives innovation, creates jobs, and boosts competitiveness, which will ultimately provoke the entrepreneurs to venture into the innovative ideas resulting in startups. Entrepreneurs take risks in order to start and operate new businesses, developing new products or services that meet consumers' needs and desires finding new markets and dare to establish their own firms and production process different from the existing products which will lead to startups. Entrepreneurs' ability to solve creative problems sets them apart from the competition. Because they constantly push the envelope and create new opportunities. Entrepreneurs come from a variety of backgrounds and industries, and their ideas and innovations can benefit everything from small local businesses to massive multinational corporations which were earlier in the form of startups.

Startups are the economy growth engine reflects on many innovative ideas for business commerce and societal issues. Successful entrepreneurs are bound to have resilience capacity to go ahead even during the setbacks and difficult times which finally results in startups, they will have out of box thinking and introduce unique products through Innovation. Startup innovators are customer focused and should have target customers. Bold ideas with risk taking will yield fruits if planned differently and launch their ideas having adaptability to the changing circumstances will lead to startups.

Literature Review

SonamPrabhaka (2018) "Startup Ecosystem for Rural Development in India" **I**ndia has recently created a strong startup ecosystem and a burgeoning startup market.By integra ting state-of-the- art technology into their products, the ecosystem as a whole keeps evolving and becoming

more vibrant. These startups are also active in the rural sector, effectively resolving everyday issues and making significant contributions to the country's development. They are employed in practically every rural sector, strengthening the economy and resolving the unemployment problem.. As a result, even though these businesses are growing in popularity, they nevertheless face several challenges before they can start operating The essay outlines the issues and challenges the nation's startup ecosystem is now facing and offers helpful recommendations and ideas for its.

Ajay Kumar Saini (2018) “”Role of Government Policies on Success of New Ventures: An Empirical Study Government policy has a big impact on the success of new ventures in India. To promote entrepreneurship and create an environment that is conducive to startups, the Indian government has implemented a variety of laws and policies. The measures implemented by the government have had a major impact on the growth of new companies in the country.The Startup India project, which was announced in 2016, is one of the main policies that the government has placed in place. This initiative aims to support and promote businesses around the country through tax benefits, financial possibilities, and simplified regulatory procedures. The government has also created several strategies and initiatives, such the Stand-Up India program, to promote entrepreneurship among women and underserved populations.

Kolvereid (2016) The goal of this study is to look at the connection between the preference for self-employment, intentions for starting a new firm, and actual start-up activities. The theory of planned behavior is being applied in this study. Primary source of data is collected through telephone interviews, information was gathered from a representative sample of Norwegian persons between the ages of 18 and 64. The findings demonstrate that the choice for self-employment, along with indicators of subjective norm and perceived behavioral control, predicts plans to launch a business. These goals in turn influence participation in company startup initiatives together with perceived behavioral control.

India Today (2016) Startup India: PM Modi's action plan on the 19 Action Points of Startup India. GOI initiated the following plans for the progressive improvement in startup India action. The action point includes-Action Plan Compliance Regime based on Self-certification, Startup India hub legal support and Fast-tracking Patent Examination at Lower Costs,Funding Support through Fund of Funds, Tax Exemption on Capital Gains, Tax Exemption to Startups for 3 years, Tax Exemption on Investments above Fair Market Value, Organizing Startup Fests for Showcasing Innovation and Providing a Collaboration Platform, Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program, Harnessing Private Sector Expertise for Incubator Setup, Building Innovation Centers at National Institutes, Setting up of 7 New Research Parks, Innovation Focused Programs for Students, are the 19 key point initiative by GOI to inspire and motivate young youths to think and rethink on the new direction to start new innovative startups and make themselves self-employed.

Suen Azeez Olugbola (2017) According to the authors view point, this study broke down the pioneering preparationof youth regarding opportunity ,distinguishing proof, persuasive variables, assets, and innovative capacity. The review analyzed the impact of business preparing on youngsters' preparation to take part in enterprising action and the parts behind fruitful new companies. SEM was applied to an example of 490 undergraduates from the University Sains Islam Malaysia. The hypothesis states there is positive and significant relationship between motivation and entrepreneurial readiness of youth towards new business startup. There is positive and significant relationship

between entrepreneurial ability and entrepreneurial readiness of youth towards new business start-up. Entrepreneurship training moderates the relationship between motivation and entrepreneurial readiness of the participant group (a) or non-participant group (b) (strengthens or weakens).

Gopaldas Pawan Kumar (**2018**) observed that the Indian status of economic situation has wide scope for expansion. The Indian Government is trying increase the rate of GDP from base level through ambitious projects like "Make in India ", Startup Up India and Mudra. The study reveals that Make in India initiative gives ample opportunity for Startup entrepreneurs to produce their share for the growth of Indian economy. The medium and large industries are contributing for more employment generation that helps to faster the economic growth. Above all these startups are facing many challenges right from the need of funds arrangement to human resources even after the availability of resources at affordable cost for startups. Finally, it is concluded that many startups are recognised as world renowned business in worldwide through their spread of business to developing and developed nations

Trilok Kumar Jain (2018) The Case of Suresh Gyan Vihar University Jaipur. The primary purpose of this study is to present propositions with regard to entrepreneurship training and to find means to foster startups. The researcher has used both quantitative and qualitative researches here. The researcher has tested and found positive relation between Entrepreneurial Training and Startup Initiatives.

Deepak Kumar Adhana, Alisha Kumar(2020) The study done on the Start-up Ecosystem give in depth information on the startup eco-system in India and also describes the Incubators role in creating and developing successful business. It also discuss on the policy measures taken by government to foster entrepreneurship culture and the grant available to academic institutions to establish incubators in the premises.

Definition of Startup

Department of Industrial Policy and Promotion (DIPP) has defined a startup which has incorporated or registered in India which has established not prior to seven years with annual turnover not exceeding 25 crores in any preceding financial year, and Working towards innovation, development or improvement of products or processes or services, further a scalable business model with a high potential of employment generation or wealth creation. This was defined in the earlier stages and in 2018 a modified and extended definition is given by the Department and it is in the form of Gazette notification which is as follows.

1. A startup is an entity has a business of less than 10 years from its commencement further; it is a limited company or partnership firm or a limited liability partnership in India.
2. The turnover of the entity has not exceeded 100crores.
3. It has a scalable business model with innovative products or services capable of generating employment and wealth.

Startup is also defined as "temporary organization designed to search for a repeatable and scalable business model", (Steve Blank, 2014) while the small business runs according to the fixed business model.

Statement of the Problem

"Never Dream of becoming something, if you dream, dream of doing something". India's youth have revolutionized the country's startup sector. Nowadays, young people are more interested in

learning how to create their own businesses as entrepreneurs than they are in looking for a job. Youths' perspectives have been influenced and changed by the startup system, according to the Department for Promotion of Industry and Internal Trade (DPIIT) (Anurag Jain, 2023). Young students base their decision to launch a business on a number of internal factors, such as their skills, dispositions, beliefs, and goals. They also take into account external factors including the social, political, legal, and economic environment, as well as human, social, and financial capital. People's entrepreneurial behavior is largely influenced by their social ideals. The things that prevent young people from considering starting their own businesses

Objectives of the Study

1. To analyze the technical graduates perception toward startup entrepreneurship.
2. To bring out the demographic difference among the technical graduates towards startup entrepreneurship.

Hypothesis

Ho1: There is no significant difference between technical graduates perception towards startup entrerpreneurship and gender level.

Ho2:There is no difference between type of family and technical graduates on startup entrepreneurship.

Ho3: There is no significant association between the annual income and the perception of technical graduates towards startup entrepreneurship.

Ho4: There is no association between occupation of family members and technical graduates perception towards startup entrepreneurship

Ho5: There is no significant association on present entrepreneurs (parent) and startup entrepreneurship perception among technical graduates.

Limitations of the Study

1. The study is confined to the technical graduates in Hassan District.
2. The respondents response is the base to analysis the study results and findings.

Research Methodology

Data Collection:

The data required for the above study is collected through structured questionnaires from technical graduates a targeted population samples in Hassan District. The secondary source of information on startup definition, entrepreneurship and startup initiatives, startup eco system and startup programs were collected through websites, startup India portal, and journals.

Sampling technique

Convenience sampling technique was used to collect data for the study. The data collection was focused on graduates in Hassan district, Karnataka. Total 100 samples collected for the study.

Statistical Tools: The data is analyzed through Mann -Whitney test and Kruskul wallis test.

Results and Discussion

Testing of Hypothesis:

The survey conducted through questionnaire among the engineering graduates about their perception towards startup entrepreneurship. The various hypothesis constructed based on the objectives is analyzed and interpreted below.

Testing of Hypothesis 1:

"There is no significant difference between perception of technical graduates towards startup entrepreneurship and their gender level"

Hypothesis Test Summary (Table-1)

Null Hypothesis	Significance	Decision
motivation	0.976	Retain the Null Hypothesis
Own Startup	0.576	Retain the Null Hypothesis
Choice of Preference	0.020	Reject the null hypothesis
Risk Taker	0.638	Retain the Null Hypothesis
Profitability	0.067	Retain the Null Hypothesis
Make Money	0.143	Retain the Null Hypothesis
Responsibility	0.443	Retain the Null Hypothesis
Inventor	0..118	Retain the Null Hypothesis
Career	0.575	Retain the Null Hypothesis

Mann- Whitney test is conducted. Asymptotic Significances are displayed. The significance level is .05. (**Source - Primary data SPSS)**

Mann-Whitney U Test is performed to examine the significant difference between independent categorical variable (two groups viz., male and female) and dependent variable viz., motivation, own startup, choice of preference, risk taker, profitability make money, responsibility, inventors, career guidance). There is no clear significant difference between gender and the above stated variables at 5% level of significance. The results shows P value > 0.05 except one hypothesis which shows a significant difference between gender and startup preference of engineering graduates (8, N=100, $p<0.05$)

Testing of Hypothesis 2:

"There is no difference between type of family and perception of youths' on startup"

Hypothesis Test Summary (Table-2)

Hypothesis	Significance	Decision
Motivate	0.625	Retain the Null Hypothesis
Own Startup entrepreneurship	0.942	Retain the Null Hypothesis
Choice of preference	0.541	Retain the null hypothesis
Risk bearing	0.892	Retain the Null Hypothesis
Profitability	0.565	Retain the Null Hypothesis
Making money	0.988	Retain the Null Hypothesis
Responsibility	0.516	Retain the null Hypothesis
Inventor	0.946	Retain the null hypothesis
Career	0.922	Retain the null hypothesis
Risky start	0.463	Retain the null hypothesis
Presently entrepreneurs (parent)	0.004	**Reject null hypothesis**

Mann-Whitney test is conducted. Asymptotic Significances are displayed. The significance level is 0.05. (**Source - Primary data SPSS)**

Mann-Whitney test is performed to examine the significant difference between independent categorical variable (two groups viz., nuclear family and joint family) and dependent variable viz., motivation, own startup entrepreneurship, choice of preference, risk taking, profitability make money, responsibility inventors, career guidance, risky start). The result shows insignificant difference between type of family and perception variable among techninal graduates except on the variable presently entrepreneurs (parent). At 5% significance level (10, N=100, P<0.05), the test exhibits the insignificant difference between type of family and perception variable (presently entrepreneurs (parent)).

Testing of Hypothesis 3

"There is no significant association between the Annual Income and the perception of youths' Towards startup"

Hypothesis Test Summary (Table-3)

Null Hypothesis	**Significance**	**Decision**
motivation	**0.883**	**Retain the Null Hypothesis**
Own Startup entrepreneurship	0.893	Retain the Null Hypothesis
Choice of Preference	0.666	Retain the null hypothesis
Risk Taker	0.984	Retain the Null Hypothesis
Profitability	0.059	Retain the Null Hypothesis
Make Money	0.744	Retain the Null Hypothesis
Responsibility	0.522	Retain the null Hypothesis
Inventor	0.977	Retain the null hypothesis
Career	0.545	Retain the null hypothesis

Kruskal Wallis-Test is conducted, Asymptotic Significances are displayed. The significance level is .05. **Sources: Primary data SPSS**

Kruskal Wallis- test is conducted to find association between independent categorical variable the annual income (income group with, <150000, 150,000 to 300000, 300000 to 500000, above 5,00,000) and the perception dependent variables such motivation, own startup entrepreneurship, choice of preference, risk taker, profitability, make money, responsibility, inventors, career guidance). There is no clear significant difference between annual income and the above stated variables at 5% level of significance. The results shows P value > 0.05 (8, N=100, p>0.05).

Testing of Hypothesis-4

"There is no association between occupation of family members and perception towards startup entrepreneurship"

Hypothesis Test Summery (Table-4)

Null hpothesis	Significance P value	Decision
occupation	0.0	**Reject the null hypothesis**

Mann-Whitney U test conducted. Asymptotic Significances are displayed. The significance level is 05.

Testing of Hypothesis-5 "There is no significant difference on presently entrepreneurs that is of (parent) and startup perception among technical graduates"

Hypothesis Test Summery (Table-5)

Null hpothesis	Significance	Decision
Presently entrepreneurs (parent)	0.189	Retain the null hypothesis

Asymptotic Significances are displayed. The significance level is 05. Sources: Primary data SPSS

Hypothesis 5: Mann-Whitney U test is applied to assess the relationship between Independent categorical variable, occupation (two groups viz ., government and non government employee) and dependent variable perception of youth towards startup. The test outcome shows the no significant difference between the independent variable occupation and dependent variable perception of technical graduates towards startup ($N=100$, $p<0.05$).

Findings

- There is no clear significance difference in perception level between gender that is male and female towards startup business at 5% level of significance, except one hypothesis which shows a significant difference between gender and perception variable startup preference for technical graduates'
- The test study brings out insignificant difference between the type of family and perception variable among technical graduates, except on the variable (presently entrepreneurs (parent)) at 5% significance level.
- There is no association between annual income and the perception dependent variables such as motivation, own startup entrepreneurship, choice of preference, risk taker, profitability, make money, responsibility, inventors, career guidance.
- The study result shows strong significance between occupation of family members and perception towards startup entrepreneurship.
- There is no significant association between the variable presently entrepreneur and the perception towards startup entrepreneurship.

Conclusion

The study A Perceptual Study on Entrepreneurship and the Startup Ecosystem among technical graduates. An Analysis conducted with the help of a conveniance sampling method. After analysis of data, the data reveals that there is difference of opinion between male and female in preferring the job for their better career prospects. Females are the majority respondents and they come from nuclear family and have significant difference on family type and their presently startup entrepreneurship. The respondents also show difference of opinion on occupation of the family members.

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