



ENTREPRENEURIAL AWARENESS: A STUDY ON ARTS COLLEGE SCHEDULED CASTE STUDENTS IN TIRUPUR DISTRICT, TAMILNADU.

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1.1 Introduction

Entrepreneurship are the backbone of any economy. Every stable government in the world has kept promoting entrepreneurship as one the main agendas in its policies and plan document. The new ventures developed through entrepreneurship have been reported to yield a wide spectrum of economic benefits through innovation, generation of new business, creation of new jobs, development of innovative products and services, and have also created the opportunity for future investment in the growth and development activities of the nation.

India is a country with largest youth population in the world. The youth population of India is considered as the greatest human asset of the nation. The potential of youth should be rightly harnessed for the development of the country. But the survey taken by the Labor Bureau reported that the unemployment rate in the country during 21012-2013 was estimated to be 13.3% for the age group of 15-29 years. It is said that one out of every three persons in the age group of 15-29 years who have completed at least their graduation was found to be unemployed. India has almost 300 million youth, but only 100 million jobs. Therefore, the country faced a 200 million employment gap.

1.2 Statement of Problem

India is home to a sizeable number of indigenous population, where they are popularly known as Scheduled caste despite an array of development schemes and programs to ameliorate their quality of life, their standard of living has not improved with the mainstream society. The government has provided a lot of schemes and facility to start various businesses for the Schedule Caste students who are going to complete Graduate. Hence, Most of the Schedule Caste students are not aware of the Entrepreneurial awareness. This Paper focuses on analyzing the entrepreneurial awareness among the Scheduled caste students and socio-economic factors influencing student's entrepreneurship awareness.

1.3 Scope of the Study

The study aims at the awareness level of the Arts College Scheduled caste students to become an entrepreneur after completing their studies and various benefits of starting own business and various problems faced by scheduled caste students to become an entrepreneur are which factor that motivates highly to become an entrepreneur.

1.4 Objective of the Study

To determine the factors of problems faced by the Schedule caste students to start a own business/new business.

1.5 Review of Literature

Suresh and Krishnamurthy (2014) showed that the major constraints in the development of entrepreneurial trait among the students are inadequate finance, fear of risk, less motivational environment, and lack of support from family and society

Hashim (2013) According to the findings, students in Malasiyan public universities demonstrate strong readiness in terms of entrepreneurial willingness and capabilities. With the internal environment of public universities, however, readiness for entrepreneurship education remains, from the studets' perspective, imperfect, and requires improvement if these institution are to support future entrepreneurship education

Aizza (2009), in Malaysia suggested that the existing of 'successful entrepreneurs among family members is positively related to entrepreneurial intention. They also proposed that the numbers of Role model (family, friends and colleagues) was positively related to entrepreneurial intention.

1.6 Research Methodology:The validity of any research depends on the systematic methods of collecting the data and analyzing the same in a sequential order. The instrument used for the data collection was Questionnaire.

1.6.1 Period & Area of the Study:The study was conducted during the month of June-December 2015 in Tirupur District of Tamilnadu.



1.6.2 Sample Size:400 respondents were selected from Arts and Science Colleges in Tirupur District.

1.6.3 Sample Design:The sample design followed in this study is Non-Probability Convenience Sampling

1.6.4 Sources Of Data:The study is based on the data collected from primary and secondary sources. The primary data were collected from sample respondents through Interview Schedule.

Secondary data was collected from the existing Literature available, various issues of magazines and journals, newspapers, articles, books and online etc.,

1.6.5 Tools for Data Analyzed

In order to find the most important factors of problems faced by the Schedule caste student's entrepreneurs of Tirupur district Henry Garrett's Ranking analysis are used.

Barriers	Total score	Mean Score	Rank
Inadequate finance	30582	76.45	I
Low Motivation from Society & Parents side	28207	70.51	II
Fear of loss	27212	68.03	III
Lack of awareness of Government schemes	19646	49.12	IV
Disparity Opinion of Bank employees	19245	48.11	V
Continue of Untouchability concept	18247	45.61	VI
Lack of education and Updated Knowledge	17456	43.64	VII
Lack of infrastructure facilities	15493	38.73	VIII
Inability to submit viable proposals	14942	37.36	IX

It is observed from the above table as per Garrett's Rankings, the biggest barrier according the Schedule Caste students do not have inadequate finance, followed by Low motivation from society and Parents side. Subsequently, fear of loss, lack of awareness of government schemes, disparity of opinion of bank employees, Continuity of untouchability concept, Lack of education and updated knowledge. The least important factors are lack of infrastructure and inability to submit viable proposals.

1.7 Recommendations

Based on the findings of the study, the following recommendations are made to promote awareness among schedule caste students:

1. To promote more awareness among the Schedule caste students college must organizing seminars and guest lecture programmes.
2. The Institution make arrangements for Industrial visit and Trade fair for getting practical exposure of Schedule caste Students.
3. Entrepreneurship syllabus should be incorporated from school level education.
4. The Institution can open Entrepreneurship Development cell with special care of Schedule caste students.
5. Every college should appoint one Entrepreneurship Development Cell Co-coordinator.
6. The College Authority should organize business plan and new plan contest among the Schedule caste students.
7. The Institution makes arrangements for interact with successful Schedule Caste entrepreneur.
8. Part-time employment should be encouraged while studying.
9. Parents belongs to schedule caste who are involved in business should encourage and involve their children business from young age.
10. The society should encourage and support the schedule caste entrepreneurs for starting business.

1.8 Conclusion

Entrepreneurship is a process, a journey not the destination. The present study attempted to analyze the entrepreneurial awareness among schedule caste students and its shows majority of the students are eagerly to start a new business because of social status, earn money, freedom of work and utilize the educational knowledge. Unfortunately they are lacking of financial problem and not aware of government schemes and subsidies. Every college of tamilnadu should plan to set up Entrepreneur development cell and appoint one Co-ordinator. The main objective the cell is to give proper training programme and conduct awareness workshop and seminar of Entrepreneurship. Industrial visit can be arranged to the students to know the practical problems faced by various firm and how they are handling the critical situation.



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