

Attitude of Girl Student's towards Entrepreneurship in Kerala

***Bindhya.M.S**

****Dr.P.N.Harikumar**

*Assistant Professor, Dept. of Commerce, M.S.M.College, Kayamkulam, Kerala.

**Associate Professor & Head, PG Dept. of Commerce, Catholicate College, Pathanamthitta, Kerala.

Abstract

Entrepreneurship is one of the main generators of economic growth which helps in employment of young educated people. Entrepreneurship is a process of initiating a new venture, organizing the resources it requires and assuming the risk it entails. Entrepreneurship has an important role to play in the economic development of a country. Growing unemployment, particularly educated unemployment is an acute problem of the nation. Entrepreneurs generate employment directly by attainment of self employment and indirectly by providing job to many others. Entrepreneurs play a crucial role in propelling the knowledge economy by driving innovations nurturing new skills and capabilities, opening up new markets and spurring growth in new industry. Today women entrepreneurs represent a group of women who have broken away from the beaten track and exploring the new avenues of economic participation. This paper explores the attitude of girl students towards entrepreneurship development and to identify environmental factors influencing their entrepreneurial spirit. Women are increasingly becoming conscious of their existence, rights and work situations. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to their role and economic status in the society. The research shows that majority of the respondents are having positive attitude towards the entrepreneurship.

Keywords: Economic development, entrepreneurs, entrepreneurship, entrepreneurial attitude, entrepreneurial spirit.

Introduction

The term "Entrepreneurship" has a wide range of meanings which include adventurism, risk bearing, thrill seeking and innovative skill. Entrepreneurship provides enhancement of national income and economic development of society by the establishment of a business project. It provides job opportunity to the public and at the same time provides them with goods and services. A person who is ready to face risk and to undertake complex innovative project is considered as entrepreneur. A successful entrepreneur must possess the willingness to work hard and should be ambitious to achieve high goals. The desire for achievement gives sufficient strength to overcome obstacles and to run business successfully. Entrepreneur is always courageous to make extreme effort to get rid of the obstacle coming in the way of attaining the ultimate objective. Entrepreneurship development is an essential part of human resource development. The success of an entrepreneur depends upon the self confidence and dauntless attitude towards risk factors. Entrepreneurship involves the apportionment of resources and skills towards new opportunities which in turn helps to attain business goal. An entrepreneur is packed with the inborn qualities of adventurism, willingness to face risks, innovative urge and creativity. An entrepreneur makes dynamic changes in the production process, introduce innovations and to find out novel ideas to produce new products. Entrepreneurship is treated as a dynamic and risky process that inculcates the venture capital, sophisticated technology and human talent.

Women Entrepreneurship

Modern era consider women as the better-half of the society. Global evidences substantiate that women have been performing different spheres of activities like academics, politics, administration, social work, business and so on. Women entrepreneurs are those who

conceive a business idea, initiate a business enterprise to put that idea into practice organize and combine necessary factors of production, operate the enterprise and undertake risks and economic uncertainties involved in running a business enterprise. Women entrepreneur may be defined as women who initiate or organize and run a business enterprise. Women, who innovate, imitate or adopt a business activity is called women entrepreneur. Women are generally perceived as home makers with little to do with economy or commerce. But this scenario is changing. Recent trends show that more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Apart from the male counter parts, the motive behind women to start business is fundamentally different. While men start business primary for growth opportunities and profit potential, women most often found business in order to attain financial independence. Women entrepreneur is one who accept challenges to satisfy her personality needs and to become financially self sufficient by making appropriate tuning in both family and social life. They are in continuous search of innovative tactics for their own economic liberty. Through proper time management a women entrepreneur is able to shoulder her dual responsibility as a home maker and as an entrepreneur. The problem of rural and urban poverty can be eradicated with women empowerment strategy. A study conducted in 77 countries relating to women entrepreneurship reveals that, India ranks seventy in female entrepreneurship index. Reasons behind this low profile are lack of sufficient work force and difficulty in raising fund.

Problems faced by women entrepreneurs

1. Scarcity of fund
2. Lack systematic planning and working.
3. Non acquaintance of government scheme.
4. Lack of concern of banks to provide financial assistance to women entrepreneurs.

Review of Literature

Jackson and Rodkey (1994) concluded that an individual's attitude towards entrepreneurship can be influenced through socialization process. It took place at their own home, at school or college where they are studying, at work place or even it can take place at all spheres of life. Socialization includes messages about what is good and positive, what lends status, what is valued by others etc. Early communication received and imbibed by individual impacts career choices by inducing individuals to choose a career in which they are seen in positive light.

J.P.Kumar and Abirami (2012) suggest that entrepreneurship is a global contest which attracts economist, social workers and politicians. For a sustainable financial development the country requires job opportunities, generation of revenue and human welfare programs. Entrepreneurship provides job opportunities and income generation and thereby helps to meet the financial crisis of a nation.

Meenu Goyal and Jai Parkash (2011) observed India as a male dominated society. So the educated Indian woman has to struggle to achieve equal rights. Indian women are always courageous to take risk which helps them to overcome all the social hurdles. Indian women with hard work and diligence enables themselves to face severe competition prevailing in the society.

According to Singh (2008) major problems faced by women entrepreneurs are social un acceptance as women entrepreneurs, lack of interaction with successful entrepreneurs, dual responsibility and lack of financial assistance by bank. The remedial measures to overcome this hurdles is the promotion of micro ventures run by women entrepreneurs and pulling them for growth and development.

Crant (1996) stated that entrepreneurial attitudes could be linked to individual proactive attitude. The entrepreneurial attitudes of the respondents are very much influenced by the educational level and the desire to own a business

Statement of Problem

In India women are showing an interest of being financially independent. In the present scenario women are promising to the business world with new ideas to setup new business enterprise. More women are interested to be entrepreneurs inspired by various prominent women entrepreneurs in business field. Today entrepreneurial development has assumed special importance as it further play a significant role in the development of economy. In order to honor entrepreneurship, the Government of Kerala provides 20% attendance relaxation and 4% grace marks to those students who conduct a business venture during their Course. Entrepreneurial education and skill is considered as a crucial factor which make young generation to create an attitude towards entrepreneurship. A major threat faced by Indian economy is the vast number of unemployed educated youth. To overcome the said circumstance the educated youth should have a positive attitude towards commencing their own venture and there by provide employment opportunities to other. Attitudes play a significant role in the life of a courageous entrepreneur. This study attempts to analyze the girl student's attitude and views towards entrepreneurship and also examines the factors influencing entrepreneurial spirit.

Objectives

1. To study and examine girl students attitudes towards entrepreneurship as well as their views of entrepreneurship as a career option.
2. To determine the environmental factors influencing entrepreneurial spirit.
3. To explore the girl students interest in entrepreneurial development.

Research Methodology

The sampling technique used in this study is probability sampling. Simple random sampling technique is used. The sample unit is taken as students of commerce studying in the first and second year of their graduation from different colleges in Kerala. The total sample size is 152.

Analysis and Discussion

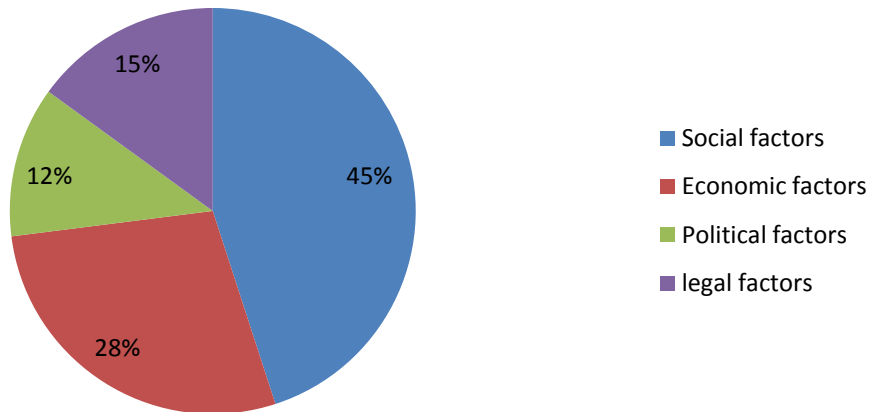
Following factors are analyzed to determine the environmental factors influencing entrepreneurial spirit

Table 1: Factors influencing Individual entrepreneurial sprit

Factors	Number of Respondents	Percent (%)
Social factors	19	45
Economic factors	11	28
Political factors	9	12
Legal factors	7	15

This table indicates that 45% of students are of the view that social factors affects their entrepreneurial spirit. 28% of them believe that it is economic factor whereas 12% of them agreed with political factors and 15% of them opinioned the legal factor as the most important factor.

Factors affecting Individual entrepreneurial spirit



The following factors are influencing girl student's attitudes towards entrepreneurship.

Table2:- Factors influencing girl student's attitudes towards entrepreneurship

Sl.no	Factors	Percentage (%)
1	Interest in commencing a new venture	85.2
2	Motivation from parents	71.0
3	Adequate financial support	53.3
4	Awareness regarding rules and regulation in starting business	48.4
5	Training facilities	36.2
6	Confidence in taking challenges	44.1
7	Political intervention	37.0
8	Ability to cope with business requirements	64.0

From the study it is found that 85.2% of girl students are having a positive attitude and interest in starting a business. 73.9% of the girl students opined that government provides adequate support in promoting entrepreneurship education. Only 53.3% girl students get support from family so half of the students are lacking family support. Majority of the girl students are suffering lack of proper training facility and are expecting an unhealthy political intervention. Majority of the girl students are interested to be an entrepreneur where by attaining a secured level in their life and reputation in the society and there by forming the part and parcel of a developed community. Adequate seed capital assistance should be provided among females by banks and other financial institutions to commence new business. Government should adopt rigorous training programs along with their degree course. So a practical and technical education during their course is very much required for the creation of positive attitude towards entrepreneurship. Girl students should be motivated to start her own business from home. By running a business from home, a woman can efficiently and effectively co-ordinate both her business and household responsibilities.

Conclusion

The study has gone deep in to the aspects of girl student's attitude towards entrepreneurship and that from the study it was revealed that majority girl students are having entrepreneurial capacity and mind set. They deserve governments' financial support for piloting innovative ideas. They also require financial assistance and family support for implementing their projects. Entrepreneurs play a crucial role in propelling the knowledge economy by driving innovations, nurturing new skills and capabilities and spurring growth in new industry .Creation of new firms can create benefits of the society as a whole by creating employment opportunities and generating incomes in the hands of the public. So it is a perfect complement to community based development whereby initiating women entrepreneurs in the society.

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