

**A SURVEY ON IMPACT OF FAMILY PRESSURES ON  
ASPIRING YOUNG ENTREPRENEURS**

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**Abstract**

*This paper focuses on the young entrepreneurs who have the ideas and interest of becoming an entrepreneur and choosing entrepreneurship as a career, but unable to make their dream true due to family pressures and influence. The only option for the youngsters in India is, getting a job in a multinational company and gets settled in life as soon as possible. The sad reality is, the jobs available in the markets are less than the number of youngsters becoming graduates. The best option for the reduction of unemployment is encouraging entrepreneurship. Along with this analysis of a survey conducted on Entrepreneurship ideas and Support from Family either financially or morally.*

**Keywords:** Youngsters, Entrepreneurship, Entrepreneur, Family Pressure, Influence, Employment.

**Introduction**

India is a country with a more young population. It is a great advantage for our country to have the young human resource. But on the other hand creation of employment and generation of income is the biggest challenge. Though the government is lending support for the creation of employment, still there are many gaps. There are many ways for youngsters in India to get employment and generate income. Every year thousands of youngsters are becoming graduates, but only a minute percentage of them are getting employed and able to generate income. The rest of them are becoming unemployed or under-employed. Usually, most of the families in India are only telling their children to become an employee, but none of them telling to create employment. The major reason for this kind of thought is financial safety and Security. There are many sectors like service and agriculture sectors are having multiple opportunities to become an entrepreneur and start their own business. But still, no family member will encourage their children to take risks and start their own business.

Though some people are coming forward, still they are a drop of the ocean. The government is providing many incentives and benefits to Start-ups and Entrepreneurs. Still psychologically people believing that doing business is very risky and they lose their financial stability. Even the educational institutions are concentrating on-campus placements instead of encouraging entrepreneurship. Most of the colleges give campus placement training, but no proper training or ignition will be given towards Entrepreneurship. According to the 2011 census, 28% of the Indian population is youth. If a good environment is created for the youngsters to move towards entrepreneurship, they will create wonders.

**Objectives of the study:** The objectives considered for the study

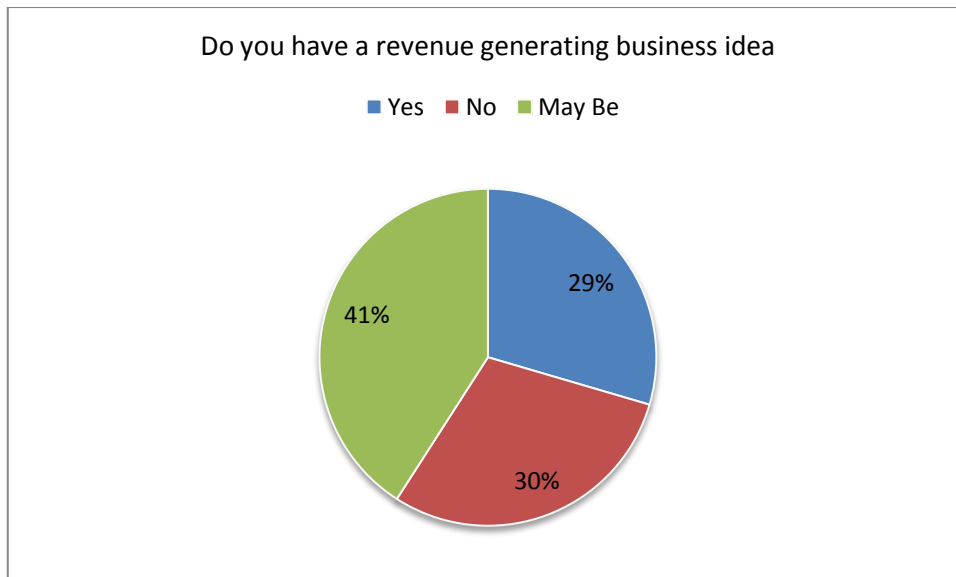
1. To know the interest levels of young graduates towards entrepreneurship.
2. To observe the level of support from family to young entrepreneurs.

**Methodology of the study:** The research methodology used for the study is Percentage method. The method of data collection is primary, through questionnaire method in online mode. And the data analysis presentation is in graphical presentation.

**Data Analysis:** The following are the data results obtained after analysis of information

**For the question, do you have business idea and is it revenue generating?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	28	63.6363636
No	15	34.0909091
May be	1	2.27272727
Total	44	100

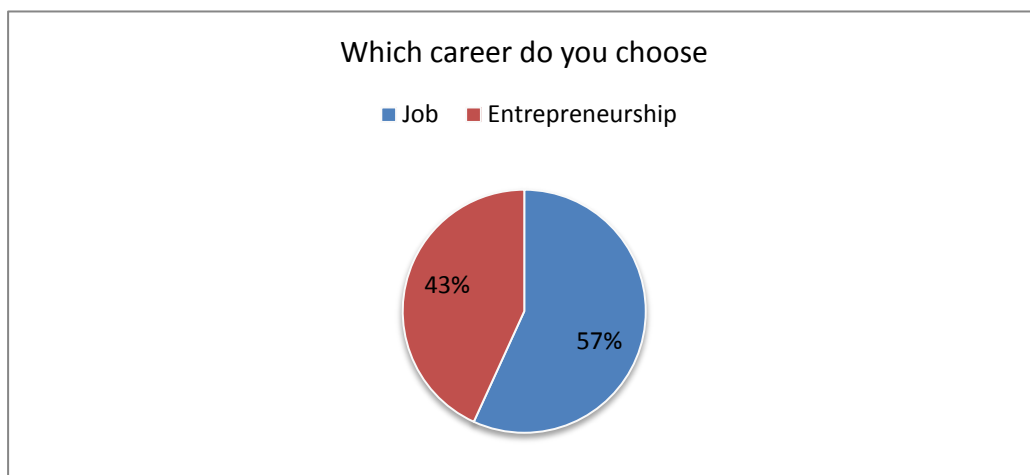


**Interpretation:**

Out of 44 respondents, 64 % ( 28) are having a revenue generating entrepreneurship idea, 34% (15) are not having an idea, 2% (1) is not having clarity about his idea.

**For the question, which career you will choose?**

Response	Number	Percentage
Job	25	56.8
Entrepreneurship	19	43.2
Total	44	100

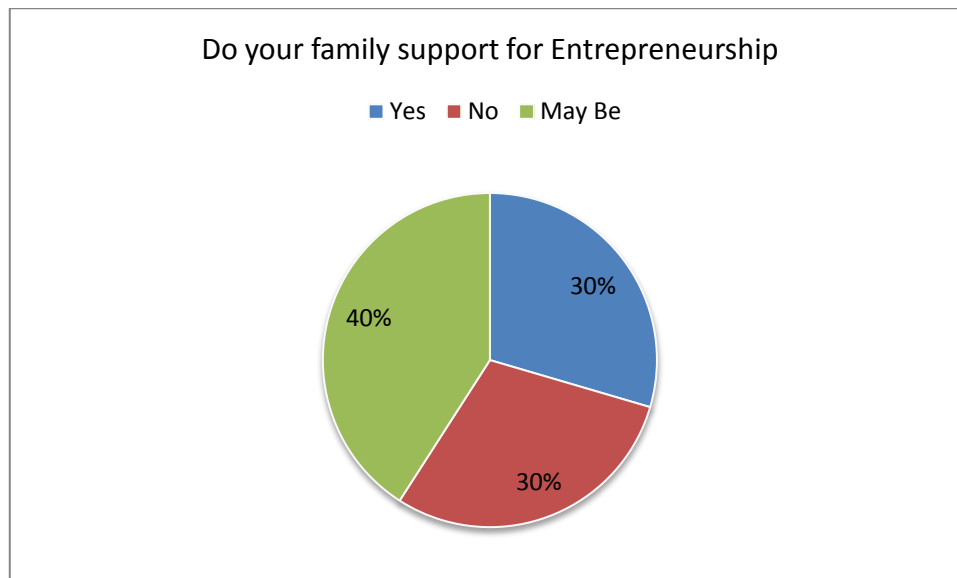


**Interpretation:**

Out of 44 respondents, 57% (25) are interested towards Job and 43% (19) are interested towards entrepreneurship.

**For the question, do your family support for Entrepreneurship**

Response	Number	Percentage
Yes	13	30
No	13	30
May Be	18	40
Total	44	100



**Interpretation:**

Out of 44 respondents, 30% (13) are getting support from family, 30% (13) are not getting support from family, 40% (18) are not sure , whether they will get support or not.

**Findings**

1. 64 % ( 28) are having a revenue generating entrepreneurship idea, 34% (15) are not having an idea, 2% (1) is not having clarity about his idea.
2. 57% (25) are interested towards Job and 43% (19) are interested towards entrepreneurship.
3. 30% (13) are getting support from family, 30% (13) are not getting support from family, 40% (18) are not sure , whether they will get support or not.

**Conclusion**

In the survey, most of the respondents are interested towards employment and the family support is also not favorable to entrepreneurship.

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