

**“A STUDY OF ATTITUDE OF UNIVERSITY GRADUATE
STUDENTS’ TOWARDS ENTREPRENEURSHIP”**

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Abstract

The Notion that only government can provide jobs should be reduced through awareness campaign by all stakeholders. Graduate must encouraged to take entrepreneurship is a career rather than depending on government or the Private Sector for employment. Future studies should be integrated for the various models of entrepreneurship to examine this issue. The investigators used incident stratified random sampling technique for the collection data. Thus 140 students were sampled including 70 Male and 70 Female students’ it could be concluded from the finding that Science stream male graduate students posses better degree of attitude towards entrepreneurship, than Arts stream, but it reversed in case of female students. All the graduate students were observed to posses a good moderate degree.

Key Words- Entrepreneurship, graduate students. Attitude, District Industries Centre, Industrial Training Institute.

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Introduction:-

Even though India is a big country, it has many problems and one of the major problem is of unemployment. There are more than six crore well educated youth in India who are unemployed. There has been a drastic increase in the literacy rate in India over the past few decades. Unfortunately, this has failed to curb the unemployment rate. Employment growth in the organized sector, both Public and Private combined has been registering a steady decline. With the continuing economic recession, the number of unemployed is only increasing exponentially. It is widely feared that unless entrepreneurship activity is encouraged and developed among them there will be social chaos.

Entrepreneurship and Innovation are considered as the important determinantes of the economic development of a country. Entrepreneurship is a typical global phenomenon attaching millions of economist, politicians and social workers. In developed countries, entrepreneurship has gained attention in the last century.

In the current scenario companies tackling with the global economy face unprecedented challenges and threats as well as remarkable opportunities, so the Entrepreneurship and Innovation are seen as the engine driving the economy and this resulted in a growing interest in the development of education programs that encourage entrepreneurship. Today entrepreneurship wants to be intellectually challenged and some even desire to make a different in society.

An entrepreneurship culture drives creation of wealth from knowledge and generates impetus for further innovation. Entrepreneurship, in turn, helps to generate new jobs in the economy and to create a culture of independence, risk, taking and confidence more amongst the emerging educated groups. A dynamic entrepreneur in the present environment is supported by a vibrant academic culture with innovation linking the two as a new generator of new ideas and opportunities. As such, education status provides impetus to the degree of Entrepreneurship.

McClelland (1965) had found that formal or informal training is necessary for proper development of Entrepreneurial capacities. Therefore a number of programmes were being planned for developing entrepreneurship among the younger generation.

Rao (1983) made the observation on engineering college students regarding of entrepreneurial development and recommended that a favourable able social climate need to be created to promote entrepreneurship among the technical qualified persons. In the similar way a few other research studies have been conducted by including the variable of Entrepreneurship.

Origin of the study:-

In present scenario among the aspirants of seeking secured jobs, there is rapid increase of high educated students worried about their future employment. It is very much true that the jobs in management sector and even in private sector are reducing day by day. Facing this situation these students are compelled in turning towards the business sector which is now addressed as enterprises. The word, “**entrepreneurship**” has been emerged out form ‘**enterprise**’ a business set up. District Industries Center and other Agencies are also motivating and helping the person in the set-up of enterprise. Nearly in every University, an Extension Education Department works for encouraging and providing training to the educated persons for the development of entrepreneurship. By these programmers currently, Students along with other persons are benefitted. But the question arises to what extent the university students are being awared to entrepreneurship and possess their attitude on it. To get an appropriate data in this concern there needs an empirical research study and thinking on these lines the present research study has been conducted on the graduate students.

Statement of the Problem:-

Hence the problem has been entitled as-

“A Study of Attitude of University graduate Students’ Towards Entrepreneurship.”

Operational definitions of the terms used:-

Attitude towards Entrepreneurship:- In the present study an attitude is the experience to favour or disfavour the entrepreneurship. The score obtained by graduate students on the “Entrepreneurship Attitude” determined their level of e.g. economic value economic opportunity, choice of business, social-status etc.

Unniversity graduate students:- Those students studying in P.G. Classes in any of the university campus.

Variables:-

1. **Independent Variables** – Gender and Stream.
2. **Dependent Variables** – Attitude towards entrepreneurship.

Objectives:-

1. To survey the Attitude, of university graduate students towards entrepreneurship.
2. To compare the students in terms of gender and of different academic streams on their attitude towards entrepreneurship.

Hypotheses:-

1. There exists no significant difference between the male and female students on their degree of attitude towards Entrepreneurship.

2. There exists no significant difference between the Arts and Science stream students on their Attitude towards Entrepreneurship.
3. There is no significant difference between the male and female students of Arts stream on their Attitude towards Entrepreneurship.
4. There exists no significant difference between the male and female students of Science stream on their Attitude towards Entrepreneurship.

Delimitation:-

The Present study was delimited on the graduate students enrolled and studying in the P.G. classes of H.N.B. Central University (SRT Campus Tehri).

Research Design:-

Methodology:-The researcher adopted Normative Survey Research method for collection of data to study the present research problem.

Population:- The graduate students studying in various streams of HNB Central University (SRT Campus Tehri) campus constituted the population of the present study. Approximately there are one thousands (1000) students.

Sample:-The Investigators used incident stratified random sampling technique for the collection of data. At least 10% students enrolled were covered from various streams- **Arts and Science**. However it was depended upon the availability of the students to the investigator on the date of data collection. Thus 140 students were sampled including 70 male and 70 female students.

Data Collection Tools and Data Collection Procedure:-

Attitude towards Entrepreneurship:-The Researcher inspite of his best could not find any research tool for surveying the degree of Attitude towards Entrepreneurship. So the investigator developed his own tool for assessing the Attitude of graduate students towards Entrepreneurship.

The investigator made the data collection procedure by adopting Normative Survey Research method and employing the tool “Attitude towards Entrepreneurship”. On the sampled graduate students and the scored data were

arranged into various tables for their analysis and interpretation in accordance of the objectives.

Statistical Treatment:-

The attitude of sampled subjects towards Entrepreneurship were expressed in term of percentage, mean and S.D. and t. test was used. As such, the following tables were prepared keeping in view of testing the framed hypothesis.

Analysis and Entrepertation of the Study:-

The tabularized data were statistically arranged as under:

Table No.1 - Gender wise Attitude of Graduate Students towards Entrepreneurship

SR	Gender	N	M%
1	Male	70	86.3
2	Female	70	82.7

Pi-diagrams of Attitude of Male and Female towards Entrepreneurship

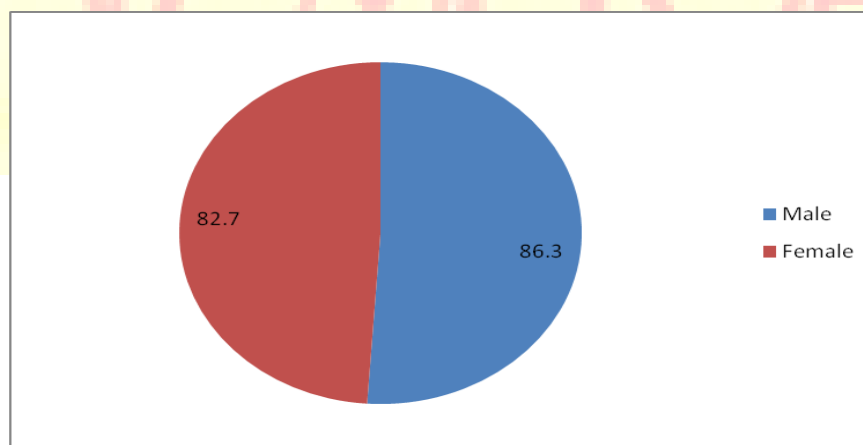


Table No.2 – The Comparison of Male and Female Science Students' Attitude towards Entrepreneurship

SR	Gender	N	M	σ (S.D.)	t-test
1	Male	35	72.84	3.23	2.85**
2	Female	35	69.94	5.06	

0.05* and 0.01** significant levels

Table No.3 – Comparison of Male and Female Arts Students' Attitude towards Entrepreneurship

SR	Gender	N	M (Mean)	σ (S.D.)	t-test
1	Male	35	71.4	2.90	0.681
2	Female	35	70.84	3.90	

0.05* and 0.01** significant levels

Table No.4 – Comparison of Male and Female Students' Attitude towards Entrepreneurship

SR	Gender	N	M (Mean)	σ (S.D.)	t-test
1	Male	70	72.12	4.62	2.018**
2	Female	70	70.35	4.29	

0.05* and 0.01** significant levels

From the above tables no. 1,2,3, and 4 it is evident that the male graduate students obtained more mean values than those female students on their attitude towards entrepreneurship in case of Science and Arts stream. It denotes that among graduate students whether of Science or Arts stream and even in general the male students possess better degree of Attitude towards entrepreneurship than of female students. But the difference between degree of attitude of male and female graduate students towards entrepreneurship was computed upto .01 level of significance only in case of science stream & in general and not among the arts stream students. As such, the null hypotheses no. (i) and (iii) stand to be rejected.

The reason behind the above finding may be that in the present society, the male individuals are more involved in the learning related activities and they come

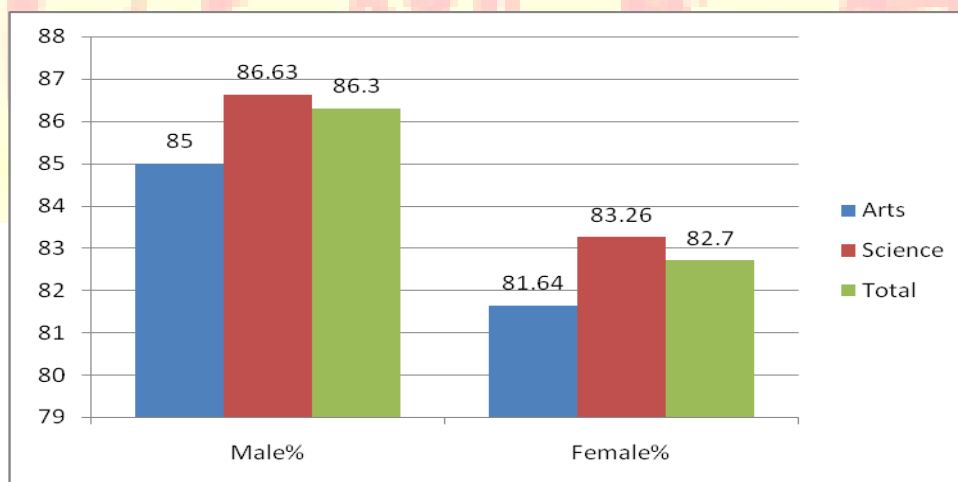
in touch with more persons with reference of job, seeking or business sector, whereas the female students do not get more such opportunities. Further, the female students normally prefer to get service job than towards entering in the field of enterprises. Probably, on these peculiarities the male students form their better attitude towards entrepreneurship in comparison of the female students.

However, it also appears from the above referred tables no. 2 & 3 that male Science graduate students possess better degree of attitude towards entrepreneurship than to those of arts stream but it reversed in case of female students. Similarly, all the graduate students are observed to possess a good moderate degree of their attitude towards entrepreneurship. It clears that the graduate students in general are very much awared in the area of entrepreneurship.

Table No.5 – The Stream wise Distribution of Studernts’ on their Attitude towards Entrepreneurship

SR	Streams	Male N	Female	Male%	Female%
	Arts	35	35	85	81.64
	Science	35	35	86.63	83.26
	Total	70	70	86.3	82.7

Graphical Presentation the bar diagrams of The Stream wise Distribution of Students’ on their Attitude towards Entrepreneurship



In the above graphical presentation the bar-diagrams have been plotted demonstrating the degree of attitude towards entrepreneurship on the basis of the – mean values obtained by graduate students on their attitude towards entrepreneurship. It shows the distribution of high, moderate and low degree of Attitude towards entrepreneurship of the graduate students in terms of gender wise and stream wise.

Conclusions:-

At the end, it can be deduced that

- (a) Graduate students possess in general the moderate degree of attitude towards Entrepreneurship.
- (b) The male students possess better degree of attitude towards entrepreneurship than the female students.
- (c) The male students of Science stream and female students of arts stream possess better attitude towards entrepreneurship than their counter parts.
- (d) The male and female students in general and of Science stream differed significantly on their attitude towards entrepreneurship.

Suggestions:- On the basis of above research work experience the researcher wish to give following suggestions-

- (a) In the Higher Education Institution, more and more efforts are needed for awaring the students on Entrepreneurship by distribution of leaflets and organizing the guest lectures and even by calling the placement committee.
- (b) A few exhibitions on their development of entrepreneurship may also be organized in the higher education imparting campus/college.
- (c) More opportunities of interaction among the graduate students be provided for enhancement of their knowledge and understanding on their involvement in Entrepreneurship.

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Appendix:-**“Students’ Attitude towards Entrepreneurship”**

S No	Items	Strongly Agree	Partial Agree	Agree
1	It Provides Employment.			
2	It gives advantage of using creative talent.			
3	I get own personal satisfaction.			
4	I become my own boss.			
5	It provides freedom & freehand in my work.			
6	It gives good economic return.			
7	I enjoy taking risk challenging and thrilling on my job.			
8	It increases my social prestige status & recognition.			
9	It provides job security.			
10	I do not like it because of lack of money saving opportunities.			
11	I find sense of future security in it.			
12	There are shortage of availability of skilled and technical workers.			
13	I do not like it due to lack of skills getting, finance, marketing, Management			
14	It provides development of social relationship in business.			
15	I do not like it due to my lack of information about how to start A business.			
16	I may create products that may fulfill customers’ needs.			
17	The idea of owning my own business is pleasing.			
18	There are more chances of my career building.			
19	I get independence in decision making.			
20	I enjoy the opportunities of using my power and authority to get The Work done in time.			
21	Family creates resistance in Entrepreneurship.			
22	I am enable to bear mental pressure of present business problems.			
23	I get Social support.			
24	I get the opportunities to oblige others.			
25	I feel honored by others.			
26	I get the opportunities in doing some type of innovation.			
27	I get the opportunity to join the prestigious business group.			
28	I enjoy the opportunities for giving employment to others.			