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Perspective towards Entrepreneurship – A Study of Students with Special Reference to Atmanirbhar Bharat

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ABSTRACT: The purpose of this study is to find out how students view entrepreneurship, with a focus on the Indian Atmanirbhar Bharat project and identify the student perspective towards entrepreneurship. The research utilizes a survey-based methodology, collecting data through the use of Google Forms. The participant types of in this survey are Students, Employee and self-employee or unemployed. And the age criteria mention in this research are 18-24 24-30 and 30-35. A methodical questionnaire was employed to get information regarding students' attitudes, views, and preparedness for entrepreneurship, taking into account a range of socio-economic variables and the impact of governmental initiatives such as Atmanirbhar Bharat. In the context of India's economic development, the research findings are anticipated to aid in understanding students' entrepreneurial mindsets and the efficacy of programs designed to promote self-reliance and entrepreneurship.

I. INTRODUCTION

Entrepreneurship has become “buzzed in recent years. Everyone wants to be one in them. And who can blame them? Because of newly facts about entrepreneur’s, they live in digital world these is the one of the reasons behind the why today’s young generation want be an entrepreneur. The today’s generation having lots of idea and idea transform in the form of new enterprise this would be start-up for the generation. There are many theories relating to the topic of entrepreneurship, one of the Schumpeter’s Theories of innovation, where he suggested that entrepreneurs are important because they influence the market and new business leading ideas. Earning more money is the main motive behind the innovation.

Entrepreneurship

Entrepreneurship is the process of starting and operating a business. Typically with the goal and ambitions bringing a new product of idea implement on them work on it. An entrepreneur is an individual who takes the initiative to create and manage a business, Assuming the associated risk in the hope of achieving success and financial profitability. Entrepreneurship involves a combination of innovation, vision resourcefulness and a willingness to take calculated risk. In a fast-paced global economy, entrepreneurship is defined as the ability to take calculated risks, plan, organize, simplify, and implement innovative business ideas. The hallmark of entrepreneurship is the creation of jobs as opposed to job searching. Entrepreneurs are creative, self-driven people who work hard to create unique goods and services. Being an entrepreneur is a difficult yet rewarding job. Indians were only interested with clear-cut, tried-and-true employment options a few decades ago. In the past, kids would choose a safe job path after following in their parents' footsteps. For the following reasons, entrepreneurship is currently one of the most popular career choices for young people in India the drive to create a company plan from the ground up and implement it.

II. JUSTIFICATION OF THE STUDY

Student entrepreneurship study can be justified for several reasons, as it offers of benefits and opportunities for personal and professional development. Here are some key justifications for student to pursue entrepreneurship studies. Skill development as per the study of student in today’s era are more talented toward their skill development this talent giving a good for becoming an entrepreneur with respect to the Aatmanirbhar. Bharat. Entrepreneurship education encourages student to think critically and solve problems creatively, essential skill development. Student learn how to make informed decision under uncertainty, a crucial skill in the dynamics business environment. Entrepreneurship based on practical application-based education involves real-world projects. Providing student with hand on experience in starting and managing a business. Student entrepreneurs managing financial condition budgeting, and resource allocation, essential skills for personal and professional financial success.



Categories Plan for Aatmanirbhar Bharat entrepreneurship:

Skill Development:

The skill development program can be lead as a main part to the student entrepreneurship in this type of program the student known about their skill and where he was a stand with respect to another types of entrepreneurs. This kind of program work as a key role to start up the journey of the entrepreneurship Implement skill development programs for entrepreneurs. Focus on emerging technologies and market trends. The development in the skill is satisfy the all the business needs which is essential to startup.

Incubation Centers:

Incubation centers provide valuable support to entrepreneurs by offering resources such as office space, mentorship, networking opportunities, and access to funding. These environments foster collaboration and innovation, helping startups unknown challenges and accelerate their growth. Additionally, incubators often provide educational programs and workshops to enhance entrepreneurial skills, contributing to the overall success of new ventures. Establish and support incubation centers for startups. Foster an environment for innovation and collaboration.

Regulatory Reforms:

Regulatory reform for Aatmanirbhar Bharat entrepreneurship involves streamlining processes, reducing bureaucratic hurdles, and fostering a business-friendly environment. This could include simplified licensing, digital approvals, and policies promoting ease of doing business to encourage self-reliant entrepreneurs in India. Simplify and streamline business regulations Ensure a conducive environment for ease of doing business.

Market Access:

Market access in Atmanirbhar Bharat entrepreneurship involves navigating and leveraging opportunities within the self-reliant ecosystem of India. Entrepreneurs should focus on understanding local market demands, building strategic partnerships, and aligning with government initiatives to foster growth in this environment Facilitate market access for small businesses. Promote domestic products through awareness campaigns.

Digital Infrastructure:

In Aatmanirbhar Bharat entrepreneurship, digital infrastructure plays a crucial role. Entrepreneurs should capitalize on digital platforms, leverage e-commerce, and harness technology for efficient operations. Embracing digital payment systems, ensuring cyber security, and utilizing data analytics can enhance the resilience and competitiveness of businesses within the self-reliant framework. Invest in robust digital infrastructure. Encourage digital literacy and online business adoption.

Government Procurement:

The government aims to boost domestic industries by prioritizing the procurement of goods and services from Indian businesses. This initiative encourages entrepreneurship by providing opportunities to the student for local businesses to participate in government contracts, fostering economic growth and self-reliance Encourage government procurement from local startups. Simplify procurement processes for small businesses.

Promotion of Innovation Projects:

The Bharat Abhiyaan Aatmanirbhar Scheme fosters small and medium-sized businesses. Aatmanirbhar Bharat Abhiyaan's primary function is to lend money to MSME small farmers and other individuals involved in animal husbandry, among other things. India's Aatmanirbhar Bharat is based on five pillars:

Economy: Rather than implementing small, incremental changes, the Abhiyaan seeks to achieve massive economic growth.

Infrastructure: The nation that will symbolize contemporary India will be equipped with infrastructure facilities that are on par with those seen throughout the world.

System: The aim of the Abhiyaan is to develop a technology-driven system that is not dependent on our antiquated customs laws and guidelines.

India's demographic advantage lies in its youthful population, which can be leveraged to bolster the country's economy. Demand: With this step, we will be able to fully leverage the power of both supply and demand. The Abhiyaan also seeks to reign for all supply chain stakeholders.



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III. LITERATURE REVIEW

According to Dubey and Sahu (2020): The government launched the Aatmanirbhar Bharat Abhiyan with the goal of fostering entrepreneurship in all sectors, but its primary focus has been on MSME development. In order to support MSME growth, this mission has taken the first step toward manufacturing activities based in agriculture. Nonetheless, it will benefit the companies that use natural resources to produce their goods and contribute to the creation of more jobs in India. The study's foundation is secondary data, which is gathered from news reports, websites, and articles. This is descriptive in nature and the researcher's collection of qualitative data.

According to Mehta and Awasthi (2021): MSME development and financial growth have been important aspects of the Indian economy. Furthermore, 36.1 million micro, small, and medium-sized businesses are working hard to produce goods that will help India's exports grow. Regression analysis, correlation, and secondary data have all been used in this study.

Shete Shritish, Dave Siddhi: The government bears primary responsibility for the Aatmanirbhar Bharat Initiative, but every citizen also bears some degree of responsibility. While the younger generation can focus on innovation and creative endeavors, the older generation can offer valuable insights gleaned from their lifetime of experience. India has the potential to become Aatmanirbhar; all that needs to happen is for that potential to be realized and applied consistently. For India's overall growth to be maximized, the government should also give backward rural areas of the country first priority. The conclusions of our paper highlight key factors that have contributed to quantum growth's status as an independent nation in practically every domain. Through this Aatmanirbhar Bharat mission, the 5 trillion-dollar economy target and the crackdown on Chinese dominance in the Indian market can be given a sunrise.

Dr. Manjula Singh, Aditya Narayan Singh, Pragya Tiwari, Riddhi Saxena & Aryan Shukla: The Make in India and Aatmanirbhar Bharat initiatives have received considerable attention from researchers and scholars since their launch. Several studies have analyzed the objectives, impacts, and challenges of these initiatives in the Indian economy. Some studies have highlighted the potential of these initiative so boost domestic manufacturing and attract foreign investment. For instance, a study by the Federation of Indian Chambers of Commerce and Industry (FICCI) emphasizes the importance of Make in India in promoting domestic manufacturing and improving India's position in the global value chain. Another study by the National Council of Applied Economic Research (NCAER) suggests that the Aatmanirbhar Bharat initiative can help India achieve self-reliance in critical sectors and reduce dependence on imports. Make in India and Aatmanirbhar Bharat: Impact, Challenges, and . . . 82 The Indian Renaissance However, other studies have raised concerns about the implementation and effectiveness of these initiatives.

IV. RESEARCH OBJECTIVES

The general aim to study is to identify the entrepreneurial intention level among student.
To analyze the institution setup for development and Promotion of Entrepreneurship.
To understand the skill and competencies required to become successful entrepreneur.
To analyze the entrepreneurial Skills among graduate and non-graduate Students.
To Find the attitude towards the entrepreneurship

V. RESEARCH METHODOLOGY

This chapter focuses on the systematic approach for solving the research problem in the study and highlights the instruments and techniques used to seek solutions to the research problem. It consists of the research design, sample population, sample frame, sample size determination, sampling techniques, research instruments, validity and reliability of research instruments and methods of data analysis. The purpose is to explore the role of organization factor such as a management style and work environment.

RESEARCH METHOD: -

This is a mixed-methods research, as it combines both quantitative (survey questions) and conversation methods. The final sample that made the criteria was 150 respondents.



SAMPLE SIZE: -

The study used a Quantitative method by describing questions as to 150 Student of the college and rural area and Qualitative using a semi-structured interviewing technique with 150 Student from college across several industries.

THE SAMPLING TECHNIQUE: -

In this study, stratified random sampling was used. The personnel were divided into groups according to their Startup classification, which ranged from management through Newly Entrepreneurs to contract and casual workers. This method is suitable to guarantee that each component of the sample frame has an equal chance of getting chosen.

The necessary data for the studies is collected from the following sources:

- Primary data
- Secondary data

Primary data

Primary data are typically defined as those unprocessed data or structures that are gathered "first hand" and have never been given a purposeful interpretation before. The questionnaire for the study was designed to obtain the pertinent information from the respondent as primary data. The researches acquire primary data independently using questionnaire, interview, observation, conversation, and other means.

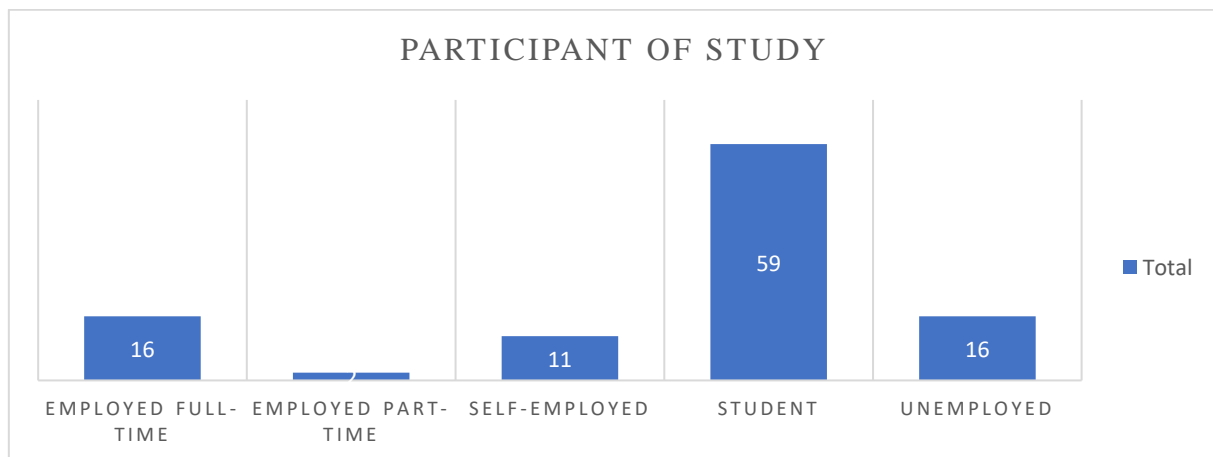
Primary data collection is done by using following methods:

- 1) Interview by using questionnaire: -
 - ❖ Open-ended questions
 - ❖ Close-ended questions
- 2) Observation
- 3) Direct communication

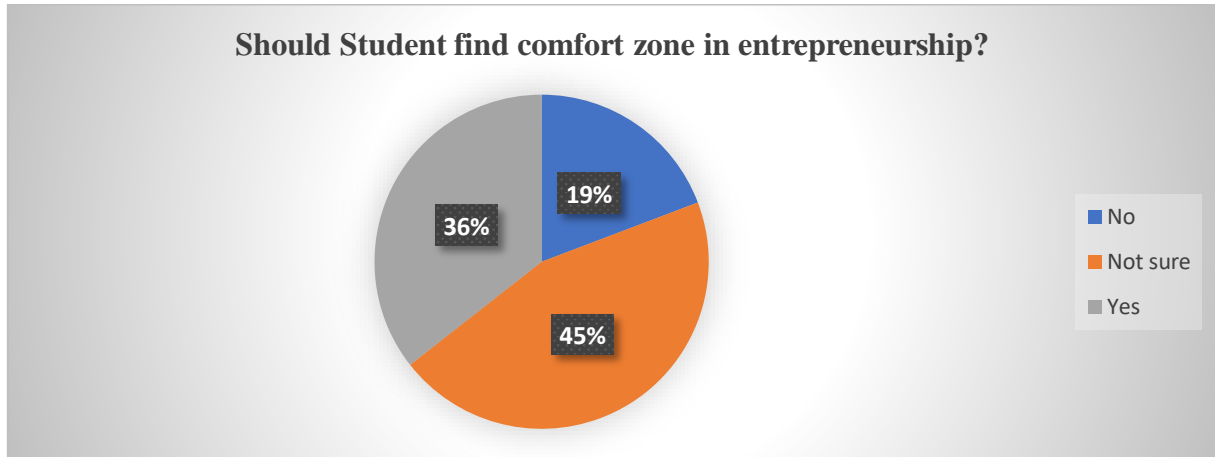
Secondary data

Under Secondary sources, I tapped information from internal & external sources. I have made use of the Internet (such as websites)

VI. RESULT AND DISCUSSION



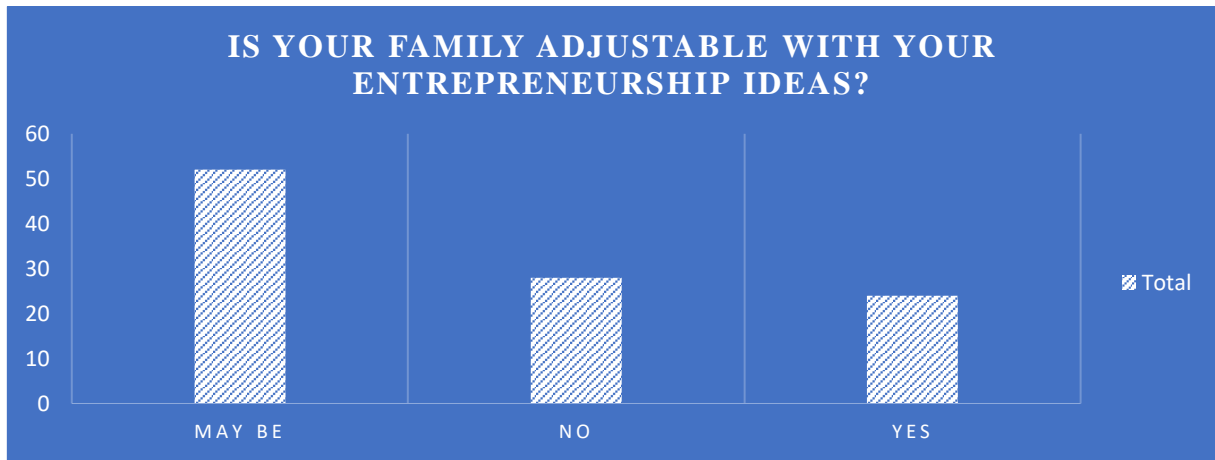
In the above charts there is participant of this study mostly are student are participant of the study which percentage is 56.73% that means the student are would be pillars of the entrepreneurship and the lowest participant of study is employed part time which having participant in percent 1.92% and full time employed self-employed and unemployed are the part of the study.



No: 19% respondents said they should not find a comfort zone in business. That may cause like financial barriers fear of loss in entrepreneurship that why they individuals deny the entrepreneurship.

Not sure: 45% respondents are not sure means they fall in dilemma should they go for the entrepreneurship.

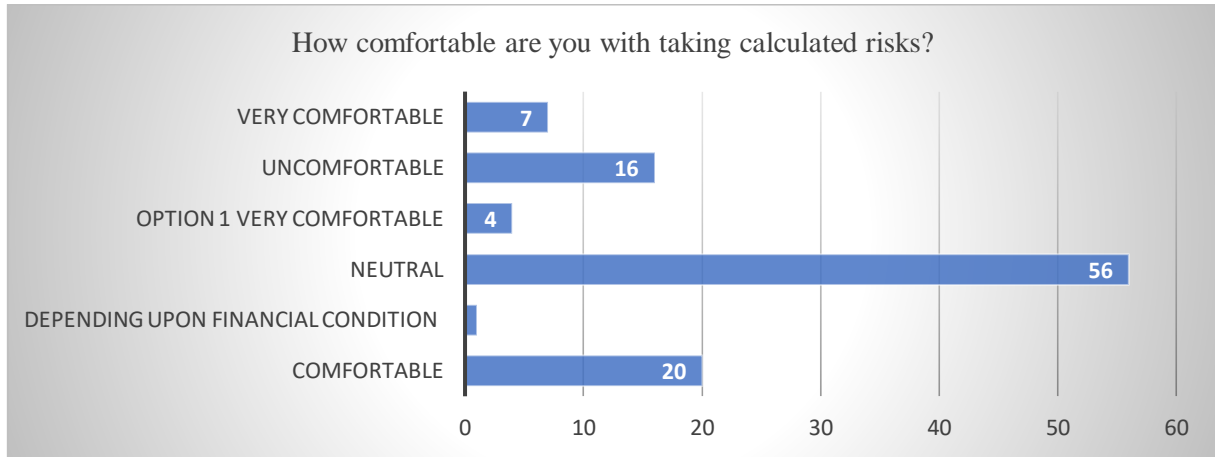
Yes: 36% respondents said they should. comfort zone in entrepreneurship. The total number of respondents is 104. These results suggest that among the respondents there are different perspectives on whether to find a comfort zone in entrepreneurship which consists to having the ability of the entrepreneur skills, and innovations.



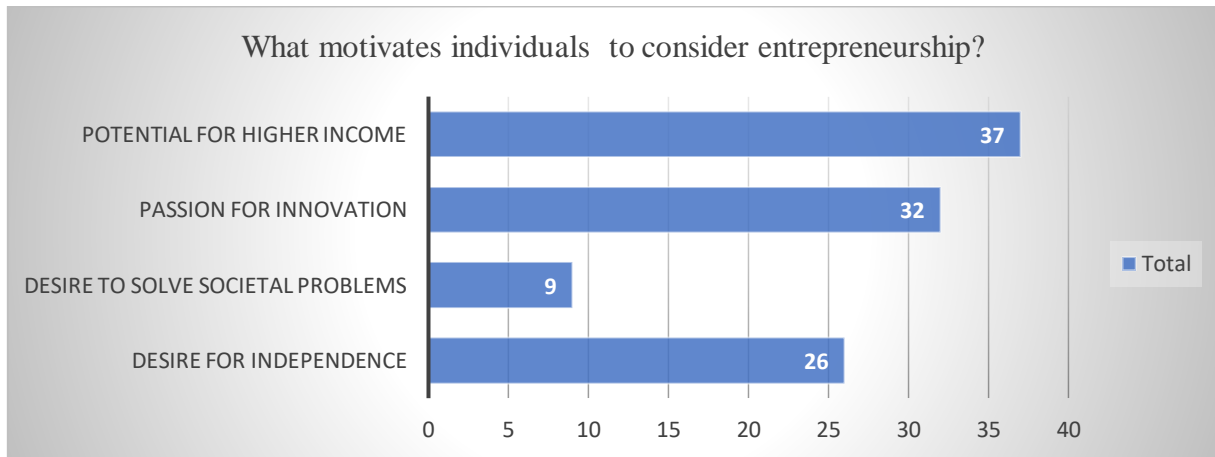
Yes: 23 percent respondents indicated that their family is adaptable to entrepreneurial ideas. Which depend upon the family income.

No: 27 percent respondents indicated that their family is not adaptable to their entrepreneurial ideas. Because of the lack of money and other resources, and they should be preferring employee of the any firm

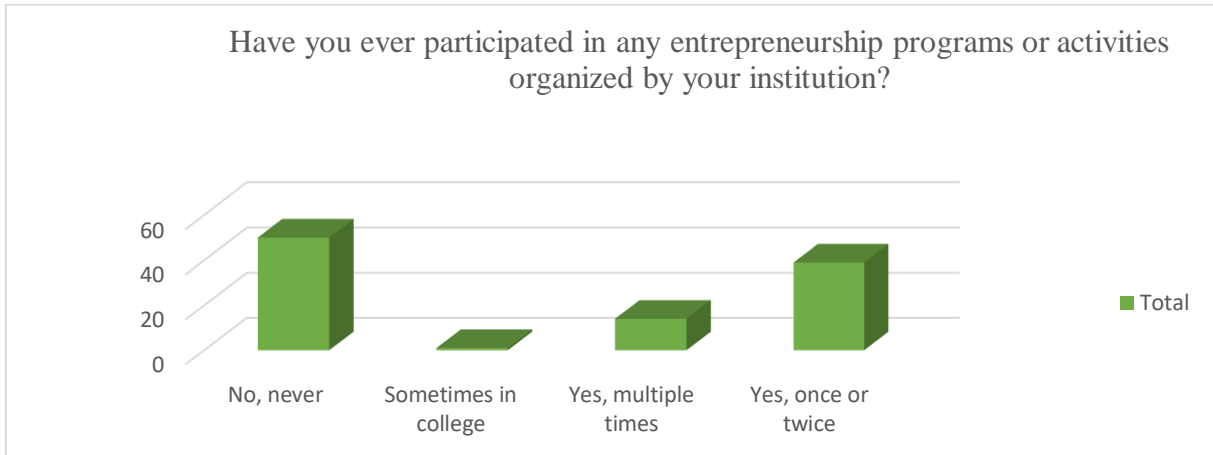
Maybe: 50 percent respondents were not sure or indicated that their family could adapt to them with entrepreneurship ideas. Here the survey indirectly says that there is little bit family which is adjustable with the ideas of the entrepreneur and some kinds of families are can't illustrate their things on the entrepreneurship.



From the above chart the results are mostly individuals' option to neutral which 53.84% that means they are confusing about their risk taking and some of them go with the option who find the comfort zone in the taking risk and that was a eligible factor to entrepreneurship. But the one participant is different who says the risk-taking ability is based on the financial condition. 19.23% Are Comfortable 15.38% are uncomfortable 6.73% are are very uncomfortable which means they totally not interested in entrepreneurship



Form the above charts the results are find out This table shows that 25% respondents were motivated by a desire for independence, 8.65% by a desire to solve social problems, 30.76% by a passion for innovation, and 35.57% by the possibility of a higher income, so there was a total of 104 respondents. Highly motivate for the potential to higher income.

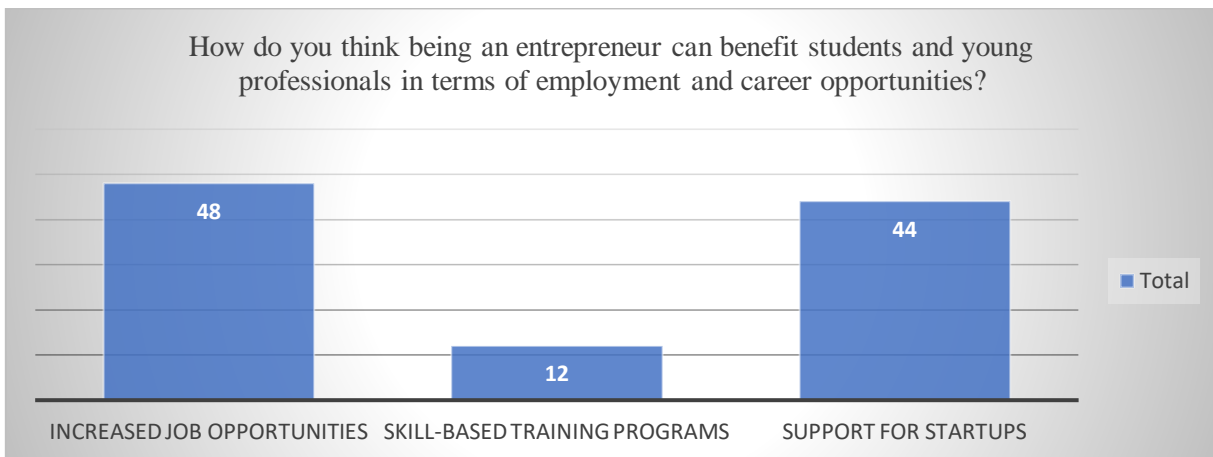


Twelve responders said they didn't know.

22 people gave the "Not sure" response.

Seventy responders said "yes."

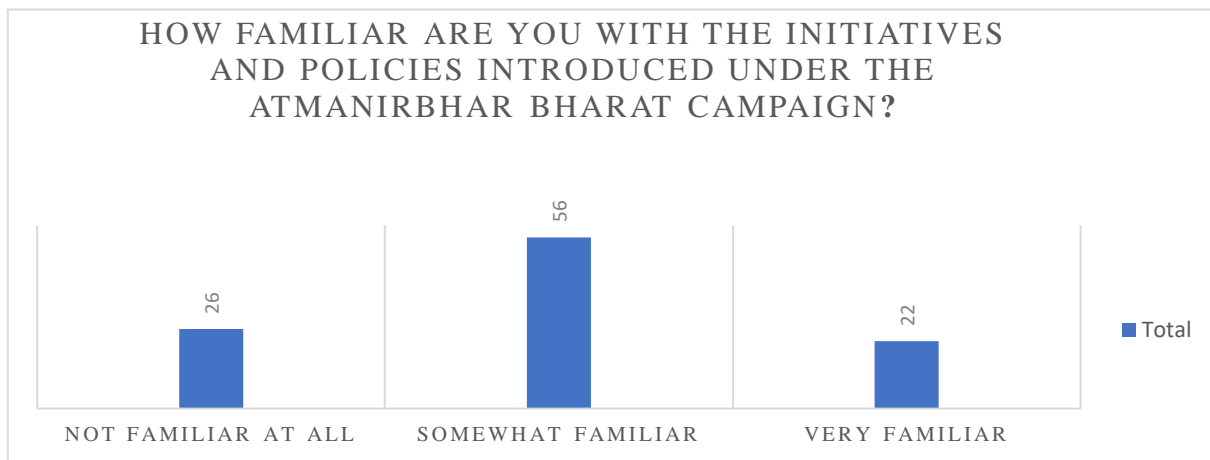
As per the graph the individual is participating in any entrepreneurship program is having most response no never that means the individual avoiding the activities program or they don't have any interest in entrepreneurship



Increased Job Opportunities (48): This suggests that a sizeable proportion of participants hold the belief that being an entrepreneur can result in a rise in employment prospects.

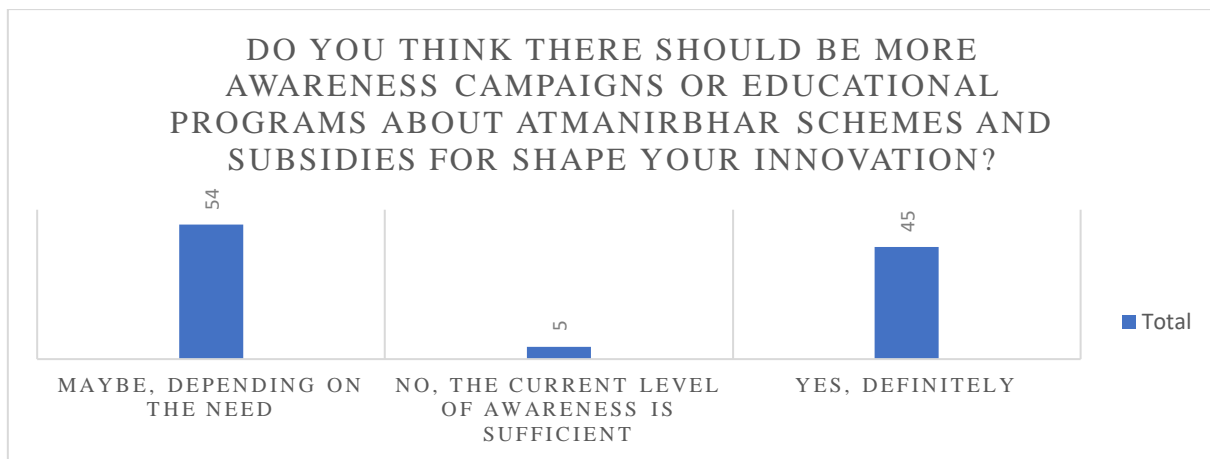
Skill-based Training Programs (12): Programs for skill-based training appear to exist, indicating that respondents understand the value of developing the necessary abilities for entrepreneurship.

Support for Startups (44): The large percentage of respondents who acknowledged support for startups suggests that anyone thinking about starting their own business may feel that they can get help. This assistance could take many different forms, including financial assistance, networking possibilities, mentoring, or access to educational materials.

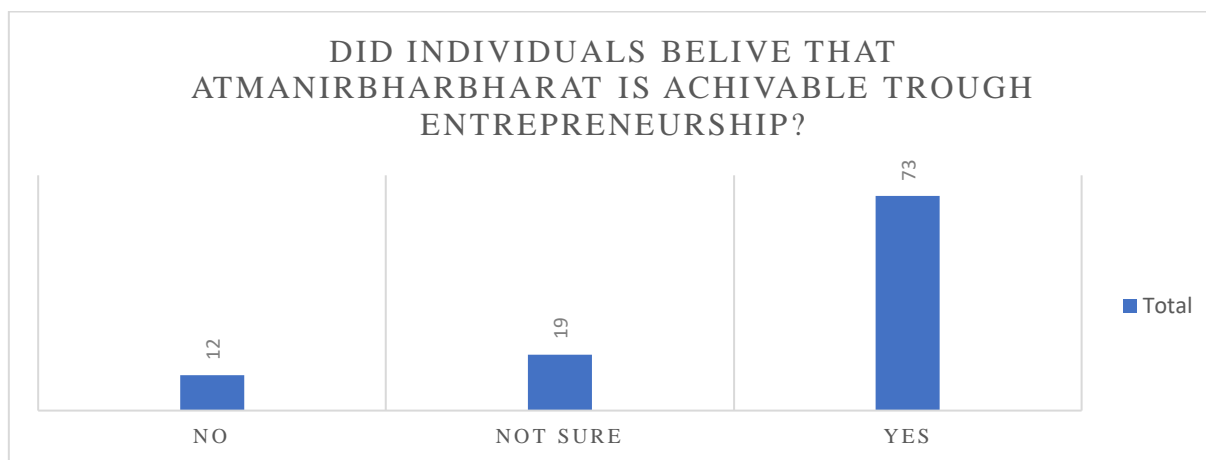


In the above charts the results, the majority of respondents (53.85%) are at least somewhat familiar with the programs and policies that the Atmanirbhar Bharat campaign has launched, whilst 25% are completely unfamiliar and 21.15% are quite familiar.

The data indicates a clear relationship between students' familiarity with the Atmanirbhar Bharat campaign and their perspectives on entrepreneurship. Greater familiarity with the campaign correlates with a more favourable attitude towards entrepreneurship 77.88% respondents said that they have heard of the MUDRA loan program in the "Yes" category. One responder indicated that they had heard about the MUDRA loan scheme, giving a "Yes but Little Bit" response. As per this result the individuals are more informative about these schemes.



In the above table the results identify that the 51.92% individuals are little bit confuse about the campaign and programs 43.27% are adjustable about the statement and rest 4.81% are not is part of this statement. As per the majority of response which clarify that the schemes and subsidies who give shape your innovation may be depending on need. And the secondly reposes which clarify the yes, it is very essential to shape your innovation.



From the above charts the individual 70.19 % are going with the option yes and 18.27% individuals are not sure about it. And rest 11.54 are saying that Atmanirbhar Bharat is not achievable through entrepreneurship. The higher perspective goes for the yes which means the student having positive impact about this question.

VII. CONCLUSION

It is clear from the findings of the questionnaire answers and Google Form submissions that students are becoming more interested in and have a favourable outlook on entrepreneurship, especially in the context of Atmanirbhar Bharat. Based on the results, students see entrepreneurship as a realistic means of achieving financial independence and unlimited earning potential. The report further highlights the value of programs like Atmanirbhar Bharat in encouraging an entrepreneurial mindset and offering prospective entrepreneurs the support they need. All things considered; the study emphasizes how important it is to support student entrepreneurship in order to help realize the goal of an independent India.

VIII. SUGGESTIONS

To learn more about the perspectives of students from different backgrounds, arrange focus groups interaction. Examine their motivations for being interested in or not interested in entrepreneurship, the obstacles they see, and how they define self-reliance in the Indian context.

Organize workshops to help students develop their entrepreneurial abilities. Pay attention to the practical elements, like finance opportunities, market research, business model canvas, and ideation. Emphasize how these abilities complement Atmanirbhar Bharat's objectives.

Examine how attitudes and opinions about entrepreneurship vary between areas, socioeconomic groups, and educational establishments. Determine the cultural elements that impact entrepreneurial aspirations and evaluate how well they correspond with Atmanirbhar Bharat's tenets.

Consider entrepreneurship as a chance to be creative and find solutions to issues. Innovative concepts with the potential to improve industries or society can frequently be supported by subsidies.

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