***“*Attitude of the youth towards Entrepreneurs and Entrepreneurship”– An Empirical Study at Mysore District.**

**EXECUTIVE SUMMARY:**

Entrepreneurs are agents of change, growth and development of an economy. Entrepreneurship has emerged as a universally recognized phenomenon towards growth and development of any country all over the globe. In developing country like India, the scope for entrepreneurship is increasing in manifold way because of the age old problems affecting the country such as unemployment and poverty. Entrepreneurship can be an answer for the above problems of the developing country. In a growing country like India, inculcating entrepreneurship among youth is important because it leads to the overall economic betterment. At a micro level it eradicates or at least minimizes the unemployment and dependency on government or any other agency for the purpose of employment and at a macro level it helps for the growth of economy of the country by directly or indirectly contributing to various economic measuring factors like GDP, National Income, etc…

India has the largest youth population in the world. Demographic dividend is the share of the working-age population increase resulting in a fall in the dependency ratio. In this regard, governments are rightly concerned about rising levels of youth unemployment and underemployment because of not only the direct economic costs, but also due to the social impact of joblessness as manifested by increased crime, mental health problems, violence, drug taking and social exclusion. There is a host of opportunities over the years, but the mentality has been so tuned that more and more young people go for the same traditional activities which do not add to their creativity. Therefore there is a need to groom entrepreneurs by teaching them the concept of entrepreneurship when they are young and fresh.

**Objectives of the Study**

1. To evaluate the attitude of youth towards the discipline of entrepreneurship with special reference to Mysore district.
2. To elucidate the role of society and government in the development of entrepreneurial spirit among youth.
3. To identify the factors which are barriers for selecting entrepreneurship as career option

**Research Methodology:**

The present study is basically micro in nature. The research design adopted is both descriptive and exploratory design. The research work is based on primary data that was collected from the sample respondents through survey method by administering the questionnaire developed for the purpose. Other information relevant for the study has been collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

 The study is confined to youth in Mysore. The overall sample size is made 300 in order to ensure large sample size of the study. The study is based on Multistage Sampling Technique where a three tire approach is used to stratify the sample size of 300. In the first stage both aided and unaided colleges of Mysore City are identified and in the subsequent stage they are stratified as Engineering, Commerce and Management, Arts and Humanities and Science. A sample size of 50 students each from six reputed colleges was identified based on Convenient Sampling Technique. The data is collected by using questionnaire method and it is analyzed by applying appropriate statistical tools using SPSS. After finding the questionnaire is reliable, the final data survey was conducted. Hypotheses were framed and tested with the help of statistical tools like Chi-Square and Factor analysis.

**Result & Findings:**

**Findings with regard to the objective of evaluating the attitude of youth towards the discipline of entrepreneurship.**

* From the analysis it is found that the awareness among the youth regarding entrepreneurship is considerably high, however the intention to start their own business is not well reflected among the findings.
* The statistical tables reveals that majority of the respondents consider entrepreneurship as a honorable and worth taking profession and is also supported by their awareness of the concept of business, but when it comes to the practicality of the business knowledge, to establish their own enterprises the respondents are found to be in a state of dilemma or reluctance.
* From the analysis it is found that the respondents derive high motivation from the existing successful entrepreneurs both at national and international level.
* With regard to the family and friends recognition of entrepreneurship as one of the profession for career, it is found that the respondents are moderately favorable and even they are in a state of dilemma to accept that their family approves entrepreneurship as a profession for their career.
* From the analysis it is found that even though the respondents have considerable knowledge, motivation and influence of successful entrepreneurs, their choice of selecting an prospective entrepreneur as their life partner is moderately accepted with a minor glimpses of reluctance, followed by the favorable opinions supporting that entrepreneurship is one among the means to become wealthy.
* The respondents’ preference of being an entrepreneur rather than working for a large company is found to be moderate with minor glimpses of reluctance.
* From the analysis it is found that whether the present education system and the academic institutions encourage the students to take up entrepreneurship as a profession is disapproved by majority of the respondents.
* From the data it is found that majority of the respondents accept that both government and society has an equal role to play in the development of the entrepreneurial spirit among the youth.

**Findings with regard to the objective of elucidating the role of society and government in the development of the entrepreneurial spirit among youth.**

* From the data it is found that the policy initiatives of government like “Start Up India’, ‘Make in India’, ‘Digital India’ are well known among the larger group of the respondents and has created an impact in the form of awareness of concept of business and their intention to start their own enterprises.
* On the contrary the majority of the respondents have poor knowledge about the policy initiatives like ‘Atal Innovation Mission’, ‘STEP’,’BIRAC’, ‘Stand up India’, ‘Tread’ ,‘PMKY’, ‘NSDL’ and ‘SEED’ . This in turn has not given enough scope to have better understanding of the positive aspects of the above policy initiatives of government.

**Findings with regard to identifying the factors which act as the barriers for selecting entrepreneurship as a career option.**

* It is found from the data that factors like fear of tough competition, low stability in income, fear of failure lack of recognition in the society and lack of business experience are the most contributing and correlated factors which may restrict the option of the respondents to become prospective entrepreneurs.
* Also it is found from the data that factors like lack of confidence, irregular working hours, government rules and regulations and lack of capital have moderate impact as contributing factors which may restrict the option of the respondents to become prospective entrepreneurs.

**Conclusion:**

The present study is focused upon evaluating the perception of youth in the form of their attitude towards entrepreneurship as a career/profession. The study concludes that in spite of the positive orientation among the youth there is a considerable amount of reluctance and fatigue among the youth to take up and face the reality of business challenges. It may be attributed that the behavior of youth towards entrepreneurship is the result of present system of education which gives more importance for concept based and marks oriented teaching-learning process than the skill oriented education.

In days to come ahead there is a need for transformational change and restructuring of the education system which should focus on blending the concept based education with skill orientation. This might be a positive hope for channelizing the young India towards the prospects of the entrepreneurial opportunities as a remedy for unemployment and the under utilization of the scintillating youth of the country.