

“A STUDY OF ENTREPRENEURIAL ATTITUDE AMONG ENGINEERING STUDENTS IN BETWEEN JUNE 2016 TO JUNE 2018”

(With Special Reference to Nagpur Division)

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ABSTRACT

Entrepreneurs are the builders of any economy and always enjoy highest position in societies but whenever we talk about Entrepreneurship for engineering students then its like second option in case they don't get a job . But as somebody have rightly said that without the entrepreneurship the society or any economy cannot build .The role of entrepreneurship in engineering education has undergone a substantial transformation over the last several years.

Entrepreneurial activity has been identified as one resource that needs to be tapped by developing countries to enable them to compete in a global economy. Entrepreneurship is very important for further social development through increased job opportunities for all and consequent economic prosperity in and out of the nation. This paper is an effort to study the pattern of entrepreneurial attitude among engineering students to carry on the entrepreneurial activities prevailing in urban and rural areas of Nagpur division and the various factors which affect the same. It will also focus on the role of the family, the demographic factors as well as the educational institutes role in inducing the entrepreneurial attitude among the youth of rural areas. It will emphasize on the aspect how engineers can be encouraged as “Job Creators and Job Givers instead of Job Seekers”.

Keywords: *entrepreneurial attitudes, Engineering, entrepreneurial orientation & training, engineering institutions .*

INTRODUCTION

Expanding the level of entrepreneurial activity within all nations specially entrepreneurship is an important political and economic goal, especially for developing countries. Culture, education and environment play key roles. Despite a combination of social structures and cultural values within India that historically constrained entrepreneurship, a number of efforts in recent years seem to have significantly shifted the national mindset regarding entrepreneurship, particularly among India's youth

who were found to demonstrate a significantly higher level of interest in starting new ventures. Engineering programs are incorporating entrepreneurship into both formal and informal learning through the integration of formal courses, pitch competitions, mentorship, start-up weekends, and maker-spaces into student offerings. While it is becoming generally accepted that entrepreneurship education requires active student-learning pedagogies, assessment of student learning in relation to these pedagogies is still evolving.

The dimension of the entrepreneurship is changing not from its perceptive form today environment but also from its origin. The lusts of entrepreneurship in rural and urban areas are different. The think tank has to continuously surrogate the aim of the entrepreneurship. The government and the non-government organizations and academicians are in favor to enhance the skill and the quality of the entrepreneurship in our country. Acknowledgment of the entrepreneurial work has to be lauded from the surroundings, and the family and the institutes where they study. Entrepreneurs and entrepreneurship are arguably the pillars on which societies were built. In developing economies like India and China promotion of entrepreneurs and entrepreneurship has become a priority for the governments, financial institutions, and academic institutions. Partly because it is believed that such growth was made possible by efforts of the governments, institutions, and individuals who responded to calls for setting up business units. Entrepreneurial attitude drive in youth is the area of focus, as youth is considered as the future of the nation.

Additionally, a validated entrepreneurial behavior inventory was used to assess entrepreneurial behavior, as opposed to measuring behavioral traits and attitudes. To examine entrepreneurial knowledge, students were asked to complete open-ended survey questions to determine how they would pursue a new venture at different stages of development. The preliminary results of these surveys are discussed in this paper in an effort to better understand the impact of the Curriculum on student outcomes.

LITERATURE REVIEW

Attitudes of the youth towards entrepreneurs and entrepreneurship are an important enabler in entrepreneurial Activity in a country or a region. One untested assumption in policy making has been that all regions are equally desirous of entrepreneurial activity and one policy could address issues in all regions it has been emphasized that attitudes towards entrepreneurs and entrepreneurship are important determinants for future entrepreneurial activity

Abhishek Goel⁽¹⁾ Neharika Vohra⁽²⁾ Liyan Zhang⁽³⁾ & Bhupinder Arora⁽⁴⁾ (2006) Entrepreneurs are people who formulate new ideas, recognize opportunities, and translate these into added value to society by assuming the risk of starting a business. They are a major source of economic growth and social development (Hatten, 1997; Holt, 1992). A wide research study on the factors that influence the decision to start a new business focused on attitudes and their antecedents to better explain the entrepreneurial process (Chandler, G., Keller, C. & Lyon, D. (2000) related personal variables including age, gender, education, vicarious experience and experiences of change to a variety of attitudes that influenced entrepreneurial intentions. In recent years, the promotion of entrepreneurship as a possible source of job creation has attracted increasing policy and scholarly attention. The improving social attitudes towards entrepreneurship are also evident among young people. Recent survey data suggest that more and more young people, in both developed countries and developing countries, increasingly view entrepreneurship as a viable career option (Chigunta, 2002). The three main reasons for going into business are positive: the desire for personal fulfillment, to apply ones knowledge, and to improve personal income. Consequently the importance of fostering entrepreneurial drive among young people is apparent. During adolescence, entrepreneurial drive develops and the cultivation of the potential of this drive will encourage people to entrepreneurial action in the future. The importance of fostering entrepreneurial drive among young people derives

from their contribution to valuable products and services to their local communities in particular and society in general (Chigunta, 2002). Despite the recognition that education and prior entrepreneurial experiences influence people's attitudes towards starting their own business, the impact of entrepreneurship or enterprise education, as distinct from general education, on attitudes or perceptions of entrepreneurship has remained relatively untested (Donckels, 1991; Krueger & Brazeal, 1994). Empirical studies conducted in the past indicated that entrepreneurship is teachable, integrative (Hannon, 2006), and needed at all levels of education (Gibb, 2006). The education of entrepreneurship can augment entrepreneurial attitudes and competencies (Henry, 2005; Gibb, 2006; Pfeiffer, 2008), and the improving social attitudes towards entrepreneurship are evident among young people, perceiving entrepreneurship as a viable career option (Chigunta, 2002). In reality rural farm women are invisible in statistics, they remain unreached and unattended in planned development efforts and are with no access and control on the resources. Rural Indian women are extensively involving agricultural activities. (Austin¹ Howard Stevenson²& Jane Wei-Skillern³ (2006) Dr Yogesh Sharma, 2012).

POPULATION OF THE STUDY

For this study, rural areas like ,Ramtek, Parshiwani, Khaperkheda, Hingna and under Urban areas Nagpur city was taken into consideration.

Objectives

- 1) To study the entrepreneurship attitudes among Engineering students.
- 2) To study the entrepreneurship as career option in Engineering students.
- 3) To study major and minor factor affecting the entrepreneurship among Engineering students in rural as well as urban areas.
- 4) To study the constraints and bottle necks which comes in way of Engineering students to be entrepreneurs.
- 5) To study the role of Engineering institute in creating good entrepreneurs.

Hypothesis of the study

- ◆ Individuals family background have an impact on attitude towards Entrepreneurs and Entrepreneurship.
- ◆ Engineering institutes don't have a focused entrepreneurial orientation for their students.
- ◆ A bottleneck in entrepreneurship discourages the Engineering students. to the take entrepreneurship as a Career option.

RESEARCH METHODOLOGY

Data Collection

Methodology for data collection will be as follows

- **Primary Source**
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Questionnaire from Engineering students of engineering colleges under Nagpur district

- **Secondary Source**

Books, Websites, Business magazines & journals.

Population : Nagpur Division

Targeted Poulation :Ramtek, Parshiwani, Khaperkheda, Hingna and under Urban areas Nagpur city

Sample Size : Sample size= 517

Reliability test was conducted, with SPSS 17. The Cronbach's Alpha was 0.878, which says that the questionnaire has satisfied the reliability test.

Reliability Statistics

Cronbachs Alpha	No Of items
0.878	34

RESULTS AND DISCUSSION

Respondents Profile:

Questionnaire was given to the egeeneing students of Ramtek, Parshiwani, Khaperkheda, Hingna and under Urban areas of Nagpur city . 67% were from 18-20 age group, 17% from 21-25 and 16% were above 25 years. 100% were female. 22% belonged to business class, 21% to service class and 57% were from agriculture background. 35% belonged joint family and 75% to Nuclear family. 11% were residing near the business area and 89% from non business area. 18% were belonging from business committee and 82% were from non-business committee. 87 % were pursuing graduation and 13% post-graduation. No respondents were there from SSC and HSC category.

Hypothesis testing:

Hypothesis was tested using z-test.

Hypothesis 1:

Questions 14 & 29 were questions related to the family background and Questions 8,11,12,13,20,27,30 its impact on entrepreneurial attitude.

Hypothesis 2:

Questions, 21,22 & 23 were related to the academic institute initiatives in the direction of entrepreneurship.

Hypothesis 3:

Questions, 25 was related to bottle necks in entrepreneurship.

Calculated values:

Hypothesis	Sample Mean	Standard deviation of sample	Z value
1	3.62	0.968	32.79
2	2.39	0.721	35.99
3	3.33	0.84	44.97
4	3.58	0.41	87.94

Sample size is 517. $\alpha = 0.05$. The range was from -1.96 to 1.96. Analysis was done with Ms-Excel and SPSS. The calculated z value in all the above cases are greater than 1.96. Hence, the statistical conclusion is to reject the null hypothesis (H and accept the alternative hypothesis.)

DISCUSSION & CONCLUSION**Family background of an individual will have an impact on individual's attitude towards entrepreneurs and entrepreneurship.**

Family background of an individual does have impact on individual's attitude and behavior. Individuals with risk taking Personality, leadership qualities, innovative thinking, and creative nature have entrepreneur attitude.

Academic institutes don't have a focused entrepreneurial orientation in youth especially for girls

Even though academic institutes have ED (Entrepreneurial cell) and do lot many activities, they are not providing any constructive outcome.

Bottlenecks in entrepreneurship discourage the rural youth particularly girls to take entrepreneurship as a career option.

The starting phase of entrepreneurship in the initial stages and that too in case of first generation has to face many challenges and constraints. This discourages the youth and specially girls to go in this direction. Instead of going for starting their own firm, they prefer doing job.

LIMITATION OF THE STUDY

Following are the limitations for the research

- 1) The study is limited to engineering students of Nagpur division only.

- 2) Sample Size is constraint for information
- 3) Respondent were not open to answer the questions.
- 4) Data collection was time consuming and tedious.

FUTURE RESEARCH

The further research can be project by taking Maharashtra as a whole, the comparative study between two states can also give some fruitful result.

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