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**A STUDY ON AWARENESS TOWARDS START-UPS AMONG COLLEGE STUDENTS -
WITH SPECIAL REFERENCE TO POLLACHI TALUK**

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A STUDY ON AWARENESS TOWARDS START-UPS AMONG COLLEGE STUDENTS - WITH SPECIAL REFERENCE TO POLLACHI TALUK

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ABSTRACT

Now a days most of the students are not getting the job according to the education or degree. So, this study will create awareness about the startup ideas and also create entrepreneurial skills among the college students. Many of the students are interested to start a business and also having many ideas in their hand but they are not having financial support. So many of the students are lacking. So, this study will helps to the college students to bring their start up ideas and also providing entrepreneurial skills. Totally there are 100 students were taken for this study. The objectives of the study are: to examine the awareness towards startups among college students and to analyze the entrepreneurial skills among the college students in and around Pollachi taluk. The statistical tools which are going adopt in this study are: Simple percentage and chi-square test analysis.

INTRODUCTION

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. This study create awareness of new venture entrepreneurs among college students toward mass entrepreneurship and innovation is analyzed from the perspective of educational psychology. The understanding of entrepreneurship education of contemporary college students is investigated by literature analysis, QS, and interviews. Now a days most of the students are not getting the job according to the education or degree. So, this study will create awareness about the startup ideas and also create entrepreneurial skills among the college students. Many of the students are interested to start a business and also having many ideas in their hand but they are not having financial support. So many of the students are lacking. So, this study will helps to the college students to bring their start up ideas and also providing entrepreneurial skills College students are mainly studied here, but core stakeholders, such as universities, society, government, university administrators, university teachers, and students all are involved in the actual innovation and entrepreneurship education.

REVIEW OF LITERATURE

SnehaCJ, Vignesh B, Dr. J. Krithika (2023) “The impact of startups on the GDP of India in 2022” The study demonstrates how startups affect the Indian economy and how ecosystems naturally accelerate inclusion, sustainability, and growth.

Junhua Sun, Jingyi Shi & Junfeng Zhang (2023) in a study titled “From entrepreneurial education to intention: Prior exposure, motivation, and mindset” found the correlation between entrepreneurship education and the corresponding mindset and intention. This was investigated in an empirical study involving 10,000 college students.

The study also looked at the mediating role of the entrepreneurial mindset and the moderating roles of learning motivation and entrepreneurial exposure Mingji Liu & Xingyang Yu (2021) “Evaluating College Student

Startup Entrepreneurs' Awareness of Innovation and Mass Entrepreneurship From an Educational Psychology Perspective
College students have greater understanding of mass entrepreneurship and the importance of innovation.

Wang Jiatong, et.al (2021) "The Mediating Role of Entrepreneurial Self-Efficacy in the Impact of Entrepreneurial Education, Mindset, and Creativity on Entrepreneurial Intention." The study looked at how entrepreneurial purpose is impacted by elements including creativity, mentality, and education. The Chinese students served as the samples, and their business aspirations were investigated and fresh insights about them were revealed. The findings demonstrated that the association between entrepreneurial education, mentality, and inventiveness towards entrepreneurship is favorably mediated by entrepreneurial self-efficacy.

Mona Girnara(2020) "Startup Impact on the Indian Economy," In order to evaluate the startup endeavor, the study examines the effects of startups on GDP, GNI, Balance of Payments, and Import. Mohammad Mizanur Rahman (2017) "Building an entrepreneurial mindset in students through entrepreneurship" The theoretical study examines the traits and theories of an entrepreneurial mindset. The goal of this research is to determine the most effective strategies for encouraging students to develop an entrepreneurial mentality in order to foster entrepreneurship.

OBJECTIVES OF THE STUDY

To identify answer for the above question the following objectives have been framed by the researcher are as follows;

Main aims of this study are as follows:

- To examine the awareness towards startups among college students.
- To analyze the entrepreneurial skills among the college students in and around Pollachi taluk.

METHODOLOGY

The following methodology has been adopted in the study is explained in various heads like Data, Sampling and framework of analysis in the below paragraph

SOURCE OF THE DATA

The present study is based on both the primary and secondary data. The primary data has been collected through well framed questionnaire. The secondary data was collected through different sources like Books, articles, journals, magazines and news papers.

SIZE OF THE SAMPLE

Sample size indicates the number of components selected for the study. To analyze the problem, more than 100 students are going to considered for this study.

AREA OF THE STUDY

This study is going to conduct in Pollachi taluk.

FRAME WORK ANALYSES

The following statistical tools were going to use for analyse the data are as follows;

1. Simple percentage method
2. Chi-square test

SCOPE OF THE STUDY

The study covers the awareness towards start-ups and entrepreneurial skills among young generations. Most of the students are job seeking job in somewhere but this study will help them to start up their own idea and provide job opportunities to others also.

LIMITATIONS OF THE STUDY

The data being primary nature, limitations applicable to primary data are equally applicable to present study. The sample is limited to college students. The study is confined to Pollachi taluk and hence utmost care should be taken before generalizing the results.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY

The findings of the study are as follows

- Majority of the respondents (50.00%) belong to the age group up to 22-30 years.
- Majority of the students (60.00%) are male.
- Regarding marital status(80.00%) are unmarried
- Under graduate qualification constitute 40%.
- Most of the students are interested to start a small size of business (40.00%).
- Majority of the e-entrepreneurs (60.00%) are having awareness towards financial assistance provided by the government.
- 40% of the students are new generated entrepreneurs.

CONCLUSION

This study will helps to identify awareness towards start-ups, it can be seen that entrepreneurship plays a very important role in today's economy. One of the problems faced by the students is that they are not getting enough support from government and other authorities. If government and other authorities are providing proper support and infrastructure it would become most demanded area. Students have better ideas about their career prospects. It is a good way to make lots of money and provide better job opportunity for the society. Majority of the students agrees that they can give contributions to the community by developing a successful business. The positive perception of the students can show that they are ready to take any kind of challenges and risk.

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