

**STUDENTS' PERCEPTION ON ENTREPRENEURSHIP: A POTENTIAL MEDIATOR
TOWARDS ATAMNIRBHAR BHARAT**

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Abstract

During the Covid-19 Pandemic, in order to mitigate the crisis and to stabilize the economy of the nation, our Hon'ble Prime Minister, Shri Narendra Modi, had launched an 'Atamnirbhar Bharat Abhiyan' by calling upon the people to be 'Vocal for Local', self-sustaining and self-generating by being entrepreneurs. Hence, it becomes the prime responsibility of all educational institutions to view and promote entrepreneurship as a joint venture. Also, considering the demographic dividend of India, where majority of the young population falls under working age, it can be ascertained that by making the best possible productive use of our human assets, we can lead our nation towards stability and self-reliance. Besides this, if we look at the present era of technological advancement and industrialization, there is a dire need of the skilled persons to cope up with the demands of present time and to cater the issues such as unemployment. Empowering the today's youth and harnessing the potential of their capabilities is the foundation towards making them as well as nation self-reliant. Therefore, the entrepreneurship will play a significant role in vesting them with skills for their sustenance and also boosting an economy thereby bringing prosperity in India. Moreover, the importance of skill-based education and entrepreneurship has also been well recognized in current National Education Policy (NEP 2020). Keeping all this in view, the present paper is consequently an attempt made by an investigator to study the perception of the university students towards the entrepreneurship and to determine whether the factors like gender and locale influence the perception of the university students towards entrepreneurship. The study has adopted a descriptive survey method and a total number of 100 students were taken as sample. Data has been collected through self-administered online survey tool and analyzed using t-test. The findings of the study reveal that university students are aware of entrepreneurship and there lies no significant difference in the perception of university students towards entrepreneurship with respect to gender and locale. Furthermore, it is suggested that the collaborative efforts of the government and the educational institutions are needed to promote an entrepreneurship education so that the vision of Atamnirbhar Bharat can be realized.

Keywords: Entrepreneurship, University students, Perception, Gender, Locale

Introduction

Having a large population after China, India faces many issues out of which unemployment and the creation of more jobs is a bigger one to be dealt. Considering the demographic dividend of India, it can be ascertained that majority of the young population falling under working age can contribute in increasing the economy of nation but what is important is to properly harness the potential of human resources thereby making productive use of our human assets. Also, if we look at the present era of technological advancement and industrialization, there is a great need of the skilled persons to cope up with the demands of present time. Thus, it becomes very necessary for each and every individual to be skilled and self-reliant on his/her part in order to sustain the livelihood, and this can be possible only by providing entrepreneurial and skill-based education to the youth.

Atamnirbhar Bharat (Self-Reliant India)

In addition to this, while introducing an economic plan to combat the COVID-19 epidemic, PM Narendra Modi offered the notion of making India and its population self-sufficient by launching the 'Atamnirbhar Bharat Abhiyan.' The proposed mission, Self-Reliant India, is a critical step in enabling India to become a strong, efficient, competent, and self-sufficient nation with a profusion of opportunities. Atamnirbharta is essentially founded on the concept of entrepreneurship, in which each and every citizen of the country contributes to the mission's aims depending on his or her abilities. By emphasizing 'Make in India,' the mission aims to make India one of the major part of

world's economy. The Atam Nirbhar Bharat Abhiyaan attempts to preserve society from external dependency while also encouraging global cooperation. Encouragement of start-ups will help the country complete the monumental job that our administration has set for itself. It generally means to rely on the local indigenous products ensuring that they compete their imported counterparts in all aspects and to create such an ecosystem that thrives to make the best use of human resources, thereby availing the benefits of our demographic dividend.

Meaning and Concept of Entrepreneurship

Entrepreneurship can be defined as the initial step taken towards creating and raising your own business or enterprise. It can be considered as the dynamic process through which incremental wealth along with the innovating things of value are created, also keeping in view the welfare of the entrepreneur. Entrepreneurship plays a key role in developing the economy of the nation thereby enabling the societal change by generating revenue for the entrepreneur, and opens a number of job opportunities for the members of the society. The innovations brought about by the great entrepreneurs lead to the production of new and improved products, thus raising the standard of living and Gross Domestic Product through entrepreneurial ventures. Along with the economy, entrepreneurship takes the society i.e., the whole civilization towards progress and prosperity by providing the quality goods and services. For entrepreneurship, education is the key. Education related to entrepreneurship provides one with the comprehensive environment for learning where he/she can establish his cognitive system, moral values, team-spirit, and most of all enhance the innovation tendency. In the long run, and under certain conditions of the ideal competition, the entrepreneurs have either vanished or, at the very least, are no longer active or changed into a kind of general managers. It is only in the last few years that that the Entrepreneurship and the role of entrepreneurs in the development of new products and services have been understood the thereby promoting industrialization and economic progress in both developed and developing nations (Salau, 2014). Therefore, there is a great necessity of imparting entrepreneurship education to the upcoming youth to prepare them to be successful in their career.

Literature Review

Verma (n.d) conducted a study to analyze the contributions of entrepreneurship on economic development in India and to study the both positive and negative impact of entrepreneurship on the economy. As, viewing the objective of the study, the researcher opted the exploratory research to explore the impacts and it was found that entrepreneurship positively leads to the capital formation, to generate employment, to improve the way of living, creation and distribution of wealth and hence facilitating overall development. On the other hand, 32it perverse allocation of entrepreneurial talent, low quality entrepreneurship have negative externalities etc.

Mani (2017) undertook a study explore the perspective of students towards entrepreneurship education from engineering discipline. An attempt had also been made from this study to excavate the different factors that motivate the students to pursue entrepreneurial activities along with hurdles. Primary data was collected through total of 168 students through the questionnaire and analysis was done using SPSS16.0 software. Findings of the study revealed that the students are highly interested in venturing into their own businesses and it was also recommended that entrepreneurship being an important subject should be taught in engineering curriculum.

Roy and Mukherjee (2017) in their study discussed about the need of entrepreneurial education for the development of entrepreneurship and ultimately the development of the nation. Urgent need of education not only to young students but also to adults, to initiate a small business was focussed. Despite this, the role of vocational education, training in managerial aspects, social opportunities and economic awareness had also been emphasised in fostering the entrepreneurial development.

Statement of the Problem

The problem selected for the study is “Students’ Perception on Entrepreneurship: A potential mediator towards Atamnirbhar Bharat”. The investigator attempted to study the perception of university students towards entrepreneurship.

Need and Significance of the study:The study aims to find out the perception of the university students towards entrepreneurship and to find out the difference in the perception of the students with regard to the categorical variables viz. locale and gender. As, it is well known that the progress

and prosperity of the nation depends upon the development of its human resources which ultimately is reliant on the well productive education of today's youth. Thus, in order to impart the real word skills that will enable the students to lead a successful life in rapidly changing society and to produce creative and innovative ideas, entrepreneurship education is very much important. It will inculcate the crucial capabilities and skills that prove to be very useful in tomorrow's world. Entrepreneurship education can emerge as the solution to provide earning basis and livelihood to the unemployed youth along with the sustainability and the self-reliance of our youth and the nation. It also plays a major role in boosting the economy of the country.

The importance of entrepreneurship has been well recognized and emphasized in the recent studies and also with focus on skill-based education in current education policy NEP 2020, there is a great concern related to how the education should be provided to the students and what is their level of awareness or perception on entrepreneurship, and how the entrepreneurial skills should be inculcated among them. Hence, the study attempted to assess the perception of the university students towards the entrepreneurship i.e. what students understand and know about entrepreneurship education and to determine whether the different factors like gender, and locale influences the perception of the students towards entrepreneurship.

Objectives of the study

1. To study the perception of university students towards entrepreneurship.
2. To study the difference in perception of university students towards entrepreneurship with respect to gender.
3. To study the difference in perception of university students towards entrepreneurship with respect to locale.

Hypotheses of the study

1. There is no significant difference in perception of university students towards entrepreneurship with respect to gender.
2. There is no significant difference in perception of university students towards entrepreneurship with respect to locale

Methodology and Sample of the study

The study was descriptive survey-type in nature. Data was collected through self-administered online survey tool. A five-point Likert scale was constructed for studying the perception of the students towards entrepreneurship. A Scale comprised of total 45 items. Five alternatives were given against each statement such as SA- Strongly Agree, A- Agree, N- Neutral, D-Disagree, SDA- Strongly Disagree. Respondents were required to answer each statement by choosing the option that matches with their own view/perception.

A total no. of 100 students pursuing masters' degree programme and honors programme from Central University of Jammu constitute the sample of the study.

Analysis and Interpretation of Data

The data was analyzed by employing t-test and the results are presented below in the tabular form. The mean and standard deviation and t value were calculated for the variables. All the data were analyzed at 0.01 level of significance

Substituting computed values of N, Mean, Pooled S.D, df, t-ratio have been computed which is represented in the following table-

Table 1 Value of N, Mean, S.D and t-ratio computed for difference in perception towards Entrepreneurship education among urban and rural university Students

S.No.	Locale	N	Mean	Pooled S.D.	t-Value	Significance
1	Urban	49	165.8	14.93	0.50	Not Significant
2	Rural	51	158.3			

Table 1 shows that there is no significant difference in mean scores of perception of urban and rural university students towards entrepreneurship for which the calculated t value is 0.50 for 98 df, which is not significant even at 0.05 level of confidence. Hence, null hypothesis that there is no significant difference in perception of university students towards entrepreneurship with respect to locale stands accepted.

Table 2 Value of N, Mean, S.D and t-ratio computed for difference in perception towards entrepreneurship education among male and female university students

S.No.	Gender	N	Mean	Pooled S.D.	t-Value	Significance
1	Male	35	167.8	14.04	0.29	Not Significant
2	Female	65	163.7			

Table 2 reveals that there is no significant difference in mean scores of perception of male and female university students towards entrepreneurship, for which the calculated t value is 0.29 for 98 df, which is not significant even at 0.05 level of confidence. Hence, null hypothesis that there is no significant difference in perception of university students towards entrepreneurship with respect to gender is accepted.

Major findings

1. The findings of the study reveal that university students are aware of entrepreneurship
2. The results of the study revealed that there was no significant difference in the perception towards entrepreneurship among urban and rural post-graduate students.
3. It was also found that there was no significant difference in perception among male and female post graduate students towards entrepreneurship.

Implications

No doubt, students up to some extent are aware about the concept of entrepreneurship, traits of an entrepreneur, and the role of entrepreneurship towards their own self-reliance and of nation also. But ,still there is a much need and responsibility of all educational institutions to view and promote entrepreneurship as a joint venture. To realize the dream of an Atamnirbhar Bharat, there is a dire need of collaborative efforts of the government, communities, educational institutions and all other concerned stakeholders. Curriculum for schools should be framed in a such way that it also focuses on empowering students by building entrepreneurial competencies, so that they can be able to earn their own livelihood by enhancing their social and life skills. As it will help in fostering the skill development of the youth of present generation, which is also need of the nation and the foundation stone for a Self-reliant India.

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