

**A STUDY ON AWARENESS OF START-UP AMONG THE SENIOR COLLEGE
COMMERCE STUDENTS WITH SPECIAL REFERENCE TO LATUR CITY**

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ABSTRACT

In the growing Indian economy, industry sector contributes approximately 25% in GDP. India is a very big in population and hence it has large potential market for any business as well as innovation. For economy growth of India, government of India initiated various programs for entrepreneurship development as entrepreneurship contributes to the growth of individual and economy also. This is important to study whether the students of senior college are aware about the concept of start up properly as well as government schemes. This paper focused on senior college student's perception regarding startups and entrepreneurship as a career option. It also emphasizes towards understanding and awareness of different schemes launched by government of India for entrepreneurship. This paper is based on primary data and responders are students of graduation and post-graduation level.

KEYWORDS: Startups, Commerce Students, Career, Entrepreneurship

INTRODUCTION

Innovation is an instrument which closely tied with entrepreneurship. It is an important aspect which has become powerful word all over the world. India is a second largest country in population and India's young population is near about 27 percentage of the total population. Hence, it is an ageing world. Youth is a working age group and also highly motivated with aspirations. For becoming India developed and world's powerful country, government of India focusing on entrepreneurship development because youth is only source which dreaming for entrepreneur. Indian government providing various facilities like financial support, startup platforms, various courses etc. to all over the nation. This is helpful to complete dreams and become self reliant. It will provide employment opportunities also. Start-up is an emerging concept which lead youths towards successful career hence this research paper is focused on awareness among senior college students regarding start-ups.

REVIEW OF LITERATURE

Different authors and different researchers has completed study on start-up and its impacts on Indian youth. In 2016, PM Narendra Modi stated that the Start-up India is revolutionary scheme that has been started to support and to help people in building their businesses. Those who wish to start their own business, government will help them by

providing financial support and this scheme will successfully make India a better economy and strong nation.

According to Nipun Mehta, 2018, "The Indian community in startup ranked 3rd globally and has been creating new job opportunities and attracting capital investment. It is necessary to focus on social problems, sanitation, healthcare, education, transportation, management and others. This all require financial support and technology."

According to Rameshwari Pandya, 2016, "Skill development and entrepreneurship are complementary to each other and Skill development is important because of its contribution to enhancing productivity the individual industry and also national level because of the complementary let exist between physical capital and human capital on the one hand and between technology and human capital on the other. Fast changing knowledge economies call for new core competencies among all learners in the society."

SIGNIFICANCE OF THE STUDY

Youth is power of nation and when nation starts to work on youth, the youth and economy will automatically have developed. Start-up is activity which start business to develop and this have played and continue to play important roles in the growth of economy and industrialization all over the world. sustainable growth of the economy depends on how initiatives are taking place, whether the awareness has been created or not. Hence, this research is conducted to know that the students of senior college in Latur city are aware of start-ups.

OBJECTIVES OF THE STUDY

1. To know regarding awareness of startup among senior college commerce student.
2. To study about students interested area whether self-employed or profession.
3. To know about responders whether they are interested to become jobseeker or job maker.
4. To know about awareness regarding government schemes for startups.

RESEARCH METHODOLOGY

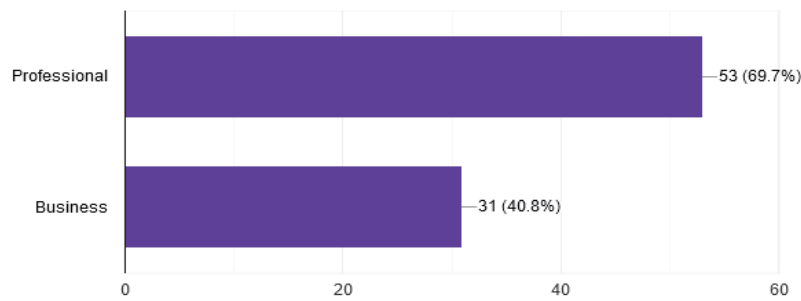
This research study is mainly based on survey method. Primary data collected directly through online questionnaire. Questionnaire consisting two major parts i.e. basic information and specific information. Secondary data also used in study, this data collected from books, journals websites and magazines, graphs.

SAMPLE DESIGN

For this research work, convenient sampling is used. The study is limited to Latur city only. 76 respondents were selected as sample for the study. Following are the graphs and pie charts which shows the results and their relevant questions.

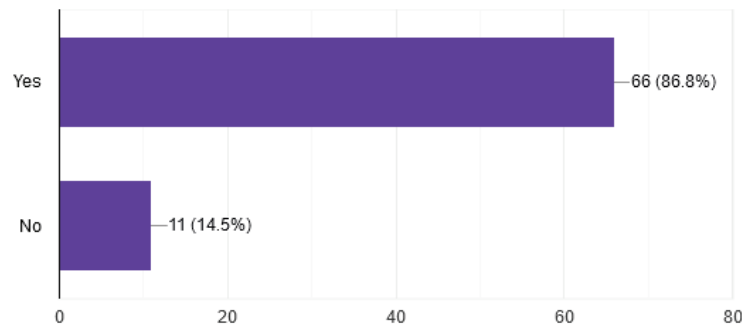
In which field you are interested to make career?

76 responses



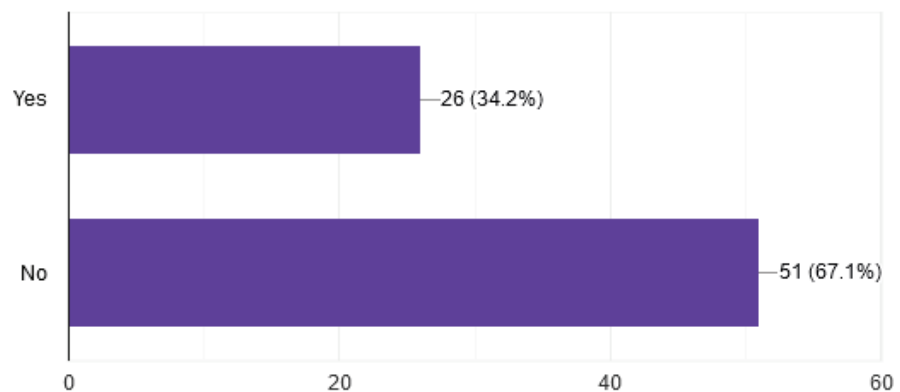
Do you know the concept of Start-up?

76 responses



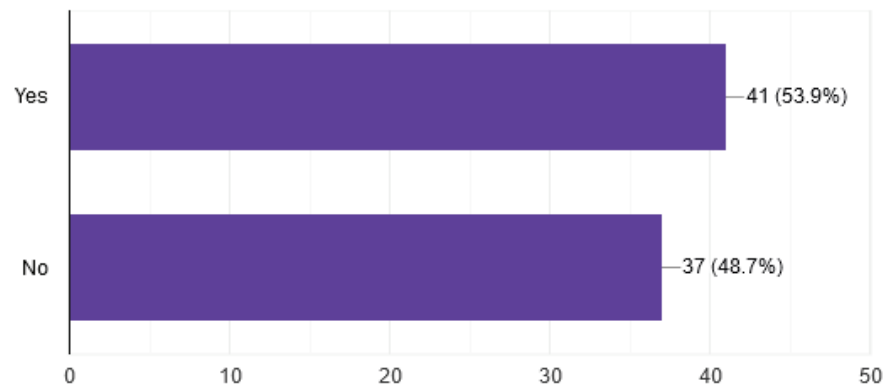
Any of the family members has been into business?

76 responses



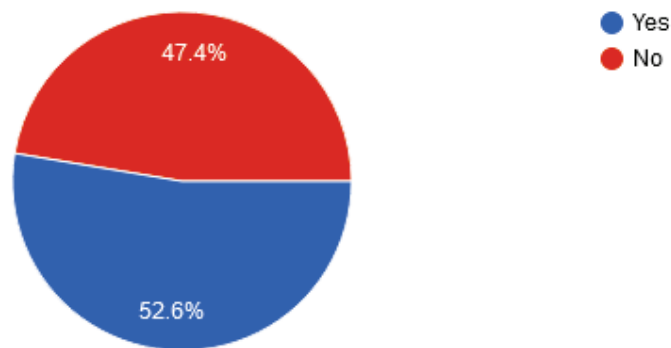
Do you have Entrepreneurship subject in your syllabus?

76 responses



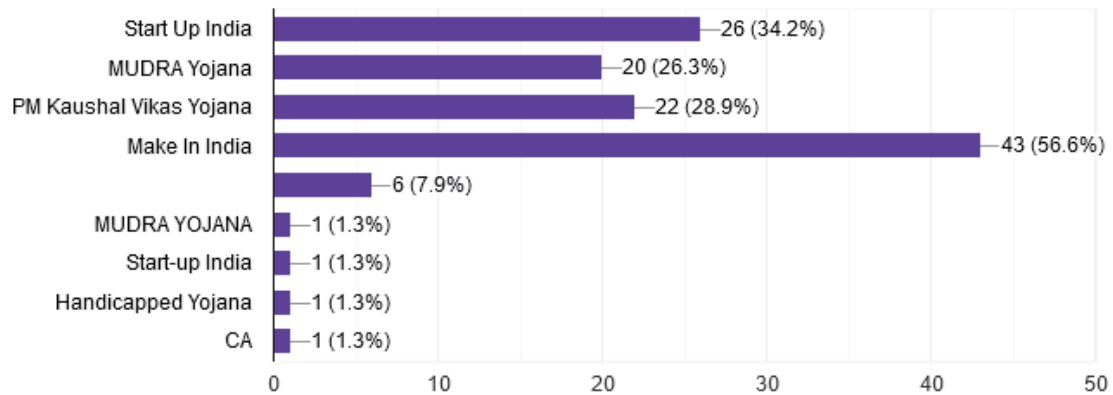
Do you participate any entrepreneurship activity held in college?

76 responses



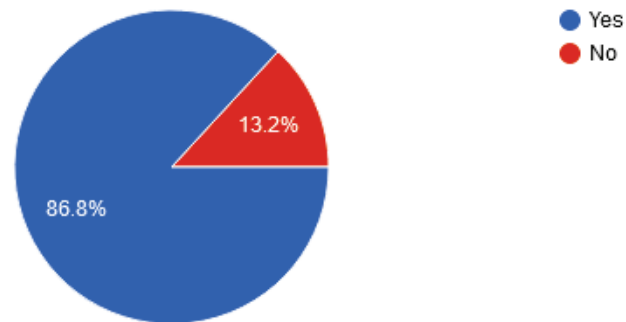
Which of the following scheme you studied?

76 responses



For becoming entrepreneur studies are necessary or not?

76 responses



FINDINGS OF THE STUDY

1. Researcher found that college students have awareness regarding start up, 67% respondents are female and 33% are male.
 2. 45% students are studying in PG and 55 % are studying in UG.
 3. It's found that 70% students are interested to make career in professional field and 30% students are interested to become entrepreneur.
 4. From the research survey it is found that 86 % students are aware regarding start up concept and 14 % students are not aware about start up concept.
 5. It is found that 54% students have Entrepreneurship subject in syllabus and around 47% students do not have Entrepreneurship subject in syllabus.
 6. As per the research study 52% students participated in entrepreneur activity in college and 48% do not participate.
 7. Most of the students studied make In India scheme which is launched by Government of India and very few students studied Mudra Yojana Scheme.
- Lastly 87% students think there is need of study to become entrepreneur.

SUGGESTIONS

1. Government and colleges should organize events and workshop on entrepreneurship development for students.
2. Experienced mentor and guest lectures should be arranged by colleges.
3. Colleges should make compulsory internship in business sector for last year students.
4. Field visits, industrial tour must be arranged for students by which they will get motivation for the start-up and new business.
5. Competitions on innovation should be organized for students.
6. Government should start single window system for emerging entrepreneurs by which no one will face complicated procedures for start new business.
7. Students get motivation for startups and will create more interest in entrepreneurship with the help of government initiatives.

CONCLUSION

From the study conducted among UG and PG commerce students of senior college in Latur city, it can be seen that students are aware about start up but they are not interested to make career in business sector. The reasons are different from one to one. for creating more interest in this entrepreneurship, Government and colleges should focus on more awareness and motivation programs on entrepreneurship. Government authorities, University and college should provide support regarding finance, infrastructure and skill development program this will be beneficial for students for better direction.

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