



# “ATTITUDE OF YOUTHS TOWARDS ENTREPRENEURS AND ENTREPRENEURSHIP IN UTTARAKHAND”

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## **ABSTRACT**

Attitude refers to how we feel about something and how it influences our behaviour. Understanding entrepreneurship can change young people's attitudes, motivating them to start business or innovate instead of just seeking traditional jobs. However, many young people still prefer employment over entrepreneurship. This raises the question: what cause this preference? This study assessed the attitude of young people in public technical institutions in Uttarakhand towards entrepreneurship. It aimed to identify factors influencing their attitude towards starting their own business.

The main aim of this research project is to identify the Attitude of Youth towards Entrepreneurs and Entrepreneurship in Uttarakhand. In this research project mix method analysis i.e. Qualitative and quantitative will be used. Primary data will be collected through structured questionnaire from the youths of Uttarakhand State. Secondary data will be collected from published research papers, articles, Newspapers, Books, etc. The sample size for this study is 100. The random sampling technique will be used to collect the data. In this study, different statistical tools are used as per requirement to analysis and validate the research objectives.

In this study, there are five chapters – Introduction, Review of Literature, Analysis of results and interpretations, Findings/Discussion & Recommendations, Conclusions.

**Keywords:** Entrepreneurship, Entrepreneurial activities, youth Attitude, Uttarakhand.

# CHAPTER 1

## INTRODUCTION

### 1.1) Introduction

Entrepreneurship is a significant contributor of a country's economic growth and development. Various types of industries such as small and medium business enterprise have become a major source of income and also reorganised as a major source of new job creation (Dioneo-Adetayo, 2006). Uttarakhand, which is commonly known as lands of God is famous for his natural beauty and cultural heritage, has seen a growing interest in entrepreneurship among its youth. In this study we try to understand the attitude of youth towards entrepreneurship in Uttarakhand.

Any entity willing to get recognised as startup in Uttarakhand shall fulfil all the below mentioned conditions

- The Startup should be an entity incorporated as
- A private limited company (as per the Companies Act 2013) **OR**
- Registered as a partnership firm (under the Partnership Act, 1932) **OR**
- A limited liability partnership (under the Limited Liability Partnership Act, 2008) **AND**
- The startup should have been incorporated in Uttarakhand or should operate from Uttarakhand and employs at least 50 percent of its workforce from Uttarakhand **AND**
- An entity shall be considered as a startup up to 10 years from the date of its incorporation **AND**
- Turnover should be less than INR 100 Crores in any of the previous financial years **AND**
- Such an entity should not be an extension of existing family business; or formed by splitting up or reconstruction of a business already in existence **AND**
- The Startup should be working towards innovation / improvement of existing products, services and processes and should have the potential to generate employment / create wealth. An entity formed by splitting up or reconstruction of an existing business shall not be considered a Startup ([www.startuputtarakhand.in/](http://www.startuputtarakhand.in/)).

#### **Attitude Towards Entrepreneurs:**

The attitude of youth towards entrepreneurs plays an important role in framing their entrepreneurial desires and behaviours. Positive attitudes towards entrepreneurs are associated with a greater probability of opening a business and contributing to economic development. In Uttarakhand, the attitude of youth towards entrepreneurs is affected by various factors, including critical norms, educational opportunities, and the accessibility of resources.

One of the key factors influencing the attitude of youth towards entrepreneurs in Uttarakhand is the cultural perception of entrepreneurship. In many traditional societies, entrepreneurship is often viewed as a risky and uncertain career path, leading to a preference for stable and secure employment. However, with the rise of the

startup culture and the success stories of young entrepreneurs in India, there is a growing acceptance and admiration for entrepreneurship among youth in Uttarakhand.

### **Attitude Towards Entrepreneurship:**

In addition to their attitude towards entrepreneurs, the attitude of youth towards entrepreneurship itself is also important. Entrepreneurship is frequently seen as a channel for social and economic mobility, allowing individuals to pursue their passions, create jobs, and contribute to the economy. In Uttarakhand, the attitude of youth towards entrepreneurship is form by various factors, including perceived barriers, motivations, and role models.

Perceived barriers, such as lack of access to funding, regulatory hurdles, and fear of failure, can negatively impact the attitude of youth towards entrepreneurship. However, with the right support and resources, these barriers can be overcome, leading to a more positive attitude towards entrepreneurship.

In every generation, there's a spirit of youth entrepreneurship, and it's essential to flame that fire. Young entrepreneurs—a demographic that typically ranges between the ages of 10 and 25—can experience many benefits from owning a business. And those benefits can help them navigate life and secure a better future.

### **The benefits of youth entrepreneurship**

There are many advantages to being a young entrepreneur. So, if you're a youth and thinking about starting a business, here are a few reasons to move forward with your idea.

#### **1. You 'll gain life skills**

When you start a company at a young age, you'll be forced to learn many skills that will help you journey through life more successfully. Some of those skills include critical thinking, self-discipline, networking, teamwork, problem-solving, and innovation. With these talents under your belt, you'll have a strong foundation for success in every area of your life, including your education, relationships, and future career.

#### **2.You 'll be included in labour market**

When a global crisis strikes, it's easy to get excluded from the labour market, especially if you're young or a woman. COVID-19 puts this fact in perspective. During the pandemic, many young people lost their income, experienced difficulties securing employment, and faced obstacles to learning and getting on-job training. However, youth entrepreneurship can prevent these issues from springing up. Young entrepreneurs can help create jobs by starting a business, making it easier for their peers and people of all ages to find work.

#### **3. You 'll have a more secure future**

If you want more control over your future, youth entrepreneurship can help provide it. While starting a business always comes with a level of uncertainty—because you never know whether you'll succeed—you can

still benefit from having the opportunity to determine how much money you make, how long you work, and what solutions you offer your target audience. (<https://www.linkedin.com/pulse/why-youth-entrepreneurship-important-rl-experience/>)

## 1.2) Objective of Research

To explore and analyse the attitude of youth in Uttarakhand towards entrepreneurs and entrepreneurship, with an understanding the factors that affect these attitudes, such as social, cultural, and economic factors. The study aim is to evaluate the role of educational institutions, government policies, and the entrepreneurial ecosystem in shaping these attitudes. Ultimately, the research seeks to contribute to a better understanding of the entrepreneurial mindset among youth in Uttarakhand.

### Purpose of the Research

The purpose of this Research is to critically analyse regarding the attitude of youth towards entrepreneurship in Uttarakhand. This research aims to:

1. To determine the level of awareness about entrepreneurship among youth in Uttarakhand.
2. To assess the opinion of youth in Uttarakhand regarding the integration of entrepreneurship education into school curriculums.
3. To evaluate the perception of youth in Uttarakhand towards entrepreneurs.
4. To examine the perceived barriers, particularly fear of failure, to becoming an entrepreneur among youth in Uttarakhand.

These objectives aim to provide a comprehensive understanding of the attitudes and perceptions of youth towards entrepreneurship in Uttarakhand, focusing on their awareness, education, perception of entrepreneurs, belief in their role, personal considerations for entrepreneurship, and perceived barriers.

## 1.3) Research Methodology:

### Research Gap

While studies have explored youth attitudes towards entrepreneurs and entrepreneurship in different circumstances, there is a bounded centre of attention on understanding these attitudes specifically in the context of Uttarakhand, including the impact of cultural, social, and economic factor unique to the region. This dissertation search for fill this gap by providing a comprehensive analysis of the attitude of youth towards entrepreneurs and entrepreneurship in Uttarakhand, thus contributing to a deeper understanding of youth entrepreneurship in the region.

### Research Design

In this study Project mix method Analysis is used, where we use Quantitative as well as qualitative Approach.

## Sample Size

We take the sample size of **100** in our study.

## Data collection methods

- **Research Design:** This study adopts a quantitative research design to measure the attitude of youth towards entrepreneurs and entrepreneurship. A survey questionnaire is used to collect data from a sample of youth.
- **Sampling:** The study uses a stratified random sampling technique to select participants. The target population will be youth aged between 18 and 35 years in Uttarakhand. The sample is determined using a confidence level of 95% and a margin of error of 5%.
- **Data Collection:** Data is collected using a structured questionnaire. The questionnaire includes questions to measure the attitude of youth towards entrepreneurs and entrepreneurship, as well as demographic information such as age, gender, education level, and employment status.
- **Data Analysis:** The data collected is being analysed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis. These analyses helped identifying the patterns or relationships between variables related to the attitude of youth towards entrepreneurs and entrepreneurship.
- **Ethical Considerations:** The study adheres to ethical guidelines, ensuring that participants' confidentiality and anonymity are maintained. Informed consent is obtained from all participants before data collection.
- **Limitations:** The study is limited by factors such as sample size and the geographical scope of the study. Additionally, the study is limited by the self-report nature of the data collected.
- **Validity and Reliability:** To ensure the validity and reliability of the study, the questionnaire is pre-tested with a small sample of youth before the main data collection. The questionnaire is also designed based on existing literature and theories related to the attitude of youth towards entrepreneurs and entrepreneurship.

Overall, this research methodology, provide valuable insights into the attitude of youth towards entrepreneurs and entrepreneurship in Uttarakhand, contributing to a better understanding of youth entrepreneurship in the region.

### ➤ **General Research Question**

- a. What are the prevailing attitudes of youth in Uttarakhand towards entrepreneurs and entrepreneurship?
- b. How do youth perceive the support and resources available for aspiring entrepreneurs in Uttarakhand?
- c. To what extent do youth in Uttarakhand perceive entrepreneurship as a visible career option compared to traditional employment?
- d. What is the environment for entrepreneurship in Uttarakhand?
- e. What are the primary factors influencing youth in Uttarakhand to consider entrepreneurship as a career choice?



## ➤ Specific Research Questions (Hypotheses)

**H1:** A majority of youth in Uttarakhand have heard about entrepreneurship before.

**H2:** A significant proportion of youth in Uttarakhand believe that entrepreneurship education should be integrated into school curriculums.

**H3:** The majority of respondents perceive entrepreneurs positively.

**H4:** Fear of failure is perceived as a significant barrier to becoming an entrepreneur among youth in Uttarakhand.

# **CHAPTER 2**

## **REVIEW OF LITERATURE**

### **2.1) Background context**

The term entrepreneur refers to a person who is willing to launch a new venture or enterprise and accept full responsibility for the outcome. In the 19th century, Jean Baptiste, a French economist, coined the term "entrepreneur" - he defined it as a person who undertakes an enterprise, especially as an intermediary between capital and labour. As Austrian economist Joseph Schumpeter defined it in 1930, innovating individuals are those capable of converting ideas, inventions, and business models into successful innovations. An entrepreneur is a person who starts up a business, arranges business deals, and takes risks to make a profit(Prasad et al., 2015).

### **2.2) Role in economy**

Entrepreneurship has become a powerful economic force globally, with a high level of interest in many parts of the world. Developed nations view it as a key driver of socioeconomic growth, addressing unemployment issues and driving technological advancements, as well as product and market innovations. In contrast, developing countries see it as a means of advancing economically, creating jobs, and promoting social progress. Recent socioeconomic challenges, such as sharp increases in fuel and food prices, and threats to social stability, have further emphasized the need for entrepreneurship, particularly in developing countries. Entrepreneurs, who typically organize and develop their businesses, benefit from a variety of fields, including diverse knowledge areas, practical experience, creative visions, networking support, and risk-taking. They possess a keen ability to identify and capitalize on business opportunities, driven by internal motivations such as the need for achievement and competitiveness. Entrepreneurs are seen as drivers of economic activity for the entire economy(Prasad et al., 2015).

### 2.3) Attitude towards entrepreneurship

The attitude towards entrepreneurship is a crucial factor in predicting future entrepreneurial behaviour, with youths who have a positive attitude more likely to consider running their own businesses after graduation instead of seeking employment (Fitzsimmons, 2005). There is a growing global interest among youths in entrepreneurship as a career choice, while interest in traditional employment in large corporations is declining (Kolvereid, 1996). The importance of entrepreneurship education in higher education institutions must be emphasized to fully grasp its global impact.

### 2.4) Entrepreneurial activities

Entrepreneurial activities refer to the actions and behaviours undertaken by individuals or groups to create, develop, and manage new ventures or businesses. These activities typically involve identifying opportunities, taking risks, mobilizing resources, and innovating to bring new products, services, or processes to the market. Entrepreneurial activities can range from starting a new business, introducing a new product or service, seeking out new markets, or implementing innovative strategies to grow and expand a business. Entrepreneurial activities are essential for driving economic growth, fostering innovation, creating jobs, and enhancing competitiveness in the marketplace (Van Stel et al., n.d.).

### 2.5) The factors influencing entrepreneurial activity include:

- 1. Cognitive Infrastructure:** Creating a mindset that encourages entrepreneurial thinking is vital. This involves addressing factors like personal attitudes, collective efficacy, and social norms that influence entrepreneurial intentions.
- 2. Prior Experience and Skills:** Previous entrepreneurial experience and specific skills affect how individuals perceive future opportunities.
- 3. Human Capital:** The education level in a region, such as high school degree attainment, can impact entrepreneurial activity and economic growth.
- 4. Firm Birth Rate:** The rate at which new firms are established affects regional employment growth, with areas having lower barriers to entry experiencing higher growth rates.
- 5. Geographic Specialization:** Greater specialization in a region may limit growth by restricting knowledge spillovers that stimulate growth within industries.
- 6. Entrepreneurial Opportunities:** Market demand for goods and services creates entrepreneurial opportunities that significantly impact activity.
- 7. Government Intervention:** Government policies, particularly in macroeconomic and input-related areas, play a crucial role in fostering entrepreneurship on both the supply and demand sides. These factors collectively influence the decisions and actions of entrepreneurs, shaping the entrepreneurial landscape (Audretsch & Erdern, n.d.).

## 2.6) Youths & Entrepreneurship

There is a split among young people in their attitudes toward entrepreneurship. Many feel they lack the qualities needed for it, leading to fewer of them starting businesses. Also, overall interest in entrepreneurship is declining among young people, except in places like Silicon Valley and Boston. Researchers have highlighted three key areas for studying youth entrepreneurship: understanding why young people want to be entrepreneurs, differentiating between social and business entrepreneurship, and encouraging interest in entrepreneurship. More research is needed to understand the psychological factors that contribute to successful entrepreneurship and how they develop in young people. Education and institutional support play vital roles in fostering successful entrepreneurs (Scott et al., n.d.).

(Sharma & Madan, 2014) discusses a study on the impact of individual factors on youth entrepreneurship in Uttarakhand, India. It examines the influence of intelligence, past self-employment experience, work experience, and educational background on students' inclination towards entrepreneurship. The study involved 530 students from various professional courses. Results showed that past self-employment experience had a negative impact, while intelligence and certain courses like MBA/PGDM showed a slight inclination towards entrepreneurship. The article also highlights the challenges faced in promoting youth entrepreneurship in Uttarakhand, such as lack of capital, guidance, and prior experience (Sharma & Madan, 2014).

## 2.7) Importance of innovation

The importance of innovation in entrepreneurship is significant for economic growth and development. The relation between entrepreneurship and economic performance is entrenched, as entrepreneurial activity that meets market demands can lead to economic success and affluence. Innovations serves as a necessary tool for entrepreneurs, giving them with the means to refreshing economic development as well as growth. The survey of relevant literature shows that innovation in entrepreneurship has been the subject of increasing research in recent years. The literature in this area tends to focus on business, management, and economics, indicating the main categories of interest for researchers. The survey of keywords also reveals a growing emphasis on the contribution of innovation and entrepreneurship to economic development as well as growth in research conducted after 2015. Overall, innovation serves as a catalyst for entrepreneurship, driving economic growth and development (DIMA, 2021).

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# CHAPTER 3

## ANALYSIS OF RESULTS

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## INTERPRETATIONS

**H1: A majority of youth in Uttarakhand have heard about entrepreneurship before.**

To test the hypothesis that a majority of youth in Uttarakhand have heard about entrepreneurship before, we can use a one-sample proportion test. The formula for the test statistic is:

$$z = \frac{(p-P)}{\sqrt{\frac{P(1-P)}{n}}}$$

Where:

- p is the sample proportion (proportion of respondents who have heard about entrepreneurship),
- p is the hypothesized population proportion (0.5 for a majority),
- n is the sample size.

Given:

- $p = 90/100 = 0.9$ ,
- $p = 0.5$ ,
- $n = 100$ .

Calculating the test statistic:

$$\begin{aligned} z &= \frac{(0.9-0.5)}{\sqrt{\frac{0.5(1-0.5)}{100}}} \\ z &= \frac{0.4}{\sqrt{\frac{0.25}{100}}} \\ z &= \frac{0.4}{\sqrt{0.0025}} \\ z &= \frac{0.4}{0.05} \\ z &= 8 \end{aligned}$$

The critical value for a one-tailed test with a significance level of 0.05 is approximately 1.645. Since our calculated test statistic (8) is much larger than the critical value, we reject the null hypothesis. This means that there is sufficient evidence to conclude that a majority of youth in Uttarakhand have heard about entrepreneurship before.

## H2: A significant proportion of youth in Uttarakhand believe that entrepreneurship education should be integrated into school curriculums.

To test the hypothesis that a significant proportion of youth in Uttarakhand believe that entrepreneurship education should be integrated into school curriculums, we can use a one-sample proportion test.

Let's define:

- $p$  as the sample proportion (proportion of respondents who believe entrepreneurship education should be integrated),
- $p$  as the hypothesized population proportion (0.5 for a “significant proportion”),
- $n$  as the sample size.

Given:

- $n = 100$  (total respondents),
- $p = 94/100 = 0.94$  (proportion of “yes” responses),
- $P = 0.5$  (the null hypothesis proportion).

Calculating the test statistic:

$$\begin{aligned}
 z &= \frac{(p - P)}{\sqrt{\frac{P(1-P)}{n}}} \\
 z &= \frac{(0.94 - 0.5)}{\sqrt{\frac{0.5(1-0.5)}{100}}} \\
 z &= \frac{0.44}{\sqrt{\frac{0.25}{100}}} \\
 z &= \frac{0.44}{\sqrt{0.0025}} \\
 z &= \frac{0.44}{0.05} \\
 z &= 8.8
 \end{aligned}$$

The critical value for a one-tailed test with a significance level of 0.05 is approximately 1.645. Since our calculated test statistic (8.8) is much larger than the critical value, we reject the null hypothesis. This suggests that there is sufficient evidence to conclude that a significant proportion of youth in Uttarakhand believe that entrepreneurship education should be integrated into school curriculums.

## H3: The majority of respondents perceive entrepreneurs positively.

To test the hypothesis that the majority of respondents perceive entrepreneurs positively, we can use a chi-square goodness-of-fit test. This test compares the observed frequencies of responses (very positive, positive, neutral, negative, very negative) to the expected frequencies if the null hypothesis were true (i.e., an equal distribution among all categories).

Let's define:

- $O_i$  as the observed frequency in category  $i$ ,
- $E_i$  as the expected frequency in category  $i$ ,
- $n$  as the total number of respondents.

Given:

- $O_{\text{very positive}} = 40$ ,
- $O_{\text{positive}} = 45$ ,
- $O_{\text{neutral}} = 13$ ,
- $O_{\text{negative}} = 1$ ,
- $O_{\text{very negative}} = 1$ ,
- $n = 100$ .

Calculating the expected frequencies under the null hypothesis of equal distribution:

- Expected frequency for each category =  $n / \text{total no. of categories} = 100/5 = 20$ .

Calculating the chi-square test statistic:

$$\begin{aligned}\chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\ \chi^2 &= \frac{(40-20)^2}{20} + \frac{(45-20)^2}{20} + \frac{(13-20)^2}{20} + \frac{(1-20)^2}{20} + \frac{(1-20)^2}{20} \\ \chi^2 &= \frac{400}{20} + \frac{625}{20} + \frac{49}{20} + \frac{361}{20} + \frac{361}{20} \\ \chi^2 &= 20 + 31.25 + 2.45 + 18.05 + 18.05 \\ \chi^2 &= 89.8\end{aligned}$$

Degrees of freedom ( $df$ ) = number of categories - 1 = 5 - 1 = 4.

Using a chi-square distribution table with  $df = 4$  and a significance level of 0.05, the critical value is approximately 9.488.

Since our calculated chi-square value (89.8) is greater than the critical value, we reject the null hypothesis. This suggests that there is sufficient evidence to conclude that the majority of respondents perceive entrepreneurs positively.

**H4:** Fear of failure is perceived as a significant barrier to becoming an entrepreneur among youth in Uttarakhand.

To test the hypothesis that fear of failure is perceived as a significant barrier to becoming an entrepreneur among youth in Uttarakhand, we can use a chi-square goodness-of-fit test similar to the previous example.

Let's define:

- $O_i$  as the observed frequency in category  $i$ ,
- $E_i$  as the expected frequency in category  $i$ ,
- $n$  as the total number of respondents.

Given:

- $O_{\text{Lack of financial resources}} = 42$ ,

- $O_{\text{Lack of knowledge/experience}} = 24$ ,
- $O_{\text{Fear of failure}} = 24$ ,
- $O_{\text{Social sigma}} = 10$ ,
- $n = 100$ .

Calculating the expected frequencies under the null hypothesis of equal distribution:

- Expected frequency for each category =  $n / \text{total no. of categories} = 100/4 = 25$ .

Calculating the chi-square test statistic:

$$\begin{aligned}\chi^2 &= \sum \frac{(O_i - E_i)^2}{E_i} \\ \chi^2 &= \frac{(42-25)^2}{25} + \frac{(24-25)^2}{25} + \frac{(24-25)^2}{25} + \frac{(10-25)^2}{25} \\ \chi^2 &= \frac{289}{25} + \frac{1}{25} + \frac{1}{25} + \frac{225}{25} \\ \chi^2 &= 11.56 + 0.04 + 0.04 + 9 \\ \chi^2 &= 20.64\end{aligned}$$

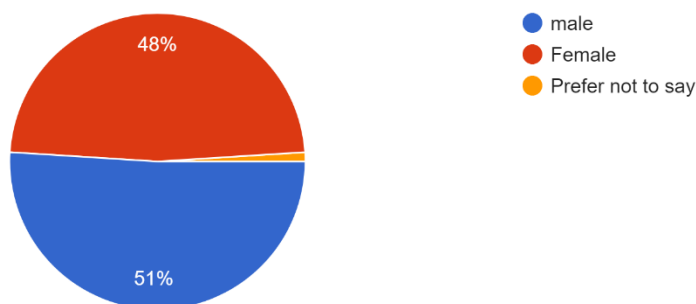
Degrees of freedom ( $df$ ) = number of categories - 1 = 4 - 1 = 3.

Using a chi-square distribution table with  $df = 3$  and a significance level of 0.05, the critical value is approximately 7.815.

Since our calculated chi-square value (20.64) is greater than the critical value, we reject the null hypothesis. This suggests that there is sufficient evidence to conclude that fear of failure is perceived as a significant barrier to becoming an entrepreneur among youth in Uttarakhand.

## 2. Gender:

100 responses



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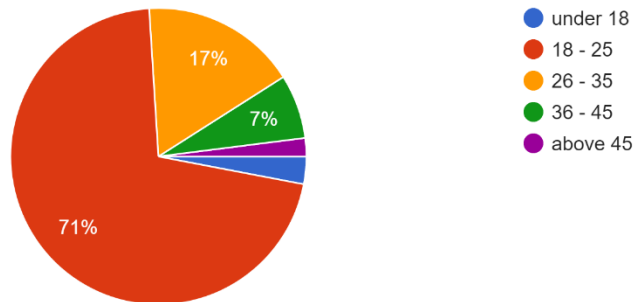
Answer	No. of respondent
Male	51
Female	48
Prefer not to say	1

**Interpretation: -**

- 48% of the people are Females in our survey.
- 51% of the people are Male in our survey.
- 1% of the people are prefer not to say.

**3.Age:**

100 responses



Answer	No. of respondent
Under 18	3
18 – 25	71
26 - 35	17
36 - 45	7
Above 45	2

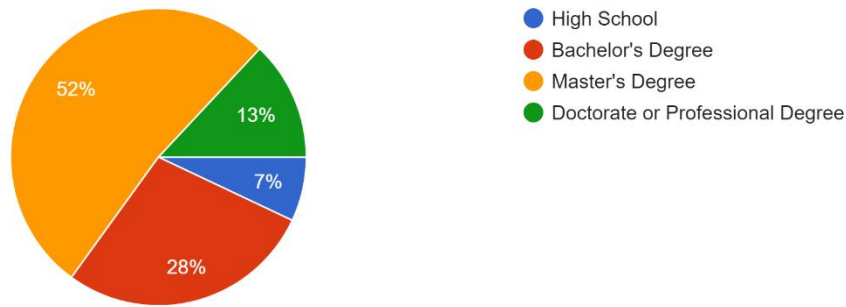
**Interpretation: -**

- 71% of the people are in between 18-25 age group.
- 17% of the people are in between 26-35 age group.
- 7% of the people are in between 36-45 age group.
- 3% of the people are in between under 18 age group.
- 2% of the people are in between above 45 age group.



#### 4.Educational Qualification

100 responses



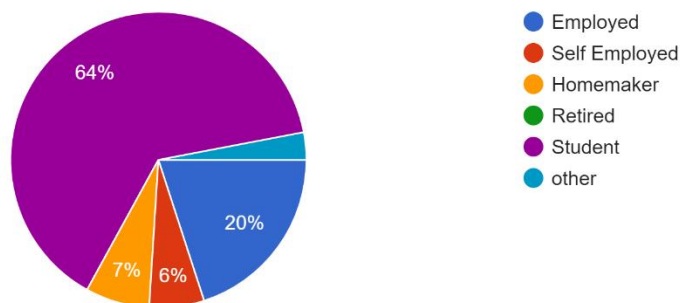
Qualification	No. of respondent
High school	7
Bachelor's Degree	28
Master's Degree	52
Doctorate or Professional Degree	13

#### Interpretation: -

- 52% of the youth are pursuing Master's degree.
- 28% of the youth are pursuing Bachelor's degree.
- 13% of the youth are pursuing Doctorate or Professional degree.
- 7% of the youth are pursuing High school.

#### 5.Occupation

100 responses



Answer	No. of respondent
Employed	20
Self employed	6

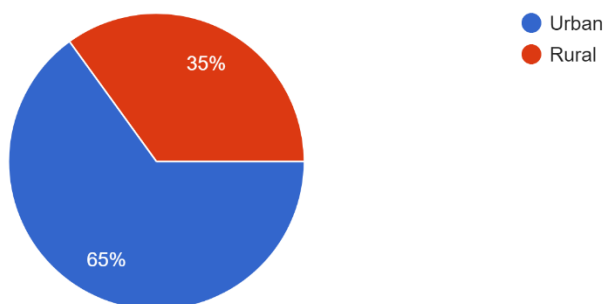
Homemaker	7
Retired	0
Student	64
other	3

### Interpretation: -

- 64% of youth are students.
- 20% of youth are Employed.
- 7% of people are Homemaker.
- 6% of the people are Self-employed.
- 3% of the people are belongs to others category.

### 6.Residential Area

100 responses



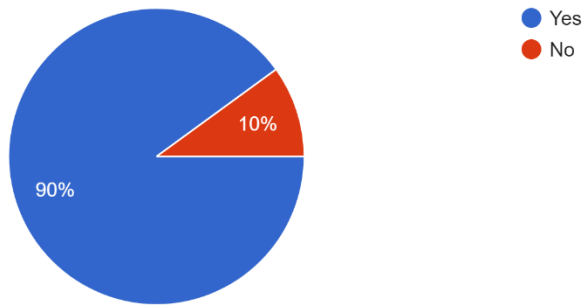
Answer	No. of respondent
Urban	65
Rural	35

### Interpretation: -

- 65% of youths are coming from Urban areas.
- 35% of the youths are coming from Rural areas.

## 7. Have you heard about entrepreneurship before?

100 responses



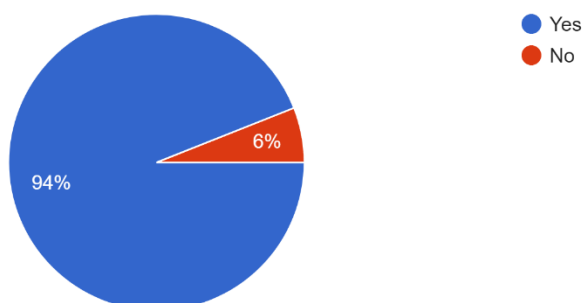
Answer	No. of respondent
Yes	90
No	10

**Interpretation: -**

- 90% of youths said that they heard about entrepreneurship before.
- 10% of youths said that they never heard about entrepreneurship before.

## 8. Do you think entrepreneurship education should be integrated into school curriculums?

100 responses



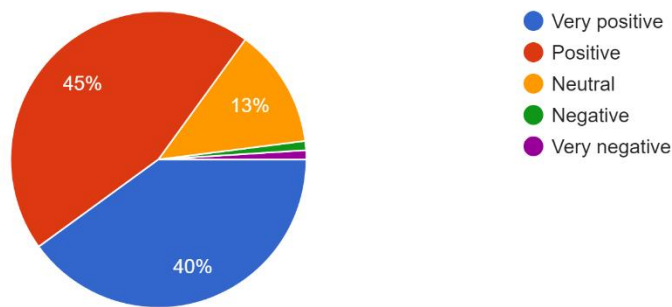
Answer	No. of respondent
Yes	94
No	06

### Interpretation: -

- 94% of youth think entrepreneurship education should be integrated into school curriculums.
- 6% of youth think entrepreneurship education should not be integrated into school curriculums.

9.How would you describe your perception of entrepreneurs?

100 responses



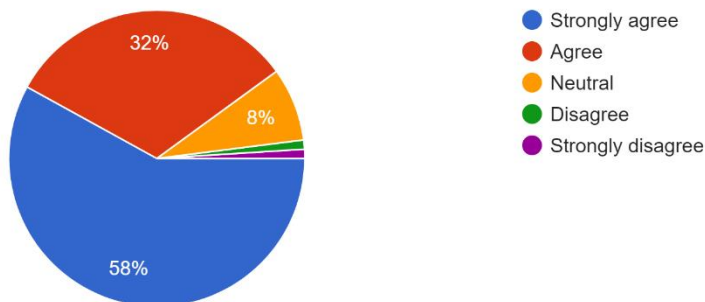
Answer	No. of respondent
Very positive	40
Positive	45
Neutral	13
Negative	1
Very negative	1

**Interpretation: -**

- Perception of 45% youths are positive towards entrepreneurship.
- Perception of 40% youths are very positive towards entrepreneurship.
- Perception of 13% youths are neutral towards entrepreneurship.
- . Perception of 1% youths are negative towards entrepreneurship.
- Perception of 1% youths are very negative towards entrepreneurship.

10.Do you believe entrepreneurs play a vital role in driving economic growth and innovation?

100 responses



Answer	No. of respondent
Strongly Agree	58
Agree	32
Neutral	18
Disagree	1
Strongly Disagree	1

**Interpretation: -**

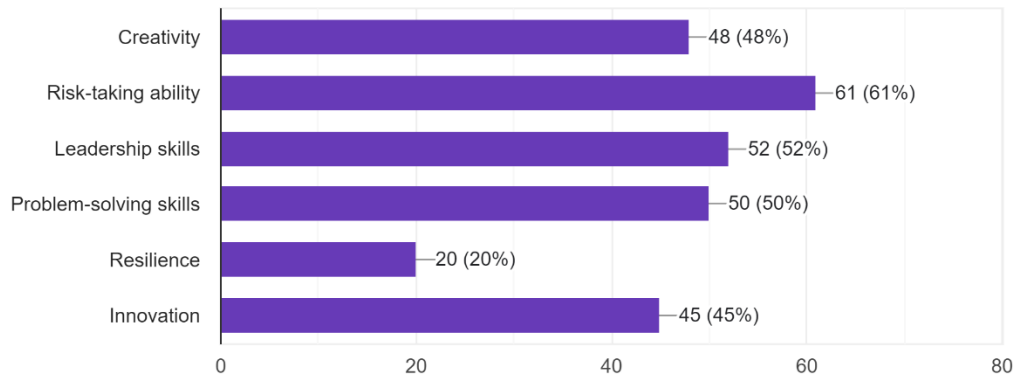
- 58% of youth Strongly Agree to believe that an entrepreneurs play a vital role in driving economic growth and innovation.
- 32% of youth Agree to believe that an entrepreneurs play a vital role in driving economic growth and innovation.
- 18% of youth Neutral to believe that an entrepreneurs play a vital role in driving economic growth and innovation.
- 1% of youth Disagree to believe that an entrepreneurs play a vital role in driving economic growth and innovation.



- 1% of youth Strongly Disagree to believe that an entrepreneurs play a vital role in driving economic growth and innovation.

- 11.What qualities do you admire most in successful entrepreneurs? (Select all that apply)

100 responses



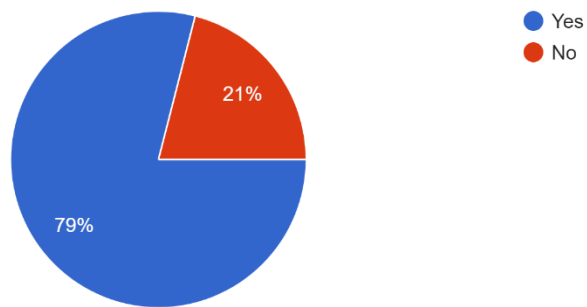
Answer	No. of respondent
Creativity	48
Risk taking ability	61
Leadership skills	52
Problem solving skills	50
Resilience	20
Innovation	45

#### Interpretation: -

- 48% of youth believes that Creativity is required to be a successful entrepreneur.
- 61% of youth believes that Risk taking ability is required to be a successful entrepreneur.
- 52% of youth believes that Leadership skills is required to be a successful entrepreneur.
- 50% of youth believes that Problem solving skills is required to be a successful entrepreneur.
- 20% of youth believes that Resilience is required to be a successful entrepreneur.
- 45% of youth believes that Innovation is required to be a successful entrepreneur.

## 12. Have you ever considered starting your own business or venture?

100 responses



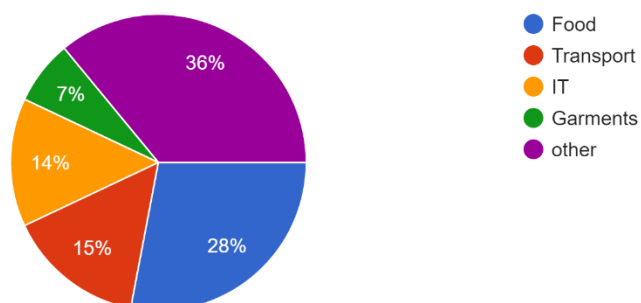
Answer	No. of respondent
Yes	79
No	21

**Interpretation: -**

- 79% of youth want to start their own business or venture.
- 21% of youth never think to start their own business or venture.

## 13. If yes, what type of business are you interested in starting?

100 responses



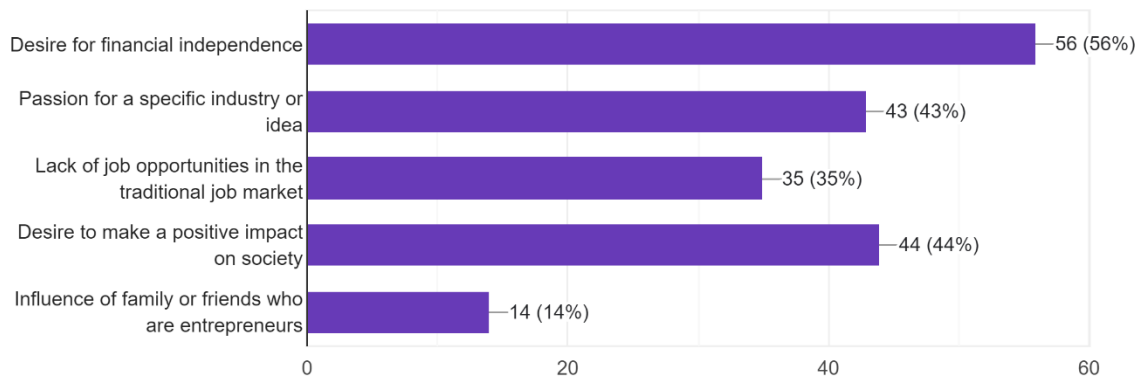
Answer	No. of respondent
Food	28
Transport	15
IT	14
Garments	7
other	36

### Interpretation: -

- 28% of youth are interested to start their business in Food sector.
- 15% of youth are interested to start their business in Transport sector.
- 14% of youth are interested to start their business in IT sector.
- 7% of youth are interested to start their business in Garments.
- 36% of youth are interested to start their business in other sectors.

### 14.What factors influence your interest in entrepreneurship? (Select all that apply)

100 responses



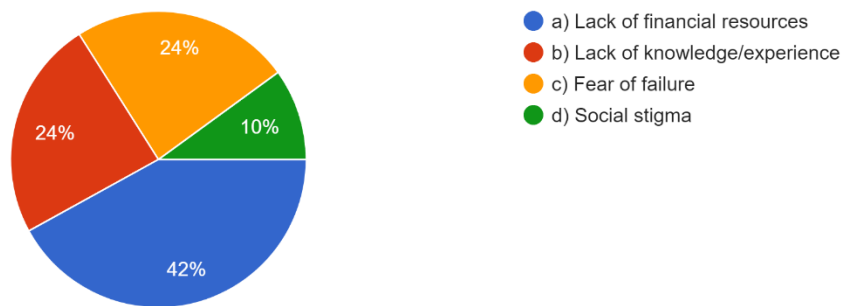
	No. of respondent
Desire for financial Independence	56
Passion for a specific industry or idea	43
Lack of job opportunities in the traditional job market	35
Desire to make a positive impact on society	44
Influence of family or friends who are entrepreneurs	14

**Interpretation: -**

- 56% of youth are influenced towards entrepreneurship because of the desire for financial independence.
- 43% of youth are influenced towards entrepreneurship because they are passion for a specific industry or idea.
- 35% of youth are influenced towards entrepreneurship because lack of job opportunities in the traditional job market.
- 44% of youth are influenced towards entrepreneurship because of the desire to make a positive impact on society.
- 14% of youth are influenced towards entrepreneurship because of the influence of family or friends who are entrepreneurs.

15.What do you perceive as the biggest barrier to becoming an entrepreneur?

100 responses



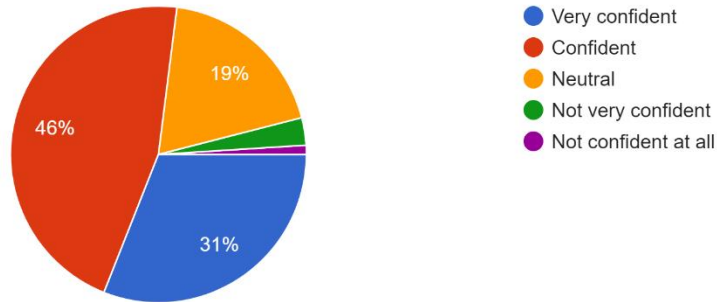
Answer	No. of respondent
Lack of financial resources	42
Lack of knowledge/experience	24
Fear of failure	24
Social stigma	10

**Interpretation: -**

- 42% youth said that the biggest barriers to becoming an entrepreneur is Lack of financial resources.
- 24% of the youth said that the biggest barriers to becoming an entrepreneur is Lack of knowledge/experience.
- 24% of the youth said that the biggest barriers to becoming an entrepreneur is Fear of Failure.
- 10% of the youth said that the biggest barriers to becoming an entrepreneur is social stigma.

16.How confident are you in your ability to succeed as an entrepreneur?

100 responses



Answer	No. of respondent
Very confident	31
Confident	46
Neutral	19
Not very confident	3
Not confidence at all	1

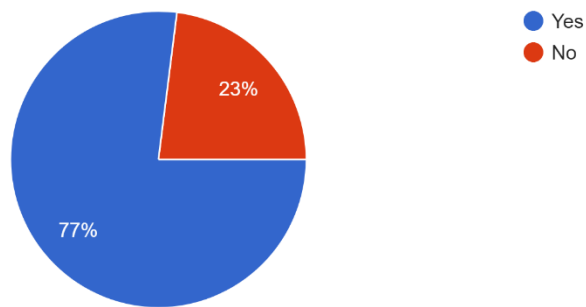
#### Interpretation: -

- According to our survey 31% of youth are very confident that they have ability to succeed as an entrepreneur.
- And 46% of youth are confident that they have ability to succeed as an entrepreneur.
- 19% of youth are neutral that they have ability to succeed as an entrepreneur.
- 3% of youth are not very confident that they have ability to succeed as an entrepreneur.
- 1% of youth are not confident at all that they have ability to succeed as an entrepreneur.



## 17. Have you ever participated in any entrepreneurship-related events or workshops?

100 responses



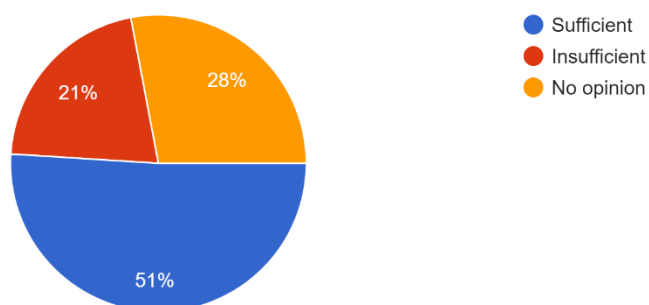
Answer	No. of respondent
Yes	77
No	23

**Interpretation: -**

- 77% of youth said yes, that they participated in any entrepreneurship-related events or workshops.
- 23% of youth said no, that they never participated in any entrepreneurship-related events or workshops.

## 18. How do you view the availability of mentorship opportunities for aspiring entrepreneurs in Uttarakhand?

100 responses



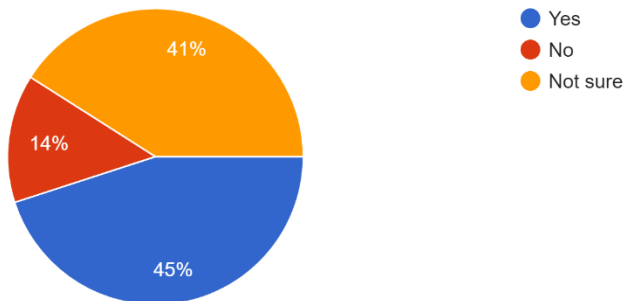
Answer	No. of respondent
Sufficient	51
Insufficient	28
No opinion	21

### Interpretation: -

- 51% of youth said that there is sufficient availability of mentorship opportunities for aspiring entrepreneurs in Uttarakhand.
- 28% of youth said that there is insufficient availability of mentorship opportunities for aspiring entrepreneurs in Uttarakhand.
- 21% of youth said that they give no opinion on availability of mentorship opportunities for aspiring entrepreneurs in Uttarakhand.

19.Do you feel there are sufficient resources and support systems for aspiring entrepreneurs in Uttarakhand?

100 responses



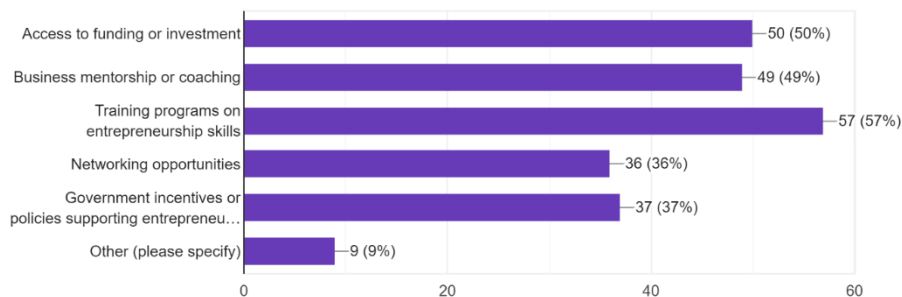
Answer	No. of respondent
Yes	45
No	14
Not sure	41

**Interpretation: -**

- 45% of youth said yes, there are sufficient resources and support systems for aspiring entrepreneurs in Uttarakhand.
- 14% of youth said no, there are no sufficient resources and support systems for aspiring entrepreneurs in Uttarakhand.
- 41% of youth are not sure, that there are sufficient resources and support systems for aspiring entrepreneurs in Uttarakhand.

20. What types of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand? (Select all that apply)

100 responses



Answer	No. of respondent
Asses of funding or investment	50
Business mentorship or coaching	49
Training programs on entrepreneurship skills	57
Networking opportunities	36
Government incentives or policies supporting entrepreneurship	37
other	9

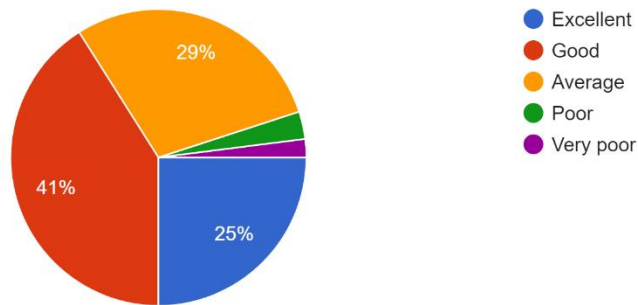
**Interpretation: -**

- 50% of youth said asses of funding or investment is the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.
- 49% of youth said business mentorship or coaching is the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.
- 57% of youth said training program on entrepreneurship skills is the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.
- 36% of youth said networking opportunities is the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.

- 37% of youth said government incentives or policies supporting entrepreneurship is the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.
- 9% of youth choose other for the type of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand.

21.How would you rate the overall environment for entrepreneurship in Uttarakhand?

100 responses



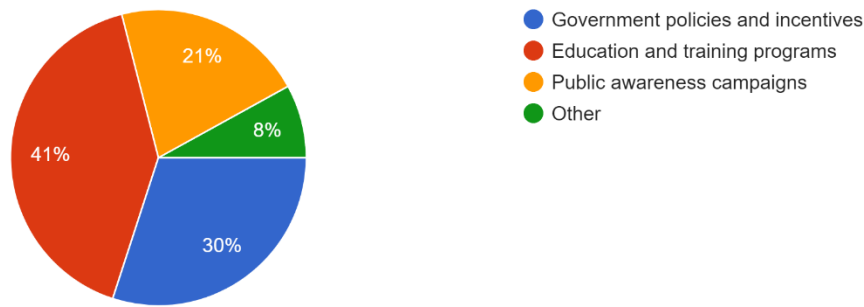
Answer	No. of respondent
Excellent	25
Good	41
Average	29
Poor	3
Very poor	2

#### Interpretation: -

- 25% of youth rate excellent about the overall environment for entrepreneurship in Uttarakhand.
- 41% of youth rate Good about the overall environment for entrepreneurship in Uttarakhand.
- 29% of youth rate Average about the overall environment for entrepreneurship in Uttarakhand.
- 3% of youth rate Poor about the overall environment for entrepreneurship in Uttarakhand.
- 2% of youth rate Very Poor about the overall environment for entrepreneurship in Uttarakhand.

22.What do you think is the most effective way to promote entrepreneurship among youth in Uttarakhand?

100 responses



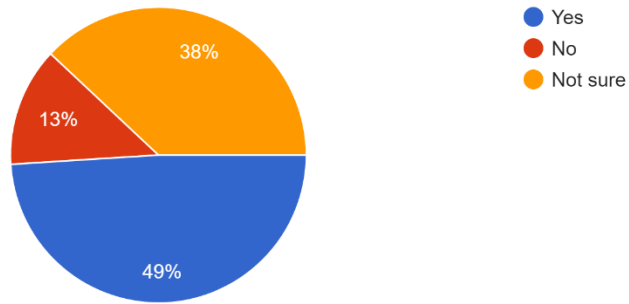
Answer	No. of respondent
Government policies and incentives	30
Education and training programs	41
Public awareness campaigns	21
other	8

#### Interpretation: -

- 30% of youth said government policies and incentives is the most effective way to promote entrepreneurship among youth in Uttarakhand.
- 41% of youth said education and training programs is the most effective way to promote entrepreneurship among youth in Uttarakhand.
- 21% of youth said public awareness campaigns is the most effective way to promote entrepreneurship among youth in Uttarakhand.
- 8% of youth said other option is the most effective way to promote entrepreneurship among youth in Uttarakhand.

23. Do you think there are specific industries or sectors in Uttarakhand that are more conducive to entrepreneurship?

100 responses



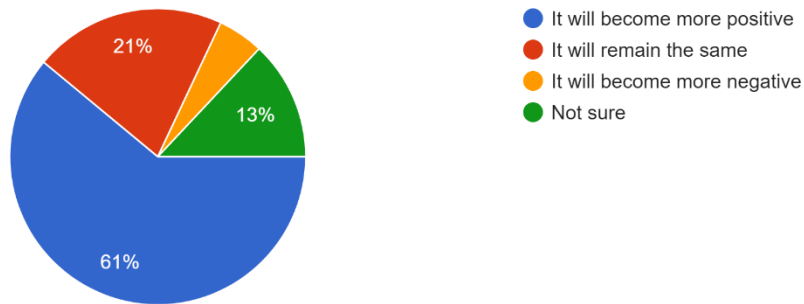
Option	No. of respondent
Yes	49
No	13
Not sure	38

#### Interpretation: -

- 49% youth said yes, they think there are specific industries or sectors in Uttarakhand that are more conducive to entrepreneurship.
- 13% youth said no, they think there are specific industries or sectors in Uttarakhand that are more conducive to entrepreneurship.
- 38% youth said not sure, they think there are specific industries or sectors in Uttarakhand that are more conducive to entrepreneurship.

24.How do you think the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade?

100 responses



Answer	No. of respondent
It will become more positive	61
It will remain the same	21
It will become more negative	5
Not sure	13

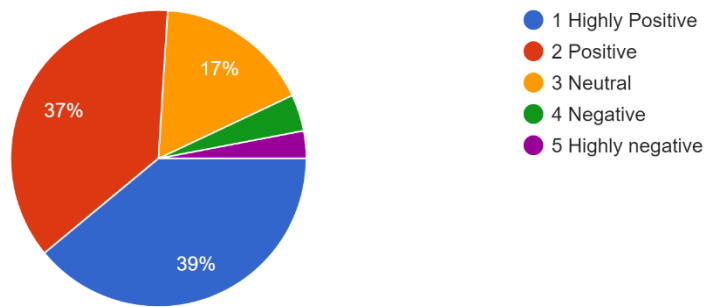
#### Interpretation: -

- 61% youth said it will become more positive that the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade.
- 21% of youth said it will remain the same that the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade.
- 5% of youth said it will become more negative that the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade.
- 13% youth are not sure that the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade.



25. On a scale of 1 to 5, how positively do you perceive entrepreneurship as a career option?

100 responses



Answer	No. of respondent
Highly positive	40
Positive	45
Neutral	13
Negative	1
Highly negative	1

#### Interpretation: -

- 40% of youth are highly positive for perceive entrepreneurship as a career option.
- 45% of youth are positive for perceive entrepreneurship as a career option.
- 13% of youth are neutral for perceive entrepreneurship as a career option.
- 1% of youth are negative for perceive entrepreneurship as a career option
- 1% of youth are highly negative for perceive entrepreneurship as a career option.

Research Through Innovation

# **CHAPTER 4**

## **FINDINGS & RECOMMENDATIONS**

### **FINDINGS OF THE STUDY**

- I.Awareness:** The youth in Uttarakhand are generally well-informed about entrepreneurship, indicating successful dissemination of entrepreneurial knowledge.
- II.Education:** There is a strong consensus among the youth on the importance of incorporating entrepreneurship education into the formal school curriculum, highlighting a desire for structured learning in this field.
- III.Perception:** Entrepreneurs are viewed positively by the youth, suggesting a supportive social environment that can encourage entrepreneurial activities.
- IV.Barriers:** Despite the positive perception, fear of failure remains a significant hurdle, suggesting the need for interventions that address risk management and resilience training.

These findings provide valuable insights into the attitudes of youth in Uttarakhand towards entrepreneurship and highlight areas for potential policy and educational interventions to support and foster entrepreneurial activities among the youth in the region.

### **RECOMMENDATION OF THE STUDY**

#### **Integrate Entrepreneurship Education into School Curriculums**

- **Develop Comprehensive Programs:** Add entrepreneurship courses in 10<sup>th</sup> & 12<sup>th</sup> standards that cover basics of business management, financial literacy, innovation, and practical entrepreneurial knowledge & skills.
- **Experiential Learning:** Include project-based learning, where students can work on real-life business projects, imitate running a business, and engage in entrepreneurship competitions.

#### **Promote Positive image of Entrepreneurship**

- **Success Stories:** Focus the success stories of local and national entrepreneurs through media, workshops, and school programs to motivate youth.
- **Mentorship Programs:** organise mentorship programs connecting students with successful entrepreneurs who can provide guidance, share experiences, and give practical advice.

## **Address Fear of Failure**

- **Cultural Shift:** Promote a culture that views failure as a learning opportunity rather than a setback. Encourage risk-taking and resilience through positive reinforcement and success stories of entrepreneurs who overcame failures.
- **Support Systems:** Provide robust support systems, including counselling, mentorship, and peer support groups, to help young entrepreneurs navigate challenges and setbacks.

## **Enhance Entrepreneurial Ecosystem**

- **Incubators and ventures studio:** Build more incubators and ventures studio in Uttarakhand to provide resources, training, and connection opportunities for young entrepreneurs.
- **Access to Funding:** Provide access to funding through grants, minimum-interest loans, and investment opportunities specifically targeted at young entrepreneurs and startups.

## **Government and Policy Support**

- **Entrepreneurship-Friendly Policies:** Recommended for government policies that decrease regulatory burdens, provide tax incentives, and provide subsidies for startups and small businesses.
- **Public-Private Partnerships:** Promote collaborations between government, private sector, and educational institutions to make a supportive environment for entrepreneurship.

## **Enhance Awareness and exceed**

- **Workshops and Seminars:** Conduct time to time workshops, seminars, and webinars on topic of entrepreneurship, focus schools, colleges, and community centres.
- **Media Campaigns:** Utilise social media, local newspapers, and NEWS channels to run campaigns that raise awareness about the benefits and opportunities of entrepreneurship.

By implementing these recommendations, Uttarakhand can create a more favourable environment for young entrepreneurs, helping them to overcome barriers and get success in their entrepreneurial journey. This will not only benefit the individual entrepreneurs but also contribute to the economic growth of the region.

# **CHAPTER 5**

## **CONCLUSIONS**

### **Conclusion**

The study on the attitude of youth towards entrepreneur and entrepreneurship in Uttarakhand has provided valuable insights into the perceptions and beliefs of young people in the region. Through a quantitative research design and the use of a structured questionnaire, the study found that there is a significant interest among youth in entrepreneurship as a career choice. Many young people in Uttarakhand see entrepreneurship as an opportunity to pursue their passions, gain financial independence, and make a positive impact on society.

However, the study also revealed some challenges and barriers that young people face in pursuing entrepreneurship. These include a lack of access to funding and resources, limited awareness about entrepreneurial opportunities, and a fear of failure. Despite these challenges, the study found that youth in Uttarakhand are resilient and eager to overcome obstacles to achieve their entrepreneurial goals.

Overall, the study underscores the importance of understanding the attitude and perception of youth towards entrepreneurship in order to develop effective strategies for promoting entrepreneurial activity. By empowering young people to pursue their entrepreneurial dreams, Uttarakhand can create a vibrant ecosystem that nurtures innovation and economic development for years to come.



# **ANNEXURE - 1**

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## ANNEXURE 2

### QUESTIONNAIRE

1.Name:

2.Gender:

- Male
- Female
- Prefer no to say

3.Age:

- Under 18
- 18 – 25
- 26 – 35
- 36 – 45
- 45 above

4.Educational Qualification

- High School
- Bachelor's Degree
- Master's Degree
- Doctorate or Professional Degree

5.Occupation

- Employed
- Self Employed
- Homemaker

- Retired
- Student
- Other

6.Residential Area

- Urban
- Rural

7.Have you heard about entrepreneurship before?

- Yes
- No

8.Do you think entrepreneurship education should be integrated into school curriculums?

- Yes
- No

9.How would you describe your perception of entrepreneurs?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

10.Do you believe entrepreneurs play a vital role in driving economic growth and innovation?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11.What qualities do you admire most in successful entrepreneurs? (Select all that apply)

- Creativity
- Risk-taking ability
- Leadership skills
- Problem-solving skills
- Resilience
- Innovation



12. Have you ever considered starting your own business or venture?

- Yes
- No

13. If yes, what type of business are you interested in starting?

- Food
- Transport
- IT
- Garments
- Other

14. What factors influence your interest in entrepreneurship? (Select all that apply)

- Desire for financial independence
- Passion for a specific industry or idea
- Lack of job opportunities in the traditional job market
- Desire to make a positive impact on society
- Influence of family or friends who are entrepreneurs

15. What do you perceive as the biggest barrier to becoming an entrepreneur?

- Lack of financial resources
- Lack of knowledge/experience
- Fear of failure
- Social stigma

16. How confident are you in your ability to succeed as an entrepreneur?

- Very confident
- Confident
- Neutral
- Not very confident
- Not confident at all

17. Have you ever participated in any entrepreneurship-related events or workshops?

- Yes
- No

18. How do you view the availability of mentorship opportunities for aspiring entrepreneurs in Uttarakhand?

- Sufficient
- Insufficient

- no opinion

19.Do you feel there are sufficient resources and support systems for aspiring entrepreneurs in Uttarakhand?

- Yes
- no
- not sure

20.What types of support or resources do you think would be most beneficial for aspiring entrepreneurs in Uttarakhand? (Select all that apply)

- Access to funding or investment
- business mentorship or coaching
- training programmes on entrepreneurship skills
- networking opportunities
- government incentives or policy supporting entrepreneurship
- other (please specify)

21.How would you rate the overall environment for entrepreneurship in Uttarakhand?

- Excellent
- good
- average
- poor
- very poor

22.What do you think is the most effective way to promote entrepreneurship among youth in Uttarakhand?

- Government policies and incentives
- education and training programmes
- public awareness campaign
- other

23. Do you think there are specific industries or sectors in Uttarakhand that are more conducive to entrepreneurship?

- Yes
- no
- not sure

24.How do you think the attitude towards entrepreneurship among youth in Uttarakhand will change in the next decade?

- it will become more positive

- it will remain the same
- it will become more negative
- not sure

25. On a scale of 1 to 5, how positively do you perceive entrepreneurship as a career option?

- Highly positive
- positive
- neutral
- negative
- highly negative

