



A STUDY OF ENTREPRENEURIAL TRAIT AMONG GIRLS STUDENTS OF HINGNA TALUKA

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ABSTRACT :

The entrepreneurs holds key in the economic development of the country. Rural development and entrepreneurial trait among graduate students goes hand in hand. If the young women aspirants wish to take entrepreneurship as a career nothing better. This research paper will be an effort towards identifying the willingness of graduate women students to take entrepreneurship as carrier, it will not only identify the traits like risk taking, innovation, decision making, Perseverance etc which are vital for becoming entrepreneur but during the course of research it will make people aware about the traits required for entrepreneurship, it will also identify the factors which are prohibiting students from taking entrepreneurship as a carrier. Lastly, based on this research the researcher has made some valid suggestions.

KEYWORDS : Entrepreneurs, Course Curriculum, Education institutes.

INTRODUCTION

The word 'entrepreneur' first appeared in the French language and was applied to leaders of military expeditions in the beginning of sixteen century (Cochran 1968). According to 2011 Census 68.84% people are living in rural areas of India. Nagpur district is often looked as region of economically backward. If one sees the region one can see economic and social prosperity in Nagpur city but in rural area things changes dramatically. Majority of population in rural Nagpur district are dependent on agriculture which is dependent on rain. Hence one or two years of bad weather reduces revenue of the people hence one can see reports in media about farmer's suicide. It is time for people particularly young generation to see others sources of earning. Entrepreneurship is one of crucial sources among these. Young generation if nourished properly can take entrepreneurship as a carrier so that they will become job giver than job seeker. One of significant problems is that rural India is predominantly male dominated. Nagpur district rural region is not exception to it. Hence it is extremely vital to make effort to inculcate entrepreneurship among girls.

In spite of efforts of central and state government the entrepreneurship has not prospered in Nagpur district. The effort has been made by government to establish SEZ like MIHAN which has given a new hope of economic prosperity. But still it has not yield the desired result.

(Khanna 2007) He is an enterprising individual, energetic resourceful, alert to new opportunities, and one who is able to adjust to changing conditions.

Entrepreneurship in India is a far more relaxed approach and there is no scientific method associated with it. Many a times it is a just a forceful activity or an ancestor activity. In other words we can say that it is far more behind than that of developed country.



Rychlak (1981) found that future action was not influenced by demographic characteristics but by specific reactions to certain situations. In other words, entrepreneurial attitudes were determined by specific reaction to a situation and not by a set of common individual demographic characteristics. Sadhak (1989) found that monetary issue was the most important motivating factor among all. Entrepreneurs motivated by income were mainly traders and salaried employees. Independent job was the main inspiration for salaried employees who were not satisfied with the work environment, nature of job, management style, etc. Gartner (1988) says that the entrepreneurs are persons having distinctive and specific personality traits.

OBJECTIVE OF THE STUDY

The current research aims

- 1) To study the entrepreneurial trait among the graduate girls students.
- 2) it has to identify few essential qualities mandatory for successful entrepreneurs.
- 3) The research is going to study the role of course curriculum and education institute in developing these qualities.

Significance of the study

Economic development does not occur spontaneously as natural. Currently India is enjoying demographic transition i.e. it has high fertility rate and less mortality rate. The young population in the age-group 15-24 years will increase from 195 million in 2001 to 240 million in 2011. This might also translate into workers having more self-determination in choosing their careers, rather than be forced to work in any industry. This amount of employment and other social welfare can only be provided by entrepreneurs. This study will be a handful tool in preparing girls entrepreneurs in rural area. The entrepreneurs are considered to be the work of rich people and are predominantly male oriented. This study will make people aware that even middle class and low middle class girls can also be the entrepreneur.

REVIEW OF LITERATURE

1) Amos T.L, Lou w. L., Baxter J.S(2001) in their study suggested that there is a need for a valid and reliable measure of entrepreneurship so that educational institutions are able to gauge when they are being successful in developing entrepreneurship and educationist need to understand and implement instruction methodology best suited to the development of entrepreneurship. There is need to identify educational institutes which are successfully developing entrepreneurial students and for research into educational process (formative evaluation) of these educational institutes who are successful in developing entrepreneurial students.

Boyd and Vozikis (1994) propose that entrepreneurial choice and development is affected by the self efficacy of individuals. Self efficacy is also important predictor of determining the strength of entrepreneurial intentions and putting them in real term actions.

2) Khan M.M. ET. al states that students irrespective of gender, both male and female students have almost equal inclination towards entrepreneurial attitude. But past experience, parental/family exposure to business and educational impact is significant on the future intentions to become an entrepreneur

3) Kostoglou Vassilis (2011) Regarding the affecting factors, it has been found that gender, bachelor degree grade, age and specialty are the variables explaining satisfactorily graduates' self-employment. Men graduates, graduates with lower degree marks, and older graduates have significantly more probabilities to turn to entrepreneurship. Graduates of Food and Nutrition, Graphics and Arts, and Engineering faculties have in turn more chances to turn to entrepreneurship after graduation

4) Mansheng Zhou and Haixia Xu (2012) concluded that most top graduates either go on to graduate school or prefer the job security of working for a large Chinese firm or become a public servant. He suggested towards developing a policy framework to mainstream entrepreneurship into higher education and Integrate entrepreneurship-related programs and activities in the established curriculum across different subjects so

that it may add value to all degree courses and Develop strong partnerships among higher education institutions, businesses, and other Community organizations so that business leaders can serve as adjunct professors, mentor, coaches, and speakers, and involve students directly in enterprise projects.

5) Tsai, Hsieh, Lee, and Hsu (2008) suggested that personality traits would indirectly influence entrepreneurial performance by entrepreneurship. Therefore, entrepreneurship can be treated as mediator between personality traits and entrepreneurial intention.

Hypotheses

Based on findings of above mentioned researches and theoretical frameworks, the researcher has chalk out the following hypotheses for his study :

1) H_{01} there is no significant difference in entrepreneurship qualities between different courses pursued by students.

Research Methodology

The research method applied for current research is survey method. The study was conducted in the hingna taluka of Nagpur. This is the area of great potential since it has MIDC.

Table number 1 what are your future plans?-

Sr. No.	Future Plans	No. of respondents	Percentage
1	Government Service	59	59%
2	Private sector Service	21	21%
3	Going abroad for further service	01	01%
4	Join the family business	11	11%
5	Not Yet decided	08	08%

Source: - Field Survey .

This table shows that the most of the respondents want to play safe as maximum are willing to join the government jobs. This also shows the mentality of middle class families setting priorities towards government jobs.

Table no. 2 Are you willing to be an entrepreneur?

Sr. No.	Particulars	No. of Respondents	Percentage
1	Yes	11	11%
2	N o	89	89%

Source: - Field Survey .

Table no. 3 reasons for not willing to become an entrepreneur

Sr. No.	Reasons	No. of respondents	Percentage
1	Lack of technical knowledge	12	12%
2	Family unwillingness	36	36%
3	Do not want to take risk	20	20%
4	Lack of finance	32	32%
5	Others	00	00%

Source: - Field Survey .

The above two tables discusses the unwillingness of respondents to become an entrepreneur. The most common reasons behind such unwillingness are unwillingness to take risk and lack of finance.

Table no. 4 what type of qualities according to you an entrepreneur must posses?

Sr. No.	Qualities	No. of Respondents	Percentage
1	Formal Education	12	12%
2	Courage	41	41%
3	Patience	10	10%
4	Effective personality	20	20%
5	Willingness to take risk	10	10%
6	Self confidence	07	07%

Source: - Field Survey .

This table indicates the essential qualities required for becoming the successful entrepreneur. Most of the respondents believe that courage and effective personality are the key for a successful entrepreneurs.

Table no. 5.willingness to take entrepreneurship and courses oursued

ANOVA table				
Source of Variation	S.S	d.f.	Variance	F ratio
Between Columns	10	01	10	0.799821
Within Columns	1164	08	145.5	
Total	1174	09		

The attempt was made to test hypothesis regarding the entrepreneurial willingness among different courses. On calculating ANOVA it shows that table value for d.f. (1, 110), $f_{0.05}$ is 0.799821 Comparing the calculated value of F with the table value, we find $0.000 < 0.799821$

Hence there is not significant. The null hypothesis that there is no significant difference in entrepreneurship intentions between different courses which students are pursuing is accepted.

Limitation & Further scope of study

There is one distinct limitation to this research work apart from time and geographical limitations i.e. the most of the respondents do not want to become an entrepreneur.

CONCLUSION & SUGGESTION

This study shows that entrepreneurial attitude among the respondents girls is very low. There are various reasons enlisted above. The special effort has to be made to convey the policies of the government to students. There are has to be role model which will make girls interested in taking entrepreneurship as a carrier.

Encl :- 1) profile of Respondents

Particulars	Categories	Number of Respondents	Percentage %
Faculty	Commerce	30	30%
	Arts	10	10%
	Engineering	30	30%
	Management	15	15%
	Medical	05	05%
	Others	00	00%
Age Group	20-22	48	48%

	22-25	52	52%
Gender Status	Female	100	100%
Fathers Occupation	Government Job	36	36%
	Family Business	21	21%
	Private Service	30	30%
	Agriculture	10	10%
	Others	03	03%
Family's monthly Income (in Rupees)	0-10,000	05	05%
	10,000 - 20,000	23	23%
	20,000 - 30,000	47	47%
	30,000 - 40,000	12	12%
	40,000 - 50,000	12	12%
	50,000 & above	01	01%

Source :- field survey

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