

YOUTH PERCEPTION ON RURAL ENTREPRENEURSHIPS & START-UPS: A CASE STUDY FROM VIKARABAD DISTRICT

Dr. P. Arpitha*
A. Neeraja**

ABSTRACT

Entrepreneurship plays an important part in the Economic growth of a country. Entrepreneurship refers to the process of creating a new business venture, where as a startup is a newly established company that is designed to grow rapidly. Entrepreneurship and Start-Up are terms that are often used interchangeably, but they have different meanings. Both look same, but have different Objectives, Risk levels, goals, Organization structure Funding, Products and customer's innovation they differ in their goal, focus and approach. Entrepreneurs are typically motivated by a desire for personal fulfillment and independence, while start-up founders are often driven by the potential for high growth and scalability. Ultimately, both Entrepreneurship and Start-Up require dedication, hard work, and a willingness to take calculated risks in order to succeed. This study focuses to know the rate of unemployment and find out the solutions to overcome the problems. To find out the rate of aspirants to start their carrier as Entrepreneurs & Startups. The survey has conducted in the selected rural areas which are located in Vikarabad District. Data is collected from primary and secondary data Questionnaire is circulated to 100 people from total population.

KEYWORDS: *Entrepreneur, Start-up, Economic Growth, Secondary Data, Youth Perception.*

Introduction

Entrepreneurship & Startup have emerged as a dynamic concept. It is generally emerging at village level which can take place in a variety of fields of endeavor such as business, industry, agriculture and acts as a potent factor for economic development. They stand as a vehicle to improve the quality of life for individuals, families and communities and to sustain a health economic and environment. Now a day's our country introducing variety of schemes to encourage new startups for incubation.

Entrepreneur

The word entrepreneur is derived from French word "entrepreni" which means doing work. The entrepreneurs were earlier referred as persons participating in Military expeditions. Now the person / group persons who start a business or expand the existing business with full knowledge of risks involved are said to be entrepreneurs. An entrepreneur is an individual that took for business opportunities and crates ways to make those businesses become success. Entrepreneur often invest without the major responsibility of running the company as they focus more on earning money from them.

Start up

A start up founder is different from entrepreneur as they found a startup company. They create a business that will become someday successful, while they sound similar to the entrepreneur. A start up founder does not have a major financial motive; they create a product or a service to change the world. They want to become famous and show others that anything is possible they do not start off with the goal to make millions.

* Lecturer in Commerce, Telangana Social Welfare Degree College, Vikarabad, Telangana, India.

** Lecturer in Commerce, Telangana Social Welfare Degree College, Vikarabad, Telangana, India.

Review of Literature

The concept of entrepreneurship can be defined as a group of actions conducted by individuals and/or groups where the main goal is to create new opportunities that are not existent nor part of the already established organizations (Carree, & Thurik, 2010). It was also noted that entrepreneurship is more tied to individuals and that its potential is mainly contained on a lower level, rather than on a macro-economic level. As noted earlier, entrepreneurship positively affects economic growth (Ahlstrom, Chang, & Cheung, 2019; Sergi, Popkova, Bogoviz, & Ragulina, 2019), while youth entrepreneurship also has a positive effect on economic development as well as on youth unemployment rates (Mariana-Cristina, 2014). When it comes to the macro-level, it was noted that culture is a facilitating predicting when it comes to the effects of institutional, economic, and social factors on entrepreneurship (Pinillos, & Reyes, 2011; Stephan, & Uhlaner, 2010; Walsh, & Winsor, 2019). Alongside the positive effects of entrepreneurship on economic development, it was also found that productivity in enterprises which focused on entrepreneurial activities, has substantially risen. This indicates that entrepreneurial activities can bring “new energy” into the workplace, which can further contribute to overall business performance (Bjornskov, & Foss, 2016). Also, it was found that entrepreneurial activities within SMEs can contribute to process improvements and innovation development (Schenkel, Farmer, & Maslyn, 2019)

Objectives of the Study

- To know the rate of unemployment & to find out the solutions to overcome the problems.
- To find out the rate of aspirants to start their carrier as Entrepreneurs & Start-ups.
- The reason behind of not interested to initiate to start the organization.
- To find out employment opportunities created by their business who are aspirants.
- To enquire about initial capital procurement to their business and economic status of the families.
- To study the problems faced in the growth of rural entrepreneurs & remedies to solve the problems.
- Preferred areas to establish their business.

Scope of the Study

The survey has conducted in the selected rural areas which are located in Vikarabad District, Telangana State. This survey has conducted on preference of the people towards entrepreneur & start up.

Methodology of Study

Research Methodology is a way to systematically solve the research problem. It may be way to systematically solve studying how research is done scientifically. In this study various steps generally adopted by researcher in studying his/her research problem along with logic behind them. It is necessary for a researcher to know the research methods, techniques but also methodology.

There are mainly two types of data collection they are:

- Primary data.
- Secondary data.

The Primary data is collecting through personal Interview and secondary data collected from Journals, Magazines & Internet.

Research Methodology

The following study conducted in this project is descriptive in nature i.e. it aims at gathering preliminary data. A component research plan calls for decisions related to data sources, research approaches, research instrument, sampling plan and contact method.

- **Data Sources:** This research plan calls for gathering primary data. It consists of original information for the specific purpose at hand. The data needed by the researcher does not exist, as the problem has not been explored before far as the knowledge of the researcher goes. The primary data collection provides information, which more relevant and accurate. The normal procedure is to interview sample population individually to get a sense of how people tell their attitude, the satisfaction level & their opinion about improvement in the service.

- **Research Approach:** The primary data required was collected by means of survey, which was used to find peoples knowledge, belief, and perception.
- **Research Instrument:** The research instrument used for collection of information was.

Questionnaire

The Questionnaire was developed to elicit information from the respondents contained of structures and unstructured questions. It also contained close-ended questions (like Dichotomous and multiple choices) were the respondent make a choice from among the given alternatives.

The questions were simple, direct and unbiased wordings. The questions are arranged in logical order and May further suggestions regarding the services is asked at the end by means of an open and question, where the respondents were free to air their opinions and views. Classifications data of the respondents was asked at the end, as they are less interesting and personal in nature.

Sample Plan: Sample plan calls for three decisions.

- **Sampling Unit:** The target population from which the sample population was chosen is the people who are using a mode of communication and presently availing its services.
- **Sample Size:** A sample of one hundred (100) people from the total population was chosen randomly.
- **Sampling Procedure:** The research selected the easily accessible population members from which to obtain the relevant information. The areas covered in Vikarabad District.

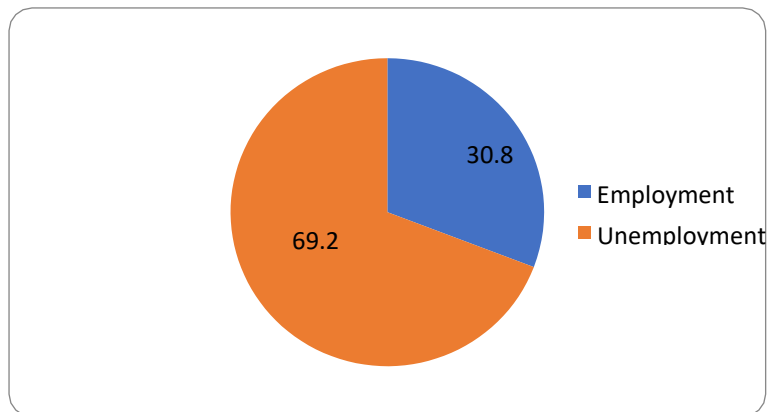
Contact Method: The researcher has interviewed the respondents personally.

Importance of the Study

India lives in its villages nearly 73% of the total population lives in Rural areas where agriculture and allied activities are the stay of their lives. The Economic development of our country largely depends on the development of rural areas and the standard living of its rural mass. For a while before enter into the study let discuss why it is necessary now a days, let see the table given below.

Age	Employment		Total	Unemployment		Total
	Male	Female		Male	Female	
25- 28	7	9	16	83	51	134
28- 31	11	13	24	79	47	126
31-34	27	16	43	63	44	107
34- 37	43	21	64	47	39	86
37- 40	58	27	85	32	33	65
Total	146	86	232	304	214	518

Above table indicates that the raw data of 750 members, Male (60 %) which means 450 members and Female (40 %) which means 300 members are taken into consideration and who are complete their any bachelor of degree and the age group is between 25 – 40. The table represents the rate of Employment and Unemployment at Rural areas i.e the rate of Employment is 30.8% & Unemployment is 60.2%. Thus the unemployment rate at Rural area were increased and the population has been increased from day to day thus the resources towards the job also decreasing to overcome by this problem were New start-ups and Entrepreneurs must be needed.



Schemes in India on Startups & Entrepreneurs

This is the right time to start Startup and Entrepreneur, the Indian government implementing variety of schemes to encourage new startup & Entrepreneur, even the other countries also investing in to our Indian sector to encourage start-up's and entrepreneurs.

Startup India Yatra

Startup India Yatra is an initiative aimed to scout gross level Entrepreneurs from the non-Metro Cities of the country. The initiative provides aspiring entrepreneurs a platform to realize their startup dream by getting incubated at excellent facilities and taking their Idea to the next level. The scheme has been executed in 9 states covering 99 districts and facilitating over 45,000 aspiring Entrepreneurs.

So far, 685 incubation offers, and cash prize worth 42.6 Lakhs have been awarded to the winner of Yatra. Telangana has been, the only state which offered incubation to all the 200 finalists during their grand finale. Participation from school students has also being witnessed during this Yatra's.

The Yatra starts with the lunch and flagging off of the startup India Yatra Van by Chief Minister and other Ministers of the state. This van travelled around the state to different colleges spreading awareness about the Central and State Level Startup policies as well as providing an opportunity to aspiring entrepreneurs to pitch their ideas online through video recordings.

Start-Up Village Entrepreneurship Programme (SVEP)

The scheme was approved during 2015-16 and the enterprise formation started in 2017-18 as on 30th November 2018, a total of 30,352 enterprises were formed across 20 States where the scheme is operational.

Start-Up Village Entrepreneurship Programme (SVEP), the sub scheme under the Deenadayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY- NRLM) has the objective of helping rural households including woman to set up enterprises.

Entrepreneurship Development Institute of India (EDII), and acknowledged national resource institute for entrepreneurship education, research, training and institution building, has contributed a lot to boost rural enterprises and village start-ups.

- SVEP is dedicated to create sustainable self-employment opportunities for a large number of youth residing in the villages.
- EDII has created over 7,600 rural enterprises under SVEP. It aims to create around 36,000 Rural enterprises by march 31st, 2021 under five- years SVEP
- EDII as a National resource organization (NRO) has launched SVEP in 11 States covering 42 blocks.

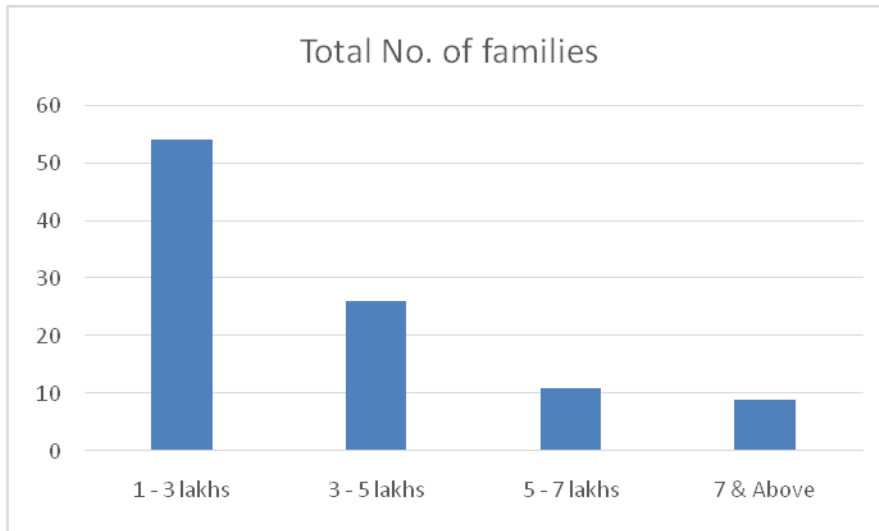
Soft Bank which is head quartered in Japan, has invested US \$ 2 Billion in to Indian startups. The Japanese firm has pledged to invest US \$ 10 Billion.

Oracle on 12th Feb 2016, announced that it will establish 9 Incubation centers in India, they are Bangalore, Chennai, Gurgaon, Hyderabad, Mumbai, Noida, Pune, Trivandrum and Vijayawada.

Economic Status of Families

Annual Income	Total No. of Families
1-3 lakhs	54
3-5 lakhs	26
5-7 lakhs	11
7 & Above	9

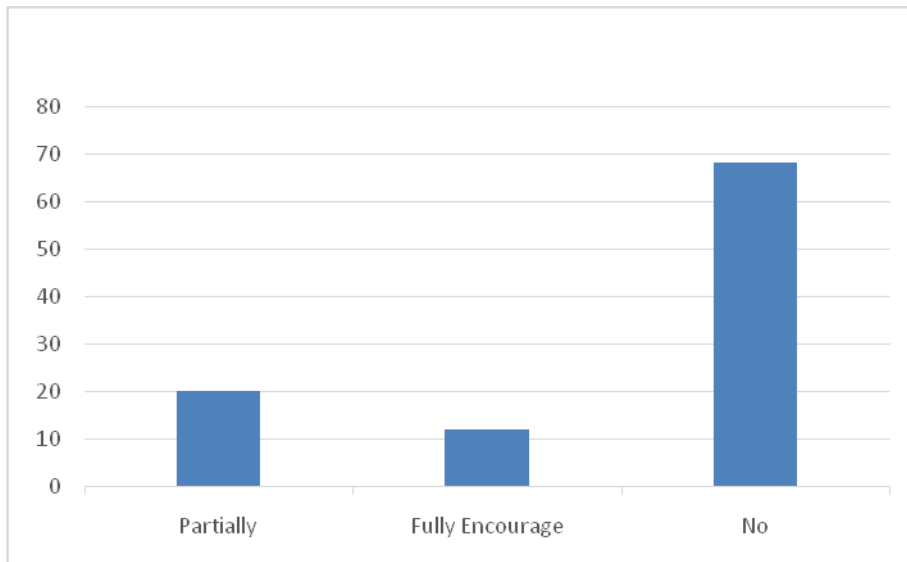
The table indicates the annual Income of the 100 families lived at rural areas. Most of the families have the income between 1 – 3 Lakhs i.e. 54 Families.



Encouragement towards Business in School Level

Encouragement	No. Of Members
Partially	20
Fully Encourage	12
No	68

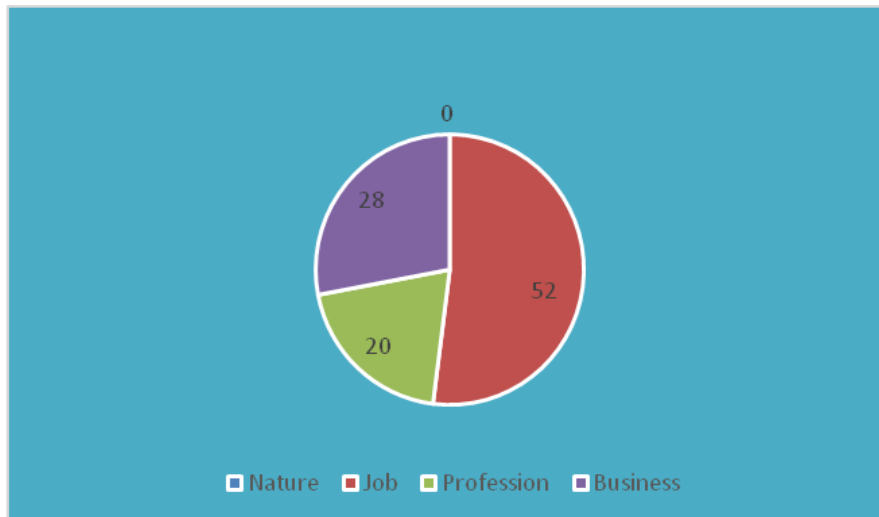
The table indicates that the Encouragement towards Business in Primary & Secondary School level. The findings are where there is no Encouragement towards business.



Choices to Settle in Future

Nature	No. Of members
Job	52
Profession	20
Business	28

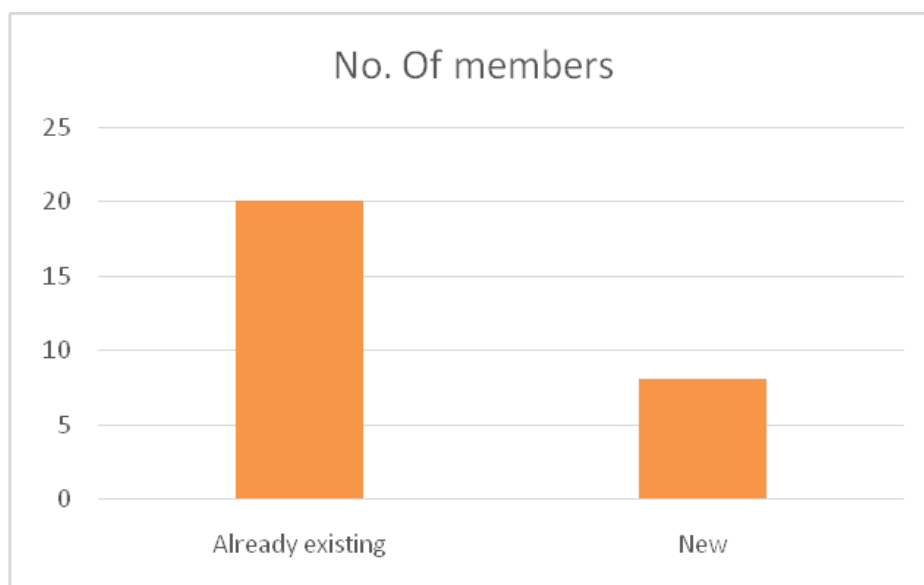
The table indicates that the sample survey of the people preference towards their goals. Most of the respondents would like to settle their career in job.



The Nature of the Business

Nature	No. of members
Already existing	20
New	8

The above table indicates that the people who are starting Business and their preference towards the nature. The findings are many of the respondents would like to start their Business which is already exists.



Choices of the Business

Nature	No. of members
Sole Trading	22
Partnership	6

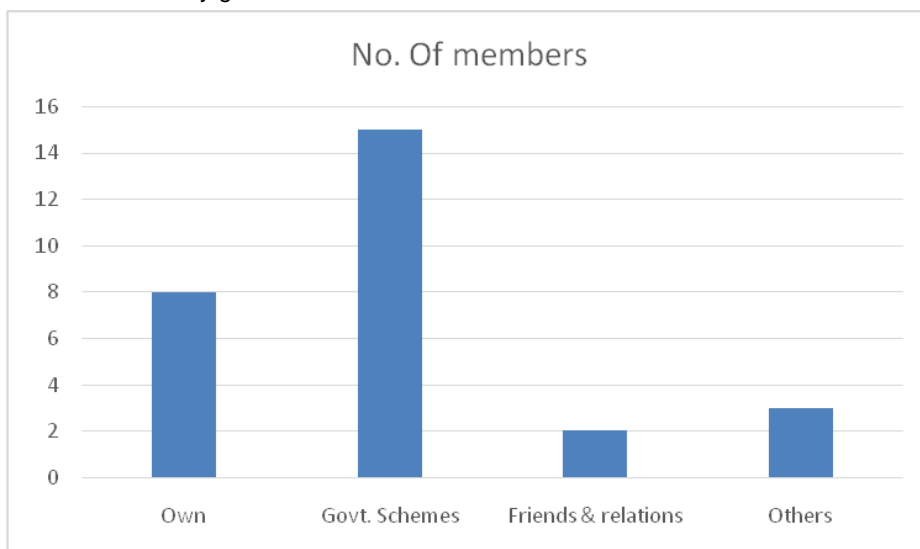
The table indicates the choice of starting business either sole trading or with partnership. The findings are most of the respondents would like to start their business as sole Trading.



Procuring Capital

Nature	No. of Members
Own	8
Govt. Schemes	15
Friends & relations	2
Others	3

The Table indicates the nature of procuring capital to their business, most of the persons would like to start their business by gov. Schemes.



Initial Capital

Initial Capital	No. of Members
1-2 lakhs	2
2-3 lakhs	7
3-4 lakhs	17
4 & Above	2

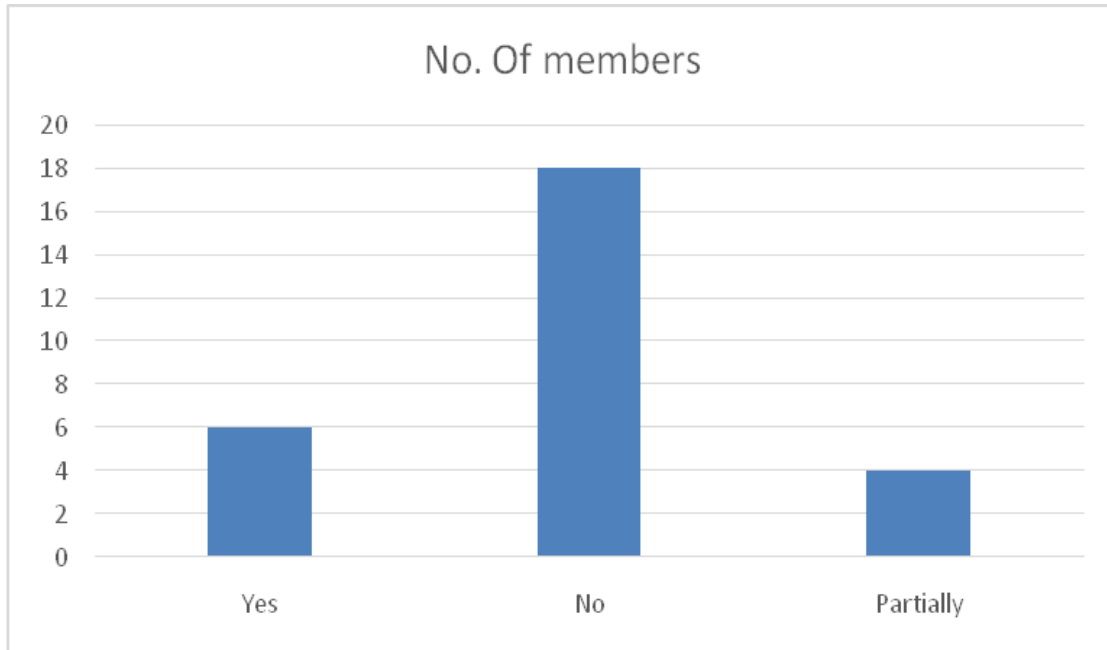
The table indicates that the Initial capital procurement to their Business of 28 Members. Most of the respondents would like to start Business by the initial capital between 3–4 lakhs.



Experience of People before Starting the Business

Experience	No. of Members
Yes	6
No	18
Partially	4

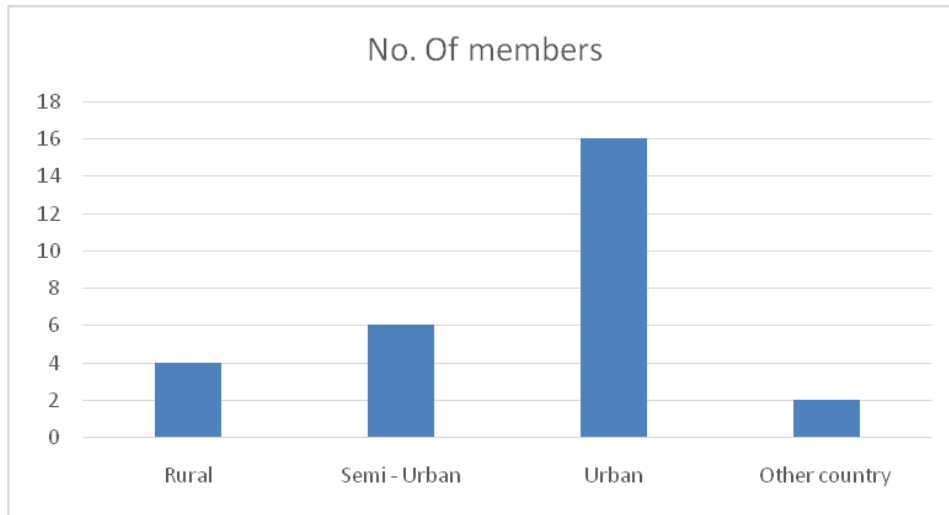
The table indicates that the previous experience of people who starting business. Most of the respondents start the business without any previous experience.



Locality to Establishing the Business

Locality	No. of Members
Rural	4
Semi-Urban	6
Urban	16
Other Country	2

The table suggests that the preference of location to start their business. The finding suggested that most of the respondents would like to establish their business at Urban areas due to more infrastructure facilities and to attract more consumers.



The Employment Create by the Business

Rate of Employment	No. of Members
1-5 Members	16
5-10 Members	5
10- 15 Members	4
15 & Above	3

The above table indicates that the employment created by their business. Most of the respondents would like to provide employment opportunities for only 1-5 members.



Conclusions

- The Economic status of the respondents lies between 1 – 3 lakhs.
- There is no Encouragement at school level.
- Most of the respondents would like to settle in job in their future.
- Most of the respondents would like to start their business, which is already exists.
- They would like to start as sole trading due to miss understanding between the partners.
- Most of the respondents would like to procure their capital to the business by govt. schemes for their Incubation.
- The respondents would like to start business with the Initial capital of 3 – 4 lakhs.
- Most of the respondents start their business without any previous experience.
- Respondents would like to establish their business at Urban & Semi – Urban areas due to attract more consumers.
- The Employment created by their business is only for 1 – 5 Members.

Suggestions

- The aspirants should have the interest to establish their firms at Rural areas, which leads to overcome the unemployment rate at Rural areas.
- The implementing schemes by the Govt. without political intervention, by this the schemes directly reaches to the eligible candidates and should implement infrastructure facilities.
- Govt. should take the responsibility of awareness of the schemes to reach the people.
- To start a partnership business instead of sole trading as to overcome the problem of procuring capital and the risk also beard by the partners which leads to smooth functioning of the business.
- Govt. should implement entrepreneurship & startup programmes at Schools and College level to build the students as business minds.
- Government should provide separate financial fund for rural entrepreneur.
- Government should arrange special training programs for Rural entrepreneurship.
- Aspirants should start the business not only focused on profits but also provide their efforts to create employment opportunities.

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