

Student Entrepreneurship and Self Sufficiency: An Empirical Study Special Reference to Student Entrepreneurial Activities in Kasaragod District, Kerala

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Abstract:

This paper mainly focused on the inextricable nexus between the Student entrepreneurial activities and degree of self sufficiency they achieved. The rationale of the paper is to evaluate the inference of student entrepreneurs and their autonomy. Primary and secondary data analysis model were used to identify the association. Data was collected through a well thought-out questionnaire, with a sample of 60 student entrepreneurs, selected from ten different colleges in Kasaragod District, Kerala. Results confirm that although they start entrepreneurial activities during their study period they are ready to take this as in their future career. Student's fondness to start their own business for achieving self sufficiency in their early life. The government, Universities and colleges have a significant position to perform in promoting a positive outlook towards student entrepreneurship, and also set an effective entrepreneurship development agenda. Recommendation for further research has been dropped at the end of the study.

Key Words:

Student entrepreneurs, self sufficiency, entrepreneurial activity, entrepreneurship

1. Background:

There has been a great deal of attention paid to the subject of student entrepreneurship over the past few years, stemming primarily from the discovery by the economic analysts that small firm started by students during their academic years contribute considerably to economic growth and vitality (James Kollie, 2011).

Furthermore many students have preferred entrepreneurial career because doing so seems to fulfill their economic and social needs than doing other profession. The present generation of students is being crushed though they have the required creativity and confidence to take up different jobs. The present growing statistics of student entrepreneurial activity shows that fortunately these talented students especially India realized by depositing their excellence in entrepreneurial activities will bring self sufficiency and prosperity in their lives as well as in the country.

It is evident that from the story of the successful global business leaders, they started their venture when they are students. Steve Jobs, BilGates and Mark Zukkerberg started their venture not at the end but at the beginning of the academic era.

With the increasing pace of globalization and limited roles of governments in job creation, promoting entrepreneurship has become one of the policy options for nations to sustain growth and create more jobs in the economy (Baron and Shane 2008; Fayolle 2007, Frederick et al. 2006, Global Entrepreneurship Monitor GEN 2013). Universities are now are tasked with Promoting regional development and economic growth (Rothaermel, Agung, & Jiang, 2007). They are now providing entrepreneurship education and offering incubator facilities, becoming more and more 'entrepreneurial universities' (Politis, Winborg, & Dahlstrand, 2011, Rasmussen & Sorheim, 2006). Graduate unemployment has become a major concern among policy makers in Kerala during the recent years.

Over a lakh of students in both Engineering and non engineering students graduate every year in Kerala. There are a significant number of students who have valuable entrepreneurial ideas which do not germinate and grow to completion, for want of the necessary environment and support. Allowing students both engineering and non-engineering, to start working on innovative ideas even while in universities, colleges and polytechnics, could contribute significantly to the growth of a robust entrepreneurial eco-system in the state. Government of Kerala recognizes that it is imperative for growth of Kerala to support home grown companies through a specific incentive for student startup companies. TBI aims explicitly at incubating enterprises with a new height or advanced technology content (preface of Student Entrepreneurship policy of Kerala state India, 2012).

An inextricable nexus can be seen the Mahatma Gandhiji's great philosophy Self sufficiency and Entrepreneurial activities. Entrepreneurship is road to self sufficiency and entrepreneurship is fundamentally about having control over one's destiny (Bill Aulet, Managing Director, and the MIT Martin Trust Center for Entrepreneurship)

2. Literature Review

Entrepreneurs are defined in several of ways in the literature. In case of Student Entrepreneurs too there are no specific definitions. They are as "dream merchants" Purewal (2001) or "build emerging businesses rather than extending and defending existing businesses" (Baghai, Coley, & White, 2000). They are the students using "classrooms and labs as platforms, resources, and subsidies to construct marketable products, processes, or services" (Mars, Slaughter, & Rhoades, 2008). They are regarded as "academic entrepreneurs" however most of the research on academic entrepreneurship focus on faculty members having entrepreneurial activities, not on the students (Bercovitz & Feldman, 2008). Many studies have used the Robinson and Haynes (1991) model of entrepreneur attitude orientation scale to investigate the factors influencing attitude towards

entrepreneurship (Ammal and Mathi 2014; Koh 1995; Paramond 2004; Tan et al. 1996; Tkachev and Kolvereid 1999). There are numbers of variables dierecticly influencing the attitudes towards entrepreneurship viz; family, business background, innovativeness, self-efficiency, risk-taking and independence, which in turn affect student career choice as an entrepreneur. Students with success story of friends and relatives in entrepreneurship have a positive outlook towards an entrepreneurial career (Hatala 2005). One of the highlighted and decorated characteristics of successful entrepreneur is risk taking while establishing new ventures (Antonites and Wordsworth 2009). Belwal et al. (2015) it is revealed that the majority of students in Kannur University, a northern university in Kerala were optimistic and interested in starting their own business and it is proven fact that existing student entrepreneurs are self-sufficient in their career and life as a whole. Fear of failure and unwillingness to take risks and lack of adequate finance were seen as the major obstacles facing university students in embarking on an entrepreneurial path.

In Kerala, the Kerala Institute for Entrepreneurship Development (KIED) is a Public Sector Training Institute for entrepreneurs. Further, under the Student Entrepreneurship Scheme for the Universities, Colleges and Polytechnics in Kerala, 20 percent attendance relaxation and 4percent grace marks are provided for students who pursue entrepreneurship and innovation during their student. The government is creating, inter alia, a Technology Innovation Zone in about 10 acres of land in Kochi, with an initial investment of Rs 100 crore. The zone will house incubators formed in the public-private-partnership model, in areas like data analytics, animation and gaming, nanotechnology and biotechnology. The government is also providing a built-up space of one lakh square feet for a Start-up Village, one of the first incubators in the country to come up in the public-private-partnership model.

The Start-up Village aims to incubate 1,000 product start-ups over 10 years and initiate the search for a billion dollar company from a college campus by the turn of this decade. The National Science & Technology Entrepreneurship Development Board (NSTEDB) under the Department of Science and Technology, Govt. of India has also set up 10 Technology Business Incubators (TBIs) across universities in Kerala. The Kerala State Self Entrepreneurship Development Mission aims at inculcating entrepreneurial confidence among the youth of the State through a process of selecting persons with aptitude and earnestness, training them meticulously and enabling them to avail of finance on easy terms from Banks/Financial Institutions. The youth will be given opportunities in the agriculture and IT sectors. The Kerala Chapter of the Indus Entrepreneurs (TiE), a global not for-profit organization, was registered in March 12, 2003 for providing advice, guidance and assistance to budding entrepreneurs by successful & experienced entrepreneurs and professional.

In rural areas, a Panchayat-level scheme, the Kerala State Self Entrepreneur Development Mission (KSS EDM), aims at providing training and soft loans to 10 select entrepreneurs in each Panchayat up to Rs. 20 lakh to start an enterprise. The project is aimed at educated unemployed youth. Kerala is essentially a wage economy. The youth aspire for government jobs due to the social status attached to it. Unless this is resolved in their education system, these tendencies will continue. Due to the low level of legitimacy, young people, with entrepreneurial talents opt for other career opportunities or migrate to distant places in search of greener pastures. Kasaragod is an industrially backward area. The main reason for this condition is lack of entrepreneurial class and the benefits of undertaking entrepreneurial activities. Everybody wants a job which involves less. The Govt. Has now initiated various programmes to create awareness and promote entrepreneurship and to bring up the creative and innovative part of individuals.

3. Statement of the Problem

Entrepreneurs play a crucial role in propelling the knowledge economy by driving innovations, nurturing new skills and capabilities, and opening up new markets and spurring growth in new industries. They are instrumental in commercializing new ideas and raising productivity and employment in all the sectors. Creation of new firms can create benefits for the society as a whole by creating employment opportunities and generating incomes in the hands of the public. In Kerala number of student entrepreneurship were started with main reason of fulfilling the basic needs of individuals who are students. A question is always around us that; will it bring self-sufficiency to the enterprising students? Many working paper of entrepreneurship researches argues that entrepreneurship is a road to self sufficiency or a clear cut path to move self sufficiency. Whether it actually so? A researchable question is lies. To check weather entrepreneurship bring self sufficiency among student entrepreneurs is a must, because of attracting many in this field, there is no such work was done so far. The present paper tries to cover such arena. Though may programmes and schemes were introduced to motivate students to become young entrepreneurs, but these schemes or programmes failed to bring out the entrepreneurial traits in each student. And as a result the number of student entrepreneurs is lesser in number in Kerala. This study attempts to identify the degree of self sufficiency of the Student Entrepreneurs in Kasaragod District, Kerala. It also seeks to analyze if being a student entrepreneur has had any impact on their quality of education.

4. Objectives of The Study

The main objectives of conducting the study are as follows;

1. To identify degree of self sufficiency enjoyed by the student entrepreneurs in Kasaragod district, Kerala.
2. To evaluate student entrepreneurial activities and their quality of education.

3. To study the motivating factors which lead the students to take the decision to start entrepreneurship.

5. Methodology

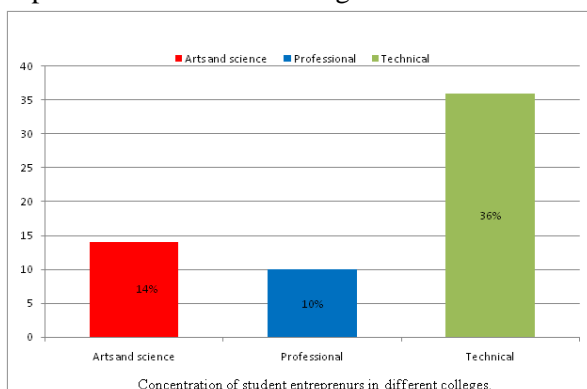
The study is based on primary and secondary data. Primary data collected from Sixty Student Entrepreneurs data collected by using direct personal interview method from the colleges in Kasaragod district, Kerala. The secondary data collected from the Student Entrepreneurship details from the Annual Report of the selected colleges. Total of Sixty sample student entrepreneurs were selected and conducted the primary surveys Tools for Analysis. Ratios and percentages are used for the analysis of data. For better understanding, the performance of the student entrepreneurship is analyzed by using diagrams and graphs.

6. Limitations of the study

1. Area of the study is confined to Kasaragod district alone, so wide generalization could not be possible.
2. The response or opinion of students may not be accurate always individual difference could be observed in each response.
3. The number of sample is too low to make perfect generalization

7. Result and discussion

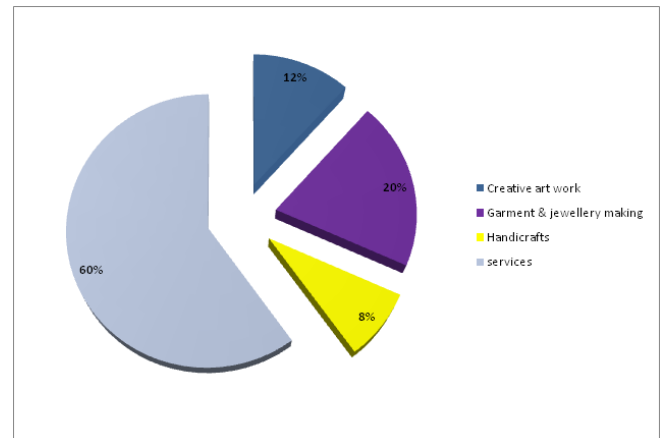
Fig.1.1 showing the concentration of student entrepreneurs in different colleges.



(Sources: Secondary data, Annual Reports published by colleges 2015-16)

From the total samples taken sixty percentage of student entrepreneurs are from Technical colleges followed by 23.33 percentage from Arts and Science colleges and 16.6percentage from professional colleges, which is mainly because of the technical knowledge acquired by the students from technical colleges. When compared to the students of Arts and Science colleges, it is inferred that the acquisition of technical knowledge will boost the entrepreneurial traits among students.

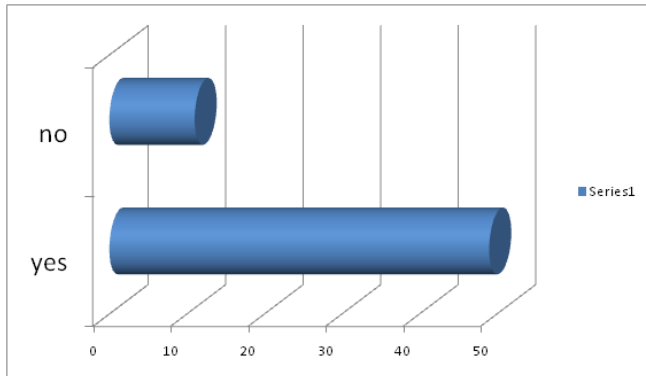
Fig.1.2 showing type of entrepreneurial activity carried out by the students.



(Source: Primary data collected through survey from student entrepreneurs in different colleges)

From Fig 1.2, it is evident that a giant portion of entrepreneurs activity is categorized in to service sector which consist of taking tuitions, mobile recharge and repairing, aluminum fabrication, photography and 20 Percentage in garment and jewellery making and 12 Percentage in creative Art Works like - Music composing, literature, graphic designing etc and the remaining 8 percentage are involved in making handicrafts.

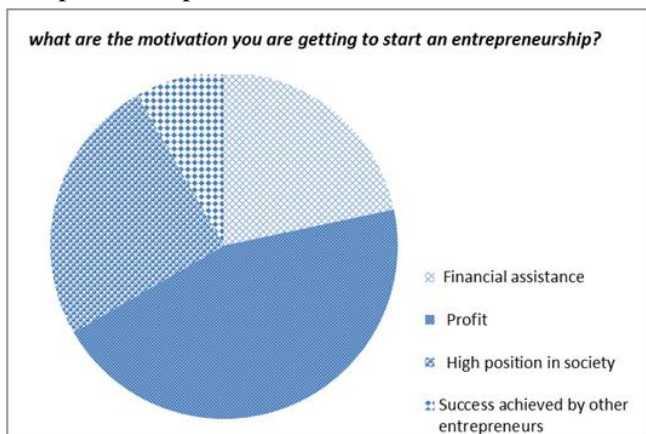
Fig 1.3 showing running entrepreneurship helps them to meet their family expenses and expenses incurred for their studies



(Data source: Primary Data)

More than half of the student entrepreneurs are able to meet their study expenses and they are of the opinion that if they are not able to do so they wouldn't continue the entrepreneurial activity. It is clear that many students starting entrepreneurial activities not only to satisfy their social needs but also to manage their necessities. There are many cases the student will act as the back bone of their family in respect of income generation. This will bring self sufficiency with regards to their income and in decision making.

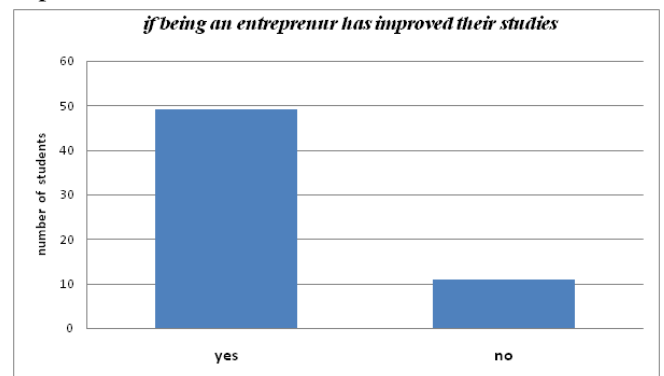
Fig1.4 showing the factors motivated to start entrepreneurship.



From the fig. it is clearly explained that the most important factors that motivating the student to start their venture is attraction of profit. Students starting these activities with the main intention to earn for their livelihood.

Getting high position in the society will also boost the entrepreneurial traits among the students. There are many other factors directly affecting the entrepreneurial behavior of the students such as success stories of friends and relatives and financial assistance offered by the state.

Fig.1.5 showing student entrepreneurs academic improvement.



Being an entrepreneur has created a sense of responsibility and an eagerness to know more about a subject or get more involved into the subject. Due to the limited time available for studies they will utilized the available time in maximum. It is shown that there will be a direct relationship can be seen in between student entrepreneurial activities and academic excellence.

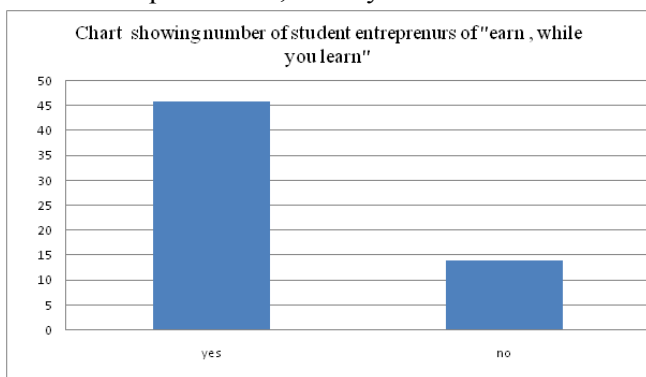
Table 1.1 showing tendency of quitting the current entrepreneurial activity after academic years.

Opinion	Number	Percentage
No	32	53.33
Yes	21	35
Maybe	7	11.66

53 percentage of student entrepreneurs are not willing to continue the entrepreneurial activity as they have got better plans.35percentage are willing to continue as they believe they have certain expertise in the field and will be able to do better with time rather than trying something new and 12 percentage have not yet decided if it should be continued or not.

Majority opined that they will quit the present activities but they accept better entrepreneurial activities in future by depositing their academic talents.

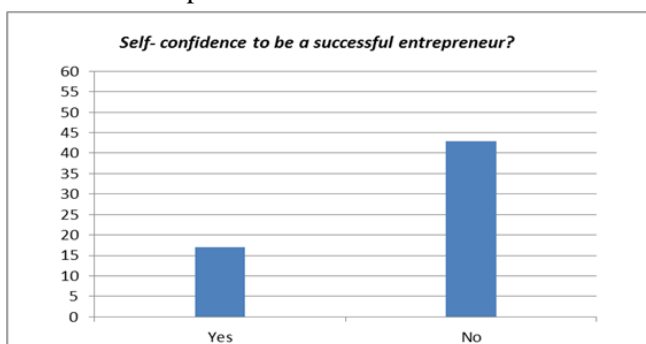
Figure .1.7 showing if student entrepreneurs support to the concept of “Earn, while you learn”



Interpretation:

Majority support the principle of ‘Earn While You Learn’ as it makes them self sufficient and independent and a fewer number do not support the principle as they are not able to give their maximum in studies. This great principle inspired many students in many ways to start entrepreneurial activities. The principle of self-sufficiency easily can be achieved by following this principle.

Fig.1.8 showing if they are confident to become successful entrepreneurs in future.



Many of the people are not self-confident in the fact that they possess enough skill to become successful entrepreneur and least percentage is not. The factors boosting them to take the entrepreneurial activities in their early career may not paved the way to successful entrepreneurial activities.

This lack of confidence will lead them to undertake some other employment or profession. Here lies the role of entrepreneurial Development Institution functioning mainly to cultivate entrepreneurial traits among students and the general public.

Discussions and Recommendations

The profile of the samples taken majority portion of student entrepreneurs are from technical colleges followed by 23.33 percentages from Arts and Science Colleges and 16.6 percentages from professional colleges. This is mainly because of the technical knowledge that students from technical colleges possess. When compared to the students of Arts and science colleges more number of student entrepreneurs (60 percentage) are related in providing service which includes taking tuitions, mobile recharge and repairing, aluminum fabrication, photography.20 percentage in garment and jewellery making.12 percentage in creative art works like – music composing, literature, graphic designing etc and the remaining 8 percentage are involved in making handicrafts. More than half of the student entrepreneurs are able to meet their study expenses and they are of the opinion that if they are not able to do so they wouldn’t continue the entrepreneurial activity.

A significant number of student entrepreneurs were able to meet the family expenses though not completely and the remaining are not able to do so as the income only allows them to cover their study expenses. Majority of the people are motivated to start an entrepreneurship because of these type of business are profit oriented. The least people are motivated through success achieved by other entrepreneurs. Being an entrepreneur has created a science of responsibility and an eagerness to know more about a subject or get more involved into the subject. Many of the colleges have the EDP club which enrich the growth of the entrepreneurship and only a small percentage of college did not have EDP club. As a matter of fact many of the people suggest that the reason of less contribution of Kerala towards

entrepreneurship is lack of motivation and other people suggest lack of interest unavailability of fund and others 53 percentage of student entrepreneurs are not willing to continue the entrepreneurial activity as they have got better plans. 35 percentage are willing to continue as they believe they have certain expertise in the field and will be able to do better with time rather than trying something new and 12 percentage have not yet decided if it should be continued or not. Majority of the people are not willing to take the risk associated with a business. Only a person who takes risk will become a successful entrepreneur in future. Only a small percentage people are ready to undertake risk. Most of the people are motivated by profit to start entrepreneurship some of the people were motivated by financial assistance and high status in the society. Majority of the student entrepreneurs believe in great principle "Earn while you learn". Most of the student entrepreneurs prefer self employment over salaried employment as their future career.

Conclusion

Entrepreneurship is the backbone of industrial development in any society. Kerala is lacking from innovative entrepreneurship to cope up with modern world. There is a need to promote programs that develop entrepreneurial quality among youth. Now days many of the Govt. program are intended to provide grace mark, attendance and other benefit to students who carry out entrepreneurial activity along with education. Many students are motivated to this short term gain. Once a student started entrepreneurial activity he became self-sufficient in all respect. Once they lack these benefits the students will dropout their initiative, so it is not through grace mark and other benefit that encourage entrepreneurship. For a long run benefit and success there should be achievement motivation be developed among students. There is a scope of further research in the field pertaining the self reliance of the students and their early entrepreneurial activities.

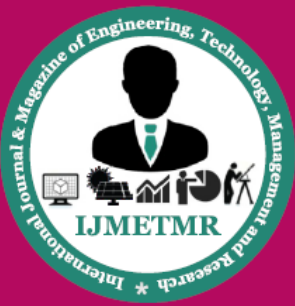
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