

'40% clueless about Startup India'

As per study by GNLU faculty members on 'Factors affecting entrepreneurial inclination among undergraduate students', over 40% respondents said that their parents did not encourage them to start their own venture

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At a time when entrepreneurship is the buzzword and governments – central and state – are encouraging students to come up with startups, a study conducted by Gujarat National Law University (GNLU) faculty members states that around 40 per cent youth have no idea about Startup India, one of Prime Minister Narendra Modi's pet initiatives launched in 2016.

The study titled "Factors affecting entrepreneurial inclination among undergraduate students in Ahmedabad and Gandhinagar cities" suggests that while 59.7 per cent of the total 491 respondents were aware of Startup India campaign, 40.3 per cent responded in the negative. As many as 41.5 per cent students stated that their parents did not encourage them to start own business, while close to 26 per cent of respondents said they were not interested in starting their own venture. But there were students whose parents motivated them to do so. This number stood at 36.3 per cent. Students whose father motivated them were 16.1 per cent, while 6.1 per cent students said that their mother motivated them.

Upon being asked whether the respondents were interested in starting their own venture, 45.21 per cent of 491 respondents answered in positive whereas 25.46 per cent of them re-



GNLU's Viral Pandya and Satya Ranjan Mishra conducted the study

sponded in negative.

The study was conducted by GNLU's Viral Pandya, principal investigator and Satya Ranjan Mishra as co-investigator.

'Vehicles to boost economy'

"Entrepreneurship and startups are the most important vehicles for acceleration of economic activities and job creation. With this objective the research was conducted among undergraduate students of Ahmedabad and Gandhinagar to identify factors affecting the entrepreneurial inclination. The relationship between entrepreneurial inclinations is gender neutral. Both male and female students showed

inclination towards entrepreneurship. Students' association with entrepreneurship related activities in universities doesn't increase the likelihood of starting their own business. Motivation from role models affects the inclination of youth towards entrepreneurship," said Pandya in the finding.

Interestingly, the study found out that the parent's encouragement has not shown any strong relationship with the inclination of youth towards entrepreneurship. "Out of the total 491 respondents, 38.1% of them stated that knowledge or education of management is important to start one's own business, 27.7% were neut-



Challenge for students is access to guidance and resources. In an era of smartphone and easy access to incubation centres, this challenge can be fast overcome.

Rahul Bhagchandani,
acting CEO, GUSEC



Exposure for students aiming for own venture is very important. There are 3 things crucial to be an entrepreneur – attitude, skill and exposure to run venture.

Hiranmay Mahanta, honorary director,
GTU Innovation Council

ral towards it, 24.2% stated that it was most important, 7.3% stated that it was somewhat important whereas 2.6% stated that it was least important," the study found.

"When a total of 491 respondents were asked if funding/initial investment plays an important role in making the decision to start one's own business, 37.5% of them said that it was important, 27.5% of them maintained a neutral viewpoint towards it, 22.8% stated that it was very important, 9% of them stated that it was somewhat important whereas 3.3% of them stated that it was the least impor-

tant factor in starting one's business.

According to Rahul Bhagchandani, acting CEO, GUSEC, "If 60% students are aware of Startup India, it is a good number and it is increasing. Regarding entrepreneurship, most students have time after academics to seek knowledge about entrepreneurship and channelise their ideas."

Hiranmay Mahanta, honorary director, GTU Innovation Council, believes, "It is not necessary to have management education but practical exposure, for instance working with a startup or internship will give them an understanding of business."