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**A STUDY ON TRACKING PERSONAL TRAITS LINKED TO ENTREPRENEURSHIP AMONG COLLEGE STUDENTS**

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**COURTALLAM**

**ABSTRACT**

Entrepreneurs are the creators and builders of new ventures that not only fulfill their dreams, bring them huge fortunes but also make a strong positive impact on the economy and improve the lives of people. Entrepreneurial culture among youth will bring India under Top Ten countries in the world ranked for Happiness Index. Youth will be indulging in productive activities thus not falling into the clutches of naxals, terrorist, drug traffickers, mafias and criminals. This paper mainly focused on tracking the personal/psychological traits linked to entrepreneurship among students who are the potential entrepreneurs. The study is undertaken by collecting data through a structured questionnaire among 100 women students from an Arts & Science college situated in the rural outskirts of Tirunelveli district in Tamilnadu. It has been found and recommended that efforts must be taken to boost the self-esteem of women students.

**KEYWORDS**

Entrepreneurship, Psychological trait.

**INTRODUCTION**

In India approximately 39 per cent of the people still live below poverty line and there is widespread unemployment. Natural supply of entrepreneurs is falling short of country's requirements and macroeconomic policies have not created sufficient wealth and jobs. In developed countries the situation is completely different. President of United States of America Mr. Barak Obama designated November as the "National Entrepreneurship Month" because entrepreneurs are an important force in the global economy. In 2012, the White House launched a "Start-up America" to celebrate and accelerate the growth of entrepreneurship and pledged \$2 billion over the course of five years to support entrepreneurship. "Inspire EU" is a project looking to foster entrepreneurship across EU. Thus developed nations still become well developed through entrepreneurship and it is the right time for India too to promote entrepreneurship very particularly among youth.

**IMPORTANCE OF THE STUDY**

Students pursuing courses in Arts & Science colleges have very little scope for employment. They are less opted by private companies. Even if they are recruited by private sector companies, the salary they are getting is very meager i.e. as low as Rs.2, 000 p.m. Further the parents of the girl students are hesitant to send their ward to companies offering jobs outside their place of residence. So there is a tendency growing at an alarming rate among the students very particularly women showing least interest in studies and their parents indulging vigorously in getting their daughters married earlier. Thus getting admission into Arts & Science colleges especially in rural areas is views as stop gap adjustment for marriage. If this trend is not put to an end, the empowerment of women will be in doldrums in rural areas. The right solution will be giving assurance that they too can become economically independent by taking up entrepreneurship as their profession. Entrepreneurship Development Courses and training programmes may motivate enterprising students opt for self-employment and entrepreneurial career. Hence there arises the need to identify the students and the gap in their entrepreneurial traits so as to mould them into job providers.

**STATEMENT OF THE PROBLEM**

Entrepreneurship can be nurtured among the youth through educational institutions. Motivational camps aiming at inducing final year students to take up entrepreneurship as their career can be arranged. The content of the camp must be designed in such a way that the entrepreneurial trait less found in students should be touched upon and addressed so that they may be really motivated to take up entrepreneurship. Thus identifying the gap in entrepreneurial traits very particularly psychological traits i.e. innovation, personal control, self esteem and achievement among students needs to be found out. The present paper is directed towards assessing the psychological traits of students that are closely linked to entrepreneurship.

**OBJECTIVES OF THE STUDY**

- To assess the personal traits linked to entrepreneurship possessed by students.
- To summarise the findings and offer suggestions.

**METHODOLOGY**

**SOURCES OF DATA:** The present study is based on primary and secondary data. Primary data is collected through a structured questionnaire designed and applied during the academic year 2013-14. The questionnaire contained 20 questions aimed at assessing the psychological attributes that may motivate students to take up entrepreneurship. Respondents' attitudes were evaluated using a 5 point Likert scale. Secondary data are collected from journals and websites.

**SAMPLE SIZE:** Total 100 Arts & Science College students formed the sample. They were selected by purposive sampling method.

**STATISTICAL TOOL USED:** Simple percentage method is used to analyse and interpret the data

**DATA ANALYSIS AND INTERPRETATION**

People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedom, higher self-esteem and overall greater sense of control over their own lives. Hence focus has been given for four entrepreneurial traits viz., **innovation, self esteem, personal control and achievement.**

The existence of essential traits of an entrepreneur among the students has been studied by collecting the response of students pertaining to 20 statements aimed at measuring core entrepreneurial qualities viz., Innovation, Self-esteem, Personal control and Achievement. The results have been furnished below.

S.A. – Strongly Agree D.A. – Disagree S.D.A. – Strongly Disagree N.O. – No Opinion

**TABLE 1: DEGREE OF INNOVATION POSSESSED BY STUDENTS**

.Statements	S.A.	Agree	D.A	S.D.A.	N.O.
I have skill and creative thinking	54	13	13	20	-
I am fairly curious	44	18	10	20	8
For me what counts is action	54	-	19	20	-
I have positive mindset to new ideas	49	20	7	19	5
Total	201/4 (50%)	51/4 (13%)	49/4 (12%)	86/4 (22%)	13/4 (3%)

Source: Primary Data

From the above table it is cleared that 50 percent of the students possess highest degree of innovation as they have strongly agreed to the above statements meant to measure innovation and 13 percent possess high degree of innovation whereas 34 percent expressed their disagreement over the above statements. It is concluded from the above table that majority (63%) of the students possess innovative skill, the much sorted entrepreneurial quality.

**TABLE 2: DEGREE OF PERSONAL CONTROL POSSESSED BY STUDENTS**

Statement	S.A.	Agree	D.A.	S.D.A.	N.O..
I feel that I can influence things that happen to me	45	25	11	19	-
My life is determined by my own actions	39	29	15	14	3
I am able to protect my personal interest	30	32	13	19	6
I am effective in stressful situations	39	21	15	22	3
Total	153/4 (38%)	107/4 (27%)	54/4 (14%)	74/4 (18%)	12/4 (3 %)

Source: Primary Data

From the above table it is cleared that 38 percent of the students possess highest degree of personal control as they have strongly agreed to the above statements meant to measure personal control and 27 percent possess high degree of personal control. 32 percent of the respondents expressed their disagreement to the above statements.

It is concluded from the above results that majority (65%) of the students expressed that they have personal control, yet another trait needed to take up entrepreneurship.

**TABLE 3: DEGREE OF SELF ESTEEM POSSESSED BY STUDENTS**

Statement	S.A.	Agree	D.A.	S.D.A.	N.O.
I study my option, then decide	13	21	41	21	3
I speak and present clearly and effectively	13	19	28	37	2
I know how to motivate a team	17	12	34	35	1
I know how to empower a team	12	21	33	28	5
I delegate responsibilities effectively	13	18	36	29	3
I always worry what others will think of me	14	16	33	27	9
I can face difficult situations	19	25	13	38	4
Total	101/7 (15%)	132/7 (19%)	218/7 (31%)	215/7 (31%)	27/7 (4%)

Source: Primary Data

From the above table it is cleared that only 15 percent of the students possess highest degree of self esteem as they have strongly agreed to the above statements meant to measure self esteem and 19 percent possess medium level of self esteem. 62 percent of the students were found to have less self esteem. It is concluded from the above analysis that the students have low self esteem since only 34% of the respondents expressed their assent to the above statements.

**TABLE 4: DEGREE OF ACHIEVEMENT TRAIT POSSESSED BY STUDENTS**

Statement	S.A.	Agree	D.A.	S.D.A.	N.O.
I set and work towards goals		29	45	11	5
I want to do something that will be recognized publicly	38	26	11	22	3
Where others see problem I see possibilities	40	29	13	14	4
I produce accurate, clear, error-free results	25	39	16	15	5
I like receiving feedback about my work	32	31	13	21	3
I take responsibility for the outcome	31	34	12	18	5
Total	211/6 (35%)	188/6 (31%)	75/6 (13%)	101/6 (17%)	25/6 (4%)

Source: Primary Data

From the above table it is cleared that 66 percent of the students possess good degree of achievement trait as they have strongly agreed and agreed to the above statements meant to measure achievement. 30 percent have the opposite trend.

It is concluded from the above discussion that sizeable number of student respondents possess achievement attitude – an important trait of an entrepreneur.

## FINDINGS

- Majority of the students (63%) were found to have innovative spirit in them
- 65% of the students possess personal control, the much needed quality of an entrepreneur.
- 62% of the students approached were found to have low self-esteem.
- It has been tracked that 66% of the respondents' achievement motive was appreciable.

## RECOMMENDATIONS

- The women students pursuing their course in Arts & Science colleges must be imparted with lectures/training intended to boost up their self esteem.
- Successful first generation entrepreneurs must be invited to the institutions and the students should be given a chance to hear their success stories and to have in-depth interaction. This may boost their self esteem.
- Parents must be made to realize that entrepreneurship is the best choice to wage-employment for their daughters.
- Students should be motivated to form groups which should be made to attend EDPs at regular intervals and fix a future venture alongside their studies.
- Package of incentives, mentoring and follow-ups must be available for the students to turn them into job creators.
- Educational institutions must issue credibility certificates to worthy students and it should be duly recognized by financial institutions and government departments towards granting loan and subsidy.

## CONCLUSION

It is essential to identify the gap in the need of students' entrepreneurial trait so as to structure and tailor-made EDPs to the benefit of students. Efforts must be taken to boost the self esteem of Arts & Science students. They already possess the high degree of achievement attitude followed by personal control and innovative spirit. Government and the Ministries concerned should play a keen role in stimulating entrepreneurship. Institutions of Higher Education must also redesign their curriculum and priorities towards promoting entrepreneurial culture among the youth.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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