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Entrepreneurial Traits amongst University Student - With Special Reference to Vikram University, Ujjain

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Abstract:-

Like other ways of economic development, promotion of entrepreneurship is very popular these days. Recently 'Start up India' policy announced by Prime Minister Narendra Modi also attracts youth of the country to become an entrepreneur at large. For the overall growth and economic development sustainable entrepreneurship is required. As an entrepreneurship creates new economic opportunities and is the way to exit from poverty.

The entrepreneurial activity at any time is dependent upon the complexity and dynamism of its environment as Ujjain is one of the place where entrepreneurial talent are always welcome. The government of Madhya Pradesh also allotted 1200 acres land for the industrial development in Ujjain.

This paper is an attempt to examine the entrepreneurial traits amongst university students. For the purpose samples of 75 respondents were collected from respective departments of Vikram University, Ujjain. For deep analysis, these 75 respondents were divided in 3 groups of 25 students each according to their educational streams such as commerce, arts and science. To analysis entrepreneurial characteristics among students scaling method provided by Agra Psychological Research cell, developed by Dr. Vandana Koushik and Mrs. Anjuly Sharma was used. The result of this study was very interesting. Here, the commerce students and those students who belong to business family background have more potential to become an entrepreneur.

Keywords: Entrepreneurship, Entrepreneurial traits, Financial.

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Volume 07 Issue 05
May 2019

Introduction: -

For the development of any country entrepreneurship development plays significant role. Since last 20 years, the process of developing entrepreneurial culture in India has been initiated at varying rates in different parts of the country. The Government of India also makes efforts on this path, recently Prime Minister Narendra Modi announced 'Start up India' policy to welcome the new entrepreneurs.

Entrepreneurship development is concerned with the study of entrepreneurial behaviour, the dynamics of business set up, development and expansion of the enterprise. Entrepreneurship does not emerge and develop automatically and spontaneously, it emergence and development purely depends on several economic, social, political and psychological factors that vary from individual to individual, place to place and time to time.

Ujjain is situated at center of Malwa region surrounded with river Kshipra. It is famous as historic an religious sites. Due to large agricultural land, the people of Ujjain are mainly engaged in such agro based industries. The main crops of this region are soybean, chana, grams, peas, wheat etc.

The past industrial background of Ujjain was very strong. Asia's largest soyabean plant was established here, cotton textile mills in large numbers also flourished. Although later curse ascendant on these mills, they converted into sick mills and then shut down, that was very tough time for the industrial sector of Ujjain. With the span of time many new small industries were established. These were mainly flourmills, power-looms, handlooms, poha mills, other handicraft houses etc. With these units Behrughar printing still plays an important role. It is not only the source of showing their art but for villagers of Behrughar, it became source of their livelihood.

The Government of Madhya Pradesh always makes efforts to develop industrial sector of Ujjain. For the development of industrial area, the government also allotted 1200 acres land for these purpose.

Objectives:-

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Volume 07 Issue 05
May 2019

1. To identify the entrepreneurial traits among university students.
2. To make suggestions for developing entrepreneurial traits among them.

Hypothesis:-

1. The University students show positive response towards entrepreneurship development.
2. Commerce students have strong entrepreneurial traits as compare to other stream students.

Research Methodology: -

This study to analysis the entrepreneurial traits amongst university students with special reference to Vikram University Ujjain. For this purpose questionnaire from Agra Psychological Research Cell, developed by Dr. Vandana Koushik and Mrs. Anjuly Sharma was used. With the help of Questionnaire 75 respondents sample were collected from respective departments of Vikram University Ujjain. For the scaling this questionnaire Likert scale was used.

Research Design:-

The research was conducted in 2 phases. In first phase, the questionnaire were administered to 75 students of three different streams i.e. commerce, arts and science. Entrepreneurial profile assessment scale is based on nine aspects that is physical, mental, emotional, managerial, social, financial, technical, legal and trade aspect. The scale comprises of 36 questions, 4 questions related to each aspects. Out of 36 questions 19 questions are negatively worded and 17 questions are positively worded. On the other hand, second phase identifying the entrepreneurial traits amongst students.

REVIEW OF LITERATURE:-

A brief review of the important work done so far on women entrepreneurship development has been given below:

- Tamil Selvi T. (2014), confined the area of study was Coimbatore district divided into rural & urban areas. 300 women entrepreneurs (150 from rural & 150 from urban areas) are selected for the factors influencing investment behavior of women entrepreneurs, their attitude & problems faced by them while investing their money.

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May 2019

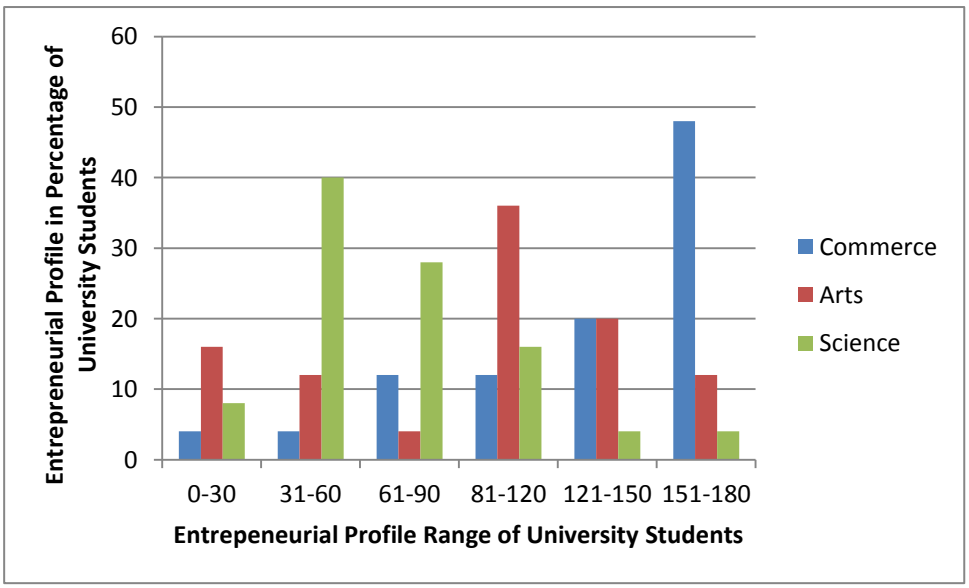
- By Subhash Chander (2013), the study examines the financial problems faced by women entrepreneurs in Haryana during the startup stage & running up of their enterprises. The data is mainly collected from primary and secondary source. The study survey on 189 enterprises from urban & rural areas of three divisions; Ambala, Rohtak & Gurgaon of Haryana State was conducted.
- Dave, Vina D (2015), the study has been conducted to know the role & performance of Women entrepreneurs with special reference to city of Ahmedabad in the state of Gujarat. Data used in the study collected from Gujarat chamber of Commerce & Industry Business Women Committee.

Entrepreneurial profile assessment of University Students

Table 1.1

Range	Quality	Commerce		Arts		Science	
		No.	% age	No.	% age	No.	% age
0-30	Very poor	01	04	04	16	02	08
31-60	Poor	01	04	03	12	10	40
61-90	Average	03	12	01	04	07	28
81-120	Good	03	12	09	36	04	16
121-150	Very Good	05	20	05	20	01	04
151-180	Excellent	12	48	03	12	01	04
		25		25		25	

Fig No. 1.1



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Volume 07 Issue 05
May 2019

It could be seen from Table 1.1 that majority of 48% respondents belong to commerce had excellent quality to become an entrepreneurs where as only 04% respondents of science and 12% respondents of arts had excellent quality to become an entrepreneurs. 20% respondents belong to commerce had very good quality to become an entrepreneur, whereas 20% respondents from arts and 04% respondents from science also had very good quality to become an entrepreneur.

36% respondents from arts had good quality to become an entrepreneur, 12% respondents from commerce and 16% respondents from science had good quality to become an entrepreneur.

12% respondents from commerce, 04% from arts and 28% from science had average quality to become an entrepreneur.

04% respondents from commerce, 04% respondents from arts, 40% respondents from Science had poor quality to become an entrepreneur.

04% respondents from commerce, 16% respondents from arts and 08% respondents from science had very poor quality to become an entrepreneur.

Thus, it inferred that most of the students who had excellent quality to become an entrepreneur were belong to commerce stream. Moreover, most of the commerce students were from business class families, they had inherent talent to become an entrepreneur.

Conclusion & Discussion:-

Large number of students participated in the study, the number of students who intended to be an entrepreneur was limited to commerce stream students. There can be number of reasons for this. First of all the economic, social and political instability in the family may lead students to prefer salaried jobs in public or private sector instead of running their own business. This tendency was observed amongst arts and science students. Among university students, commerce students show more positive response towards entrepreneurship development. For the development of entrepreneurship traits amongst students, there should

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Volume 07 Issue 05
May 2019

be a curriculum change along with proper career guidance and frequent training programs in their educational institutions to become capable entrepreneurs.

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