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Resident awareness on promotional activities towards start-up entrepreneurship under make in India scheme: A case study in Belthangady taluk, Dakshina Kannada, Karnataka

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Abstract

This paper documents resident awareness towards promotional activities towards start-up Entrepreneurship through make in India scheme in Belthangady TQ, it based on expert opinion given by residents in Belthangady Taluk. This study reports the findings from a survey. A questionnaire was administered to 50 residents in the study area. The analysis of finding is based on relevant statistical tools. Thus, null hypothesis has to be rejected. It is inferred that these is significant different among various components of Promotional activities towards Entrepreneurship through make in India scheme. Analysis of variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception among the various components of promotional activities for start-up Entrepreneurship

Keywords: Awareness, start-up entrepreneurship

1. Introduction

GOI has initiated number of novel and ambitious programmes and schemes for encouraging Entrepreneurship and enterprise creation in the country. NDA government at the centre after assuming power has taken up ambitious programmes and schemes to promote industrial growth. The major ones are "Make in India" programme in 2014 and start up and Stand-up India campaign in 2016 designed to facilitate investment, foster innovation, enhance skill development, project intellectual property and build best in class manufacturing infrastructure create more jobs, increase the industries share in nations GDP to 25%. Part of these programmes, Prime Minister Mr. Narendra Modi announced, bunch of benefits and schemes to promote start-up ecosystem in India. It has immense importance because, for starters, it was the first of its kind dialogue between India's startup community and the government. This initiative is an effective effort to assist startups in starting new business ventures especially those with innovative ideas and skills. It will helps in improving the status of small and new entrepreneurs as well as creating new job opportunities for others. This will drive sustainable economic growth and generate large scale employment opportunities. The main aim of this scheme is to promote bank financing as well as offer incentives for start-up ventures to boost the entrepreneurship and new job creation techniques among them.

2. Objectives of the study and hypothesis of the study

The present study is taken with the following specific objectives-

- To understand awareness about the start-up entrepreneurship
- To know the expectations towards start-up entrepreneurship
- To study the perception towards start-up entrepreneurship

Hypothesis: The Promotional Activities of government towards Start-Up Entrepreneurship under Make in India Scheme are important.

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3. Methodology

This study was descriptive and analytical in nature. The study mainly based on the primary data. However, some secondary sources of data were consulted for the purpose of gathering background information supporting the study. Both quantitative (sample survey) and qualitative (interview) techniques were used to collect Primary data. Questionnaire method was used to collect Primary data. Questionnaires were administered to 50 residents in the

study area. Likert’s 4 point scale Criteria was used in the present study Mean, Standard Deviation methods, ANOVA techniques were used to analyse the collected data.

Table 1: Criteria used for the Research Study

Class	0 – 25	25 – 50	50 - 75	75 -100
Perception of employee	Strongly disagree	Disagree	Agree	Strongly agree

Source: Likert’s scale

4. Analysis and Interpretation of Results

Table 2: Respondents perception on promotional activities towards start-up entrepreneurship through make in India scheme activities

Component	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean and SD	Percentage Mean
1) Start up entrepreneurship helps graduates	- (0%)	1 (2%)	30 (60%)	19 (38%)	3.3600±0.52528	84
2) Start up entrepreneurships create employment	2 (4%)	1 (2%)	21 (42%)	26 (52%)	3.4200±0.73095	85.5
3) start-up entrepreneurships help in rural development	- (0%)	3 (6%)	28 (56%)	19 (38%)	3.3200±0.58693	83
4) Incentives offered through start-up entrepreneurship is very useful	2 (4%)	5 (10%)	31 (62%)	12 (24%)	3.0600±0.71171	76.5
5) Training to fresh graduates is helpful for start-up entrepreneurship	- (0%)	2 (4%)	31 (62%)	17 (34%)	3.3000±0.54398	82.5
6) Banking facilities offered through start-up entrepreneurship scheme is useful	0 (0%)	7 (14%)	30 (60%)	13 (26%)	3.1200±0.62727	78
7) Start-up entrepreneurship scheme contributes for economic development of the nation	1 (2%)	3 (6%)	24 (48%)	22 (44%)	3.34000±0.68839	83.5
8) Skill India scheme contributes for start-up entrepreneurship scheme	0 (0%)	8 (16%)	25 (50%)	17 (34%)	3.1800±0.69076	79.5
9) Start-Up entrepreneurship scheme is Strengthening the competitiveness of the country	1 (2%)	8 (16%)	34 (68%)	7 (14%)	2.9400±0.61974	73.5
10) Start-Up entrepreneurship scheme helps in Enhancing individuals employability	0 (0%)	2 (4%)	37 (74%)	11 (22%)	3.1800±0.48192	79.5

Source: Survey data

5. Interpretation

1. Respondents opine that start-up entrepreneurship helps graduates. From the table it is inferred that except a few all respondents agrees with the usefulness of start-up entrepreneurship scheme to graduates and none of the of the respondents strongly disagrees with this. Only 2% of them disagree, 60% of them agree, 38% of them strongly agree that start-up entrepreneurship helps graduates. The percentage means 84 (Mean and SD 3.3600±0.52528) shows that start-up entrepreneurship helps graduates.
2. 94% Respondents agree that start-up entrepreneurship creates employment. The analysis of data shows that only few (6%) are having negative views on the start-up entrepreneurships capability to create employment-4%of the respondents strongly disagree and 2% of them disagree. Majority respondents’ view that start-up entrepreneurships create employment -42% of them agree, 52% of them strongly agree that start-up entrepreneurship creates employment meetings with (Mean and SD3.4200±0.73095)” with a percentage Mean of 85.5.
3. Respondent views that the start-up entrepreneurships are helping rural development. From the analysis it is inferred that the start-up entrepreneurships are helping rural development. The data shows that only “0%of the respondents strongly disagree and 6% disagree with the role of start-up entrepreneurships in helping rural development. Whereas 56% of them agree, 38% of them strongly agree that start-up entrepreneurship are helping the rural development with (Mean and SD3.3200±0.58693)”with a percentage of Mean 83.
4. It is evidenced from the analysis that the start-up entrepreneurship is very useful. More respondents (with Mean and SD3.0600±0.71171)” percentage Mean of

- 76.5) consider the incentives offered through start-up entrepreneurship are very useful in encouraging the entrepreneurships.
5. The study reveals that training to the fresh graduate helps for start-up entrepreneurship. Only small percent of respondents not consider training to the fresh graduate helpful for start-up entrepreneurship. Only 0%of the respondents strongly disagree and 4% of them disagree. Where 62% agree and 34% strongly agree that training to the fresh graduate helps for start-up entrepreneurship with (Mean and SD3.3000±0.54398). The percentage Mean 82.5 shows that training to the fresh graduate helps for start-up entrepreneurship.
6. The study reveals that banking facilities offered through start-up entrepreneurship scheme is good. 86% respondents agrees that banking facilities offered through start-up entrepreneurship scheme is good.
7. The respondents opinion states that start-up entrepreneurship scheme contribute for economic development of the nation with (Mean and SD 3.34000±0.68839) percentage Mean of 83.5 and only Small percent of respondents did not agrees with this. [2% strongly disagree & 6% disagree].
8. Respondents opine that skill India contributes for start-up entrepreneurship scheme. 16% of respondents only disagree but majority respondents consider contribution of skill India to start-up entrepreneurship scheme is significant with (Mean and SD 3.1800±0.6907) Mean percentage of 79.51 where 50% agree, 34% of them strongly agree that start-up entrepreneurship scheme contribute for economic development of the nation.
9. Respondents opine that start-up entrepreneurship scheme helps in strengthening the competitiveness of the country. Majority respondents are of the view that the start-up entrepreneurship scheme helps in

strengthening the competitiveness of the country with Mean and SD 2.9400 ± 0.61974 and percentage mean of 73.5.

10. Respondents consider that start-up entrepreneurship scheme helps in Enhancing individual's employability.

Majority respondents support this view where 74% of them agree, 22% of them strongly agree that start-up entrepreneurship scheme helps in Enhancing individuals' employability with Mean and SD 33.1800 ± 0.48192 percentage Mean 79.5.

Table 3: ANOVA on promotional activities towards start-up entrepreneurship through make in India scheme and economic development of the country

		Sum of Squares	df	Mean Square	F	Sig.
Respondents opine that start-up entrepreneurship helps graduates.	Between Groups	1.395	3	.465	1.764	0.167
	Within Groups	12.125	46	.264		
	Total	13.520	49			
Respondents opine that start-up entrepreneurship creates employment	Between Groups	1.392	3	.464	.861	0.468
	Within Groups	24.788	46	.539		
	Total	26.180	49			
Respondents opine that start-up entrepreneurship helps for rural development	Between Groups	.395	3	.132	.368	0.777
	Within Groups	16.485	46	.358		
	Total	16.880	49			
Respondents opine that incentive offered through start-up entrepreneurship is good	Between Groups	5.498	3	1.833	4.363	0.009
	Within Groups	19.322	46	.420		
	Total	24.820	49			
Respondents opine that training to the fresh graduate helps for start-up entrepreneurship	Between Groups	2.223	3	.741	2.777	0.052
	Within Groups	12.277	46	.267		
	Total	14.500	49			
Respondents opine that banking facility offered through start-up entrepreneurship scheme is good	Between Groups	2.416	3	.805	2.197	0.101
	Within Groups	16.864	46	.367		
	Total	19.280	49			
Respondents opine that skill India contribute for start-up entrepreneurship scheme	Between Groups	2.607	3	.869	1.925	0.139
	Within Groups	20.773	46	.452		
	Total	23.380	49			
Respondents opine that start-up entrepreneurship scheme Strengthening competitiveness of the country	Between Groups	1.487	3	.496	1.315	0.281
	Within Groups	17.333	46	.377		
	Total	18.820	49			
Respondents opine that start-up entrepreneurship scheme helps in Enhancing individuals' employability	Between Groups	2.107	3	.702	3.485	0.023
	Within Groups	9.273	46	.202		
	Total	11.380	49			

Analysis of Variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception towards Nine Components towards economic development through promotional activities towards start-up entrepreneurship through make in India scheme.

6. Conclusion

The survey and interaction with the residents in the study area it is understood that the government initiatives through various promotional activities towards start up India Entrepreneurship under Make in India Scheme is the necessary to lead India in right direction. The most important point about this campaign is that it encourages the youth of the country for creation of new opportunities, and here by this study what we understood is that still more rigorous measures should be taken up to create awareness on startup India Entrepreneurship and Make in India Scheme. The large part of the society especially youth are not aware about the startup India promotion activities. They are lacking in getting a clear picture about various initiatives taken by government.

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