

Study of Awareness of Start-up India Scheme within Post Graduate Students of Selected Management Institutes of Kolhapur City

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Abstract— Entrepreneurship is the creation or extraction of economic value. It is viewed as change, generally entailing risk beyond what is normally encountered is starting a business, which may include other values than simply economic ones. Start up India is an initiative of government of India. The campaign was first announced by Indian Prime Minister Hon. Narendra Modiji.

Business Management degrees are some of the most popular amongst creating entrepreneurs as they give a broad overview across every aspect of running a business. A student learns a diverse range of transferable skills and knowledge through a business degree that can help you become a successful entrepreneur. Business Management degrees encourage the students to draw their creative potentials as they learn to build a new venture.

This research paper focuses on the awareness of these start-up schemes amongst the students of business management of selected management institutes of Kolhapur city.

Keywords: Entrepreneurship, Business, Management, Start-Up.

I. INTRODUCTION

Entrepreneurship is an act of starting up an own business. It requires various skills and abilities to handle many things which are related to the business and management of the particular business. It is a creating and/or extension of the economic value. To run a business requires lot of strategies, patience and a target oriented view. To encourage this spirit amongst everyone government of India have taken many initiatives and steps like Start Up India, Make In India etc. To support this spirit of starting own business education sector has also designed various bachelor, post graduate and doctorate degrees and courses for the students who wish be an entrepreneur.

To get the professional knowledge about the business and entrepreneurship business administration degrees are some of the most popular among budding entrepreneurs because they give a broad overview across every aspect of starting own business and running it successfully. It also includes learning various skills which are required to handle all the tasks and problems arising while running the business starting from material management to people management at various stages and levels. A student learns a diverse range of skills and knowledge through a business degree that can help them to become a successful entrepreneur in all the aspects. In business administration programs students are encourages to draw upon their creative potentials as they learn to build new ventures. Business Administration is a post graduate degree which provides theoretical and practical training for business or investment management.

To encourage the people to start their own business, Startup India is an initiative rolled out several programs with

the objective of supporting entrepreneurs, building a startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are management by a dedicated Startup India team, which reports to the department of industrial policy and promotion. Under the Startup India initiative, eligible companies can get recognized as Startup by DPIT, in order to access a host of tax benefits, easier compliance, IPR fast-tracking & many more. It aims to empowering startup through innovation and design. The scheme has some features which government has announced for simplification of clearance, approval and registration of start-ups.

II. OBJECTIVES

1. To study the awareness about Startup India schemes amongst the PG management students.
2. To analyse the willingness of students to start their own business.
3. To give suggestions to institute about increasing the awareness about Startup India amongst the students, if any.

III. RESEARCH METHODOLOGY

This is a descriptive type of research. The researcher collected the data by using various methods of data collection. Questionnaire was major form of data collection.

Data Collection:

Primary Data : Primary data of the study was collected by using questionnaire by 540 students of four management institute of Kolhapur city, which were randomly selected for the said study.

Secondary Data : Secondary data was collected through various websites of the respective institute and by the Startup India website and other government schemes available on various websites

Sample Size-

Name of the Institute	Total No of Students
KIT IMER	120
AMGOI	60
CSIBER	240
DYPTC	240
Total	540

The data was collected from 540 students of the population through questionnaire by using census method.

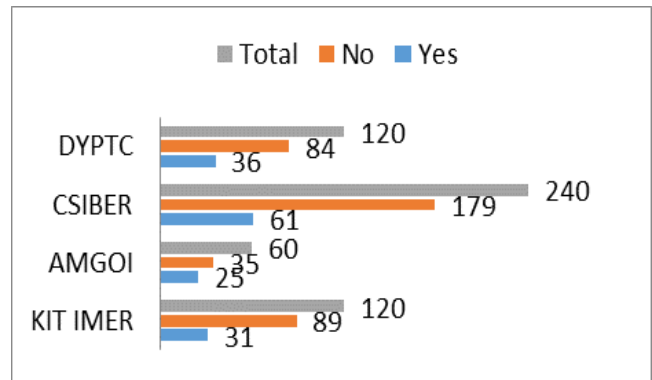
IV. LITERATURE REVIEW:

- **A Study of awareness towards startups amongst higher secondary students: ISSN:2249-7862 Vol XII December 20 By: Haritha C.R. :** The researcher Haritha C.R. studied the awareness towards startups amongst higher secondary students and found it significant. Most of the students are aware about the startup and feels motivated towards startup business but they do not have the required technical knowledge and skill sets, if the opportunity is given to them at school level they will do a great job in future.
- **A Study On Awareness Of Startup Among Students In Higher Education With Special Reference To Kannur District Of Kerala” By Shijith.V (2019).** with the main objective is to find out the awareness of startup in Higher education and to know the respondents interest of being self-employed. Findings of the study showcased that majority of respondents are interested in exploiting new opportunities but respondents are partially aware about the government policies
- **A Study on Impact of New Start-ups among College Students : Conference: Rural Women Empowerment through Entrepreneurship At: Coimbatore Volume: II By: Ms. A Gomathi :** The researcher A Gomathi did the research on the willingness of the students to start their own business in the city Indore. It was found that students from the commerce stream are more interested in starting their business and wish to contribute to the community

Data Interpretation & Analysis:

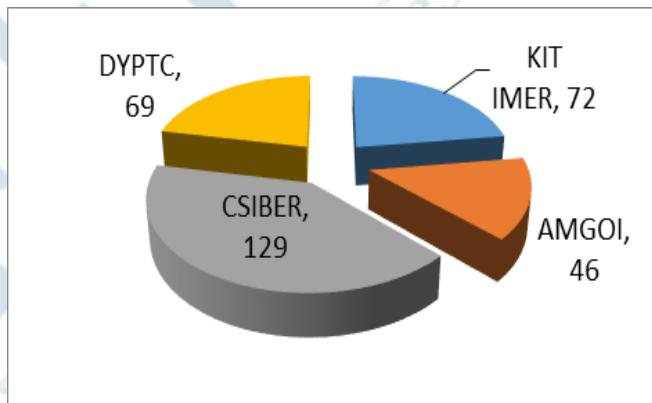
1. Background of Business

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	31	25	61	36
No	89	35	179	84
Total	120	60	240	120



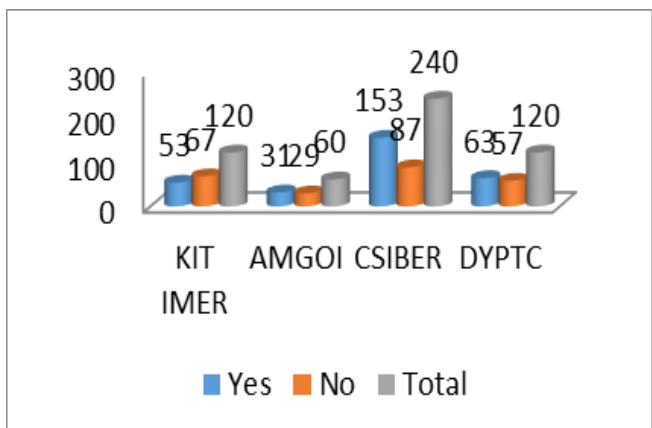
2. Willing to Start Own Business

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	72	46	129	69
No	48	14	111	51
Total	120	60	240	120



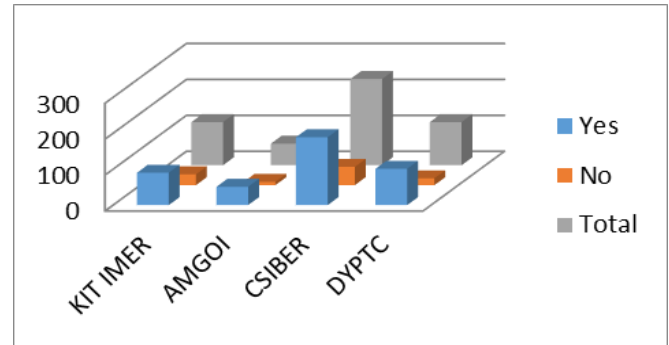
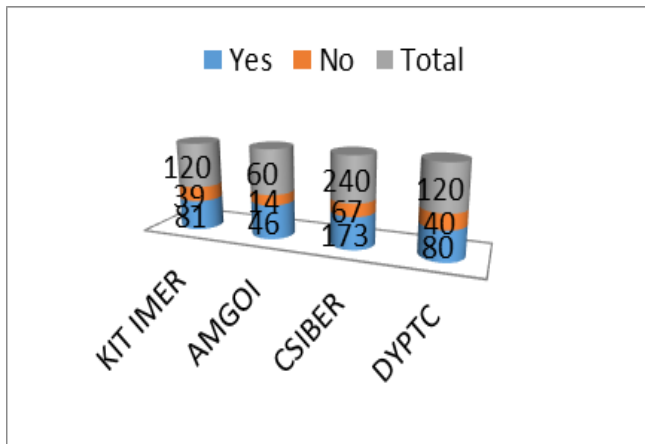
3. Have a business idea in mind

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	53	31	153	63
No	67	29	87	57
Total	120	60	240	120



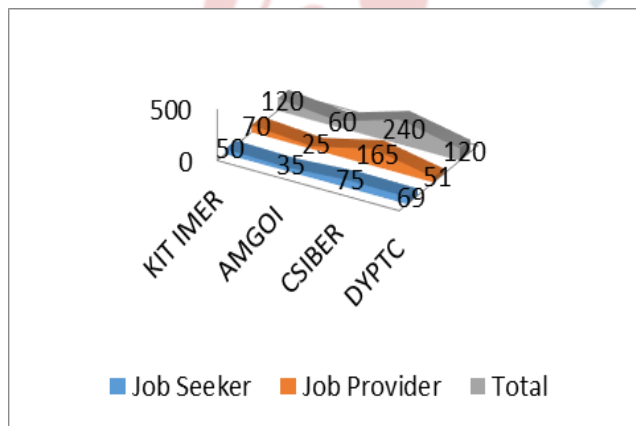
4. Willingness to start a Business with support and/or scheme

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	81	46	173	80
No	39	14	67	40
Total	120	60	240	120



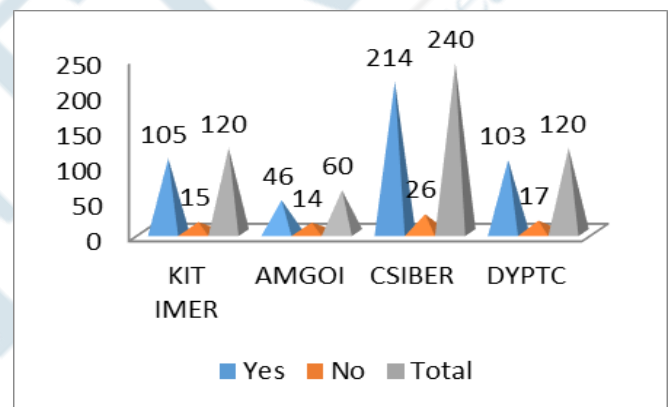
5. Preference between Job Seeker & Job Provider

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Job Seeker	50	35	75	69
Job Provider	70	25	165	51
Total	120	60	240	120



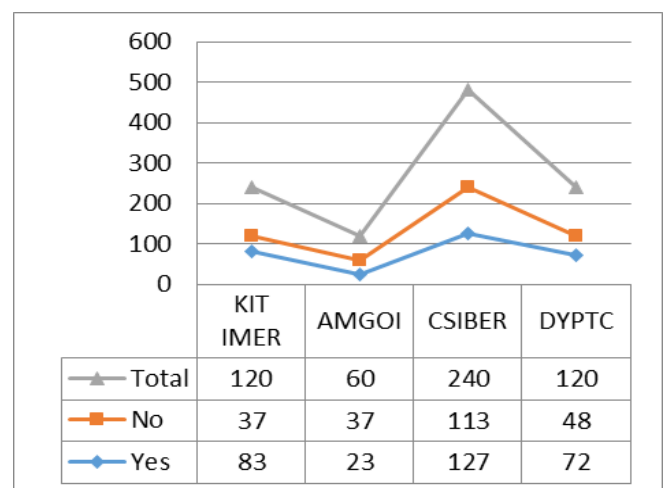
7. Awareness about Start Up India Scheme by PM Narendra Modi

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	105	46	214	103
No	15	14	26	17
Total	120	60	240	120



8. Institute Provides guidance on Start-Ups

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	83	23	127	72
No	37	37	113	48
Total	120	60	240	120



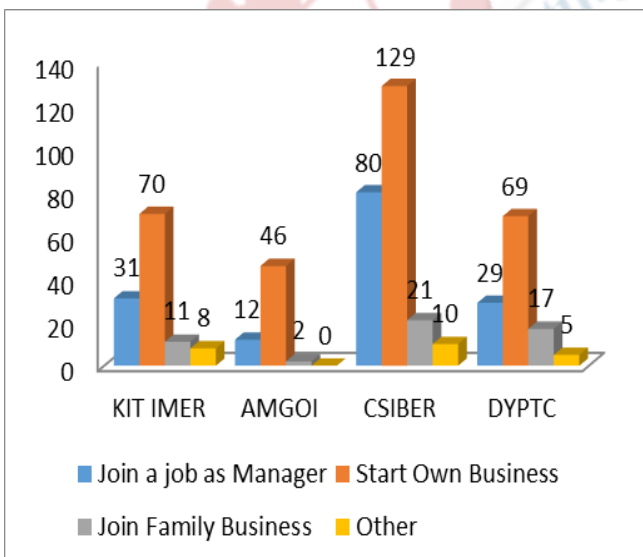
6. Awareness about government providing schemes to encourage entrepreneurs

Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	90	51	189	101
No	30	9	51	19
Total	120	60	240	120

9. Requirement of training or lecture about 18government schemes				
Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Yes	109	47	206	93
No	11	13	34	27
Total	120	60	240	120



10. Purpose for joining PG Management Course				
Opinion	KIT IMER	AMGOI	CSIBER	DYPTC
Join a job as Manager	31	12	80	29
Start Own Business	70	46	129	69
Join Family Business	11	2	21	17
Other	8	0	10	5
Total	120	60	240	120



V. FINDINGS & SUGGESTIONS

Findings:

- ❖ It was found that many of the students do not have any business background
- ❖ Students are willing to start their own business if the proper support or the scheme is being provided.
- ❖ Many of the students have a business idea in their mind regarding starting up the business
- ❖ There is not a maximum difference between the students who wants to be job seeker and job provider.
- ❖ Many students are aware about the various Startup India schemes which government is providing
- ❖ It was found that institutes are providing some information about Start-ups to the students
- ❖ Students are willing to have more training sessions and lectures on starting up and government schemes
- ❖ Students have different opinion about entrepreneurship and business many students wish to start their own business wherein few wish to join their family business and few wants to join any company as manager.

Suggestions:

- ❖ Institutes should arrange more training session and lectures on Start-up India as students wish to have more knowledge about Start-up India.
- ❖ Many of the students have business idea in their minds; the institute should provide the proper and focussed guidelines so that the idea can get converted into business.

VI. CONCLUSION

The overall research shows that there is awareness about the government schemes amongst the management post graduate students of selected institutes of Kolhapur city. Students have some ideas in their minds which requires a focussed guidelines and attention so that it can get converted into the business. Institutes are providing guidelines to the students to encourage them about entrepreneurship. Students have different visions like joining any company as manager, starting their own business and few wish to joint heir family business. The institute should increase the lectures and training sessions on the start up India schemes which will lead the students to get the detailed information and start their own business with the support of such schemes.

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