

**GOVERNMENT DEGREE COLLEGE RANGASAIPET**

**WARANGAL**



**DEPARTMENT OF COMMERCE**

**ACADEMIC AUDIT 2021-22**

**Student Study Project**

**Student Study Project**  
**Government Degree College, Rangasaipet, Warangal**  
**Department of Commerce**

**SYNOPSIS**  
**OF**  
**A STUDY ON YOUTH PERCEPTION AND AWARENESS TOWARDS**  
**ENTREPRENEURSHIP IN ERSTWHILE WARANGAL**

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**INTRODUCTION**

India is a country that is open to new platforms for youth to come up with innovative ideas. Youth's needs combined with their training require much attention. Youth entrepreneurship is a key tool to develop the human capital necessary for the future, promote sustainable growth and contribute to poverty reduction by resolving unemployment issues.

**STATEMENT OF THE PROBLEM:**

India is a country that produces innumerable students each year, but they are unable to find jobs that match their educational background. To address this issue, various governments launched initiatives to encourage youth to start businesses, thereby addressing the issue of unemployment. As a result, the current study is an attempt to understand students' perceptions and awareness about entrepreneurship. The study also concentrates on selected government schemes and successful case studies on entrepreneurship.

**AIMS:**

The purpose of this research is to analyze the perception and awareness of youth towards entrepreneurship and to educate them on the subject of entrepreneurship.

## **OBJECTIVES**

1. To analyse the perception and awareness of youth on start-ups and entrepreneurship.
2. To identify the factors those are weakening the entrepreneurship pursuance among youth in Warangal District.
3. To discuss selective schemes for entrepreneurs initiated by the Governments.
4. To present the select successful entrepreneur's case studies.

## **RESEARCH METHODOLOGY**

The present study adopted the exploratory research approach for the examination of youth perception and awareness on the entrepreneurship.

### **Data Collection**

*Primary data* has been collected through conducting a survey to analyse the perception of youth on entrepreneurship and an interview has been taken from CEO of Leading Software Development Company SVApps- AdepuVenkatesh in Warangal.

*Secondary data* is collected through the websites visited, the journals, studies and articles reviewed.

### **Analysis**

The data collected is analyzed by using simple mean and percentage method.

### **Findings**

This study was examined in the context of perception and awareness among youth on entrepreneurship. Most of the respondents are aware of entrepreneurship but, they lack knowledge about Government programs and schemes.

## **CONCLUSION**

It is clear from the results of survey that the youth are interested in pursuing entrepreneurship. Most entrepreneurs fail in business due to the lack of entrepreneurship knowledge, skills, behaviour and financial crisis that are required to prosper in business during economic crisis.

Entrepreneurial education should focus on providing expertise, business models, social persuasion and support by involving them in learning business activities. It is youth's interest that mostly affects their pursuance of entrepreneurship.

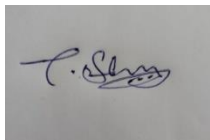
## **SUGGESTIONS**

Government of India and Telangana State has promoted schemes like PMEGP, CGTMSE, MUDRA, Start-up India, TREAD, etc to support entrepreneurs."Industry-Academia Partnership and Incubation" aims to provide youth with access to funds and mentorship for start-ups.

This is an opportunity for policymakers to let people know about schemes and hold them back from withdrawing their goal.

Incorporation of the entrepreneurial education into college educational curriculum has already been into action and is much needed.

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