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# A Study of Student's Attitude Towards Entrepreneurship with Reference to Solapur District

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## Abstract

*Entrepreneurship has become an emerging career option among youth in India. This study attempts to examine the attitudes of college students in Solapur district towards entrepreneurship, their motivations, perceived barriers, and future intentions. Primary data was collected from 100+ students across different courses (B.Com, M.Com, and other commerce-related programs). The findings reveal that while students generally hold a positive attitude towards entrepreneurship, lack of capital, fear of failure, and insufficient business knowledge are key barriers. Most students admire successful entrepreneurs and view entrepreneurship as a career offering freedom, innovation, and social contribution.*

*Entrepreneurship is increasingly recognized as a vital instrument for economic transformation, employment generation, and youth empowerment in developing economies like India. In this context, understanding students' perceptions and intentions towards entrepreneurship is crucial for designing effective educational and policy interventions. The present study explores the entrepreneurial attitudes, motivational factors, perceived challenges, and career intentions of college students in Solapur district. The research is based on primary data collected from undergraduate and postgraduate commerce students using a structured questionnaire and analyzed through descriptive statistics and inferential techniques. The findings reveal a generally favorable attitude towards entrepreneurship, driven by aspirations for independence, higher income, and self-fulfillment. However, structural barriers such as limited access to finance, inadequate entrepreneurial skills, and fear of failure continue to restrict entrepreneurial action. The study also finds no significant association between gender and preferred business sector, indicating changing perceptions regarding entrepreneurial roles. The paper emphasizes the need for institutional support, entrepreneurship education, mentorship, and localized policy measures to convert positive attitudes into sustainable entrepreneurial ventures.*

**Keywords:** Entrepreneurial Attitude; Student Entrepreneurship; Entrepreneurial Intention; Youth Empowerment; Career Choice; Business Motivation; Perceived Barriers; Entrepreneurship Education; Solapur District; Economic Development

## Introduction:

Entrepreneurship plays a crucial role in economic growth, employment generation, and innovation. In India, the promotion of entrepreneurship among youth has become a policy priority under programs such as Startup India and Skill India. However, the actual inclination of students towards entrepreneurship as a career remains underexplored at the regional level. This study focuses on college students in Solapur district to understand their attitudes, motivations, and challenges.

## Objectives of the Study:

1. To study the attitude of college students towards entrepreneurship.
2. To identify factors motivating students to become entrepreneurs.
3. To examine the barriers perceived by students in starting a business.
4. To analyze the influence of family, peers, and society on entrepreneurial intention.
5. To provide suggestions for promoting entrepreneurship among students.

## Research Methodology:

The study is based on primary data collected from 103 students of commerce stream. Convenience sampling has been taken. The research is descriptive and analytical. Data collection was made by using structured questionnaire. For data analysis frequency distribution, percentages, and interpretation of responses is taken.

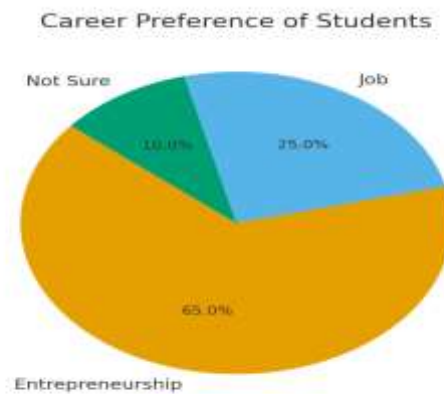
## Data Analysis and Interpretation:

The data collected was tabulated and analyzed with graphical presentation as below:

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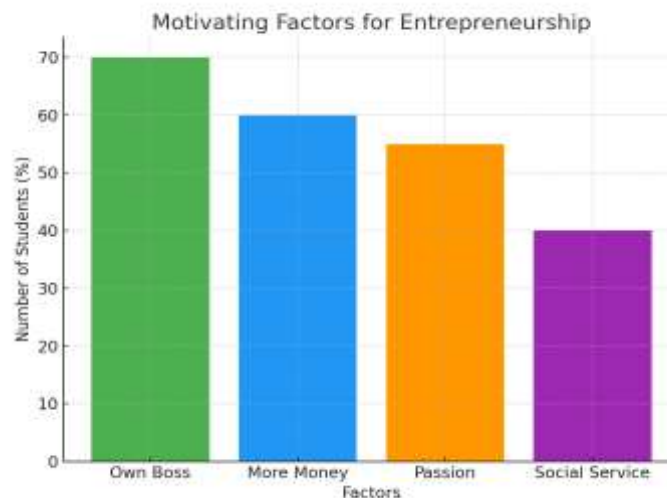
## 1. Career Preference of Students



Interpretation: The pie chart shows that 65% of students prefer entrepreneurship as a career, while 25% prefer jobs and 10% are undecided. This

indicates that a majority of students have a strong inclination towards entrepreneurship, reflecting a shift from traditional employment mindsets.

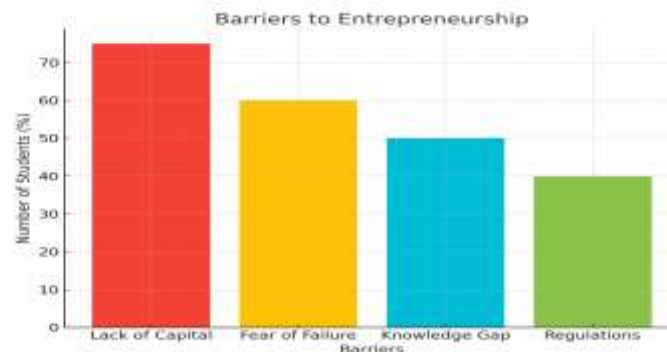
## 2. Motivating Factors for Entrepreneurship



Interpretation: The bar graph highlights the major motivational drivers. The strongest factor is the desire to be one's own boss (70%), followed by the need to earn more money (60%), pursue passion (55%), and

contribute to society (40%). This shows that both personal independence and financial gain are primary motivators, while social motives rank relatively lower.

## 3. Barriers to Entrepreneurship

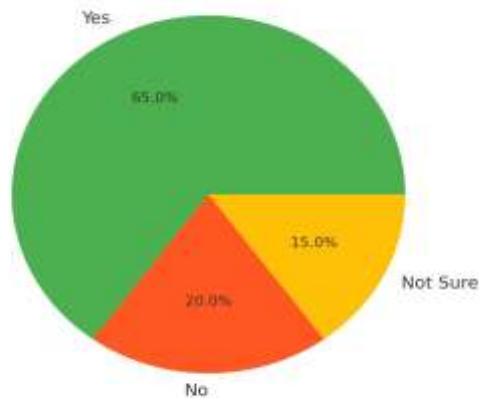


Interpretation: The chart reveals that lack of capital (75%) is the most significant barrier perceived by students. Fear of failure (60%) and lack of business knowledge (50%) are also strong concerns.

Regulatory issues (40%) are less frequently cited but still relevant. This suggests that financial support, skill-building, and risk management training are crucial to promote student entrepreneurship.

#### 4. Entrepreneurial Intention of Students

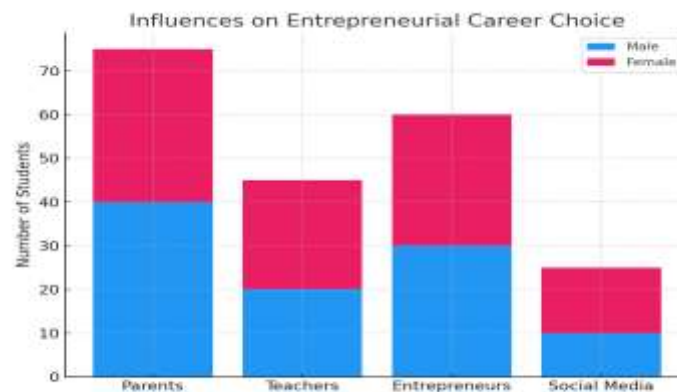
Entrepreneurial Intention of Students



Interpretation: The pie chart indicates that 65% of students are willing to start a business in the future, 20% are not interested, and 15% remain uncertain. This positive intention demonstrates a fertile ground

for nurturing young entrepreneurs if proper support systems are provided.

#### 5. Influences on Entrepreneurial Career Choice



Interpretation: The stacked bar graph shows that parents (75 students combined) and entrepreneurs (60 students combined) are the strongest influencers on career choice. Teachers (45 students) and social media (25 students) play a secondary role. Interestingly, the gender distribution suggests that males are slightly more influenced by parents, while females rely more on teachers and social media. This highlights the importance of family support and role models in shaping entrepreneurial aspirations.

#### Descriptive statistics and Chi-square test

Null Hypothesis ( $H_0$ ):

There is no significant association between gender and preferred business sector.

Alternative Hypothesis ( $H_1$ ):

There is a significant association between gender and preferred business sector.

The study used primary data collected through a structured questionnaire. Descriptive statistics and Chi-square tests were applied using MS Excel to examine the association between gender and

entrepreneurial preferences. The level of significance was set at 5%.”

pvalue= 0.108039659

$p > 0.05$ : The null hypothesis is accepted, indicating that gender does not significantly influence students' choice of business sector.

#### Conclusion:

The study concludes that college students in Solapur district have a positive attitude towards entrepreneurship. They perceive it as a career of independence, innovation, and social value. However, their entrepreneurial intention is hindered by lack of capital, business knowledge, and fear of failure.

#### Suggestions:

1. Entrepreneurship Education: Colleges should introduce more entrepreneurship development programs, workshops, and incubation facilities.
2. Financial Support: Government and banks should provide easier access to seed capital for student entrepreneurs.

3. Skill Development: Training in risk management, financial literacy, and business planning should be encouraged.
4. Mentorship: Collaboration with successful local entrepreneurs can inspire students.
5. Policy Support: Simplification of regulatory procedures for startups at the regional level.

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### **Conflicts of interest**

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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