

# CULTIVATING ENTREPRENEURS: ASSESSING THE ROLE OF INNOVATION&ENTREPRENEURSHIP DEVELOPMENT CENTRE (IEDC) IN SHAPING COLLEGE STUDENTS' ATTITUDES AND AMBITIONS IN KANNUR DISTRICT OF KERALA STATE

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## **Abstract**

*The capacity and zeal to develop, launch, and manage a business enterprise, together with any uncertainties it may have, in order to turn a profit is what is meant by entrepreneurship. The creation of new firms is the most obvious illustration of entrepreneurship. Entrepreneurship development is an act of inspiring people for entrepreneurial career and creating them proficient of exploiting business prospects. It is not just a training task. It is the act of encouraging and mounting skills of potential entrepreneurs and assisting them in evolving their own ventures. It is regarded as a tool of industrialization and a solution to unemployment problem. It is rightly commented that entrepreneurs are not automatically born; they can also be developed through education, training and experience. Kerala Startup Mission is the central agency in Kerala to promote entrepreneurship. In 341 institutions throughout the State, the Kerala Startup Mission has established IEDCs (Innovation and Entrepreneurship Development Centers), which provide opportunities for motivated students to learn, collaborate, and transform their creative ideas into working prototypes of products and services. The goal of the current study is to gauge college students' knowledge about IEDCs and attitudes towards them.*

**Key Words:** *Entrepreneurship, Kerala Startup Mission, Innovation & Entrepreneurship Development Centre.*

## **INTRODUCTION**

The idea, modification, and construction processes that make up entrepreneurship are dynamic. It requires the use of dynamism and a drive to develop and put into practise original concepts and creative solutions. A nation's economic progress is greatly influenced by its entrepreneurs. Entrepreneurship development is the spirited remedial factor against unemployment, poverty and to make ourselves for globalization in order to accomplish overall Indian economic advancement.

The key organization of the Kerala government under Department of Electronics and IT, for promoting entrepreneurship in the state is the Kerala Startup Mission (KSUM). It is also the applying body for the Kerala Technology Startup Policy that cares the state's startup ecosystem through numerous schemes and support programs. KSUM was originated in 2006, with the aim to encourage technology-based entrepreneurship actions and to generate the infrastructure and ecosystem obligatory to support high-end technology-based startup businesses. The Kerala Startup Mission is crucial to the development of a vibrant startup ecosystem in Kerala. IEDC is KSUM's newest project.

In order to give students the chance to explore and invent, Kerala Startup Mission established the Innovation and Entrepreneurship Development Centres (IEDC) in engineering, management, arts & sciences, medical institutions, polytechnics, and universities. The Kerala Startup Mission has established IEDCs in 341 institutions throughout the State, providing motivated students with opportunities to learn, collaborate, and transform their creative ideas into working prototypes of goods and services. IEDC is a key project of the Kerala Startup Mission to encourage entrepreneurship and innovation among the student and academic community in the educational institutions in the State of Kerala. It is viewed as an umbrella programme that will be crucial in fostering a culture of novelty in academic institutions. The purpose of this study is to examine students' awareness of and attitudes concerning IEDC.

## **STATEMENT OF THE PROBLEM**

In our country the foremost part of the population represents the youth. The youth may be college students. They have lots of innovative ideas, skill, knowledge etc. to become a fruitful entrepreneur. Recently, entrepreneurship is an eye-catching wage employment among college students. Growth in the educated employment sponsors the college students to take self-employment as their carrier option for their living. Hence entrepreneurial creativity of individual must be regarded as a significant factors of economic growth whereas a major role in working up boldness towards life and increase standard of living of the people and themselves. Kerala Startup Mission has setup a platform in many colleges named IEDC to promote innovation and entrepreneurial skills among the college students. The assumption is that this cell will influence the student's career choice towards entrepreneurship and improve skills by conducting different programs in the colleges. So the study provides an insight to the attitude and awareness of college students towards entrepreneurship and IEDC.

## **OBJECTIVS OF THE STUDY**

- To measure the awareness level of the students towards IEDC.
- To assess the attitude of college students towards entrepreneurship and IEDC.
- To analyses the factors that influence students to join to IEDC.
- To identify the opinion of college students about IEDC in increasing the number of entrepreneurs in Kerala.

## **RESEARCH METHODOLOGY**

The study is set up as an empirical investigation using the survey approach. Samples for the study were collected from college students in Kerala's Kannur district. The research was carried out in June 2022. The sample size is 100 respondents. The primary data gathered from the respondents is the study's main source of information. A convenient sampling approach is utilised to collect main data. The questionnaire was created to gather data on college students' awareness of and attitudes towards IEDC in Kerala's Kannur district. The secondary data was gathered from a variety of books, journals, magazines, and articles connected to the subject. The percentage approach has been employed as a tool for data analysis and interpretation. This article presents the statistically evaluated and examined data.

## **LIMITATION OF THE STUDY**

- Lack of availability of secondary data as it was a fresh topic.
- The replies of respondents may be biased, hence not completely reliable.
- Time constraint was another limitation.
- The study has been limited to 100 samples. So generalization could not be possible.

## **REVIEW OF LITERATURE**

1. (Abhilash N n.d.)(2020) In His Study "Issues Faced by Youngsters to Become an Entrepreneur" found that Lack of start-up capital is the key obstacle for starting a business, followed by lack of financial support from financial institutions, Lack of awareness regarding the facilities provided by the Government, lack of business management skills etc. Majority of respondents felt that the growth of youth owned enterprises are increasing rapidly. Through the study it was also revealed that the Kerala start up mission provides lots of helping hands to the youngsters especially to women.
2. Deepa Mathew, Abyson Kurian And Riya Joseph (2020) In Their Study "Role Of Kerala Startup Mission Boot Camps In Fostering Entrepreneurship Among College Students" revealed that KSUM Boot Camps have a significant role in fostering entrepreneurship among students. It was found that the students are satisfied with the services provided by Kerala Startup Mission Boot Camps.

3. Kalya Lakshmi Sainath And Korchal Teja Sai(2018) In Their Study “Constructive Image Created By Start-Up India Initiative And Its Positive Implication With Reference To Young People In India” identified that majority of the respondents believe start-up India scheme is working in India and strongly agree that the Start-up India is a job creation for unemployed people.
4. Ranjini S Nambiar And Dr. P. Balasubramanian In Their Study "The Impact Of Government Support On The Performance Of Startups In Kerala, India" identified that the bulk of the firms under consideration have received grant money, seed money, or marketing assistance from the government. It has been discovered that receiving business assistance in the form of workshops, training, etc. increases business success and boosts an entrepreneur's self-assurance.
5. Jyotsna Thomas And Georgee K.I (2020). In Their Study "Incubation Centres And Start-Ups: A Study On Kerala’s Start-Up Ecosystem" revealed that the start-up founder expressed their satisfaction with the amenities already in place at their incubation centre and stated that such support for incubation has prepared the way for many advantages for their start-up units, including mentoring, marketing, networking opportunities, and more.
6. Aravind D, Pradeep M And Dr. Satish K P(2018) In Their Study " A Study On Attitude Of Undergraduate Engineering Students In Kerala Towards Startups" showed that engineering students have a favourable attitude about participating in startups. Student thought about starting a business is aided by IEDC programmes and family support. They have recommended that many more educational awareness campaigns be undertaken in order to fully enlighten students about the regulations and resources available to support the growth of startups.

## FINDINGS OF THE STUDY

**Table No: 1**  
**Classification Of Students on the basis of Gender**

Gender	Number of respondents	Percentage
Male	60	60
Female	40	40
Total	100	100

Source: Primary data

Table No.1 demonstrates that out of 100 respondents, 60% of the students are male and the remaining 40% are female.

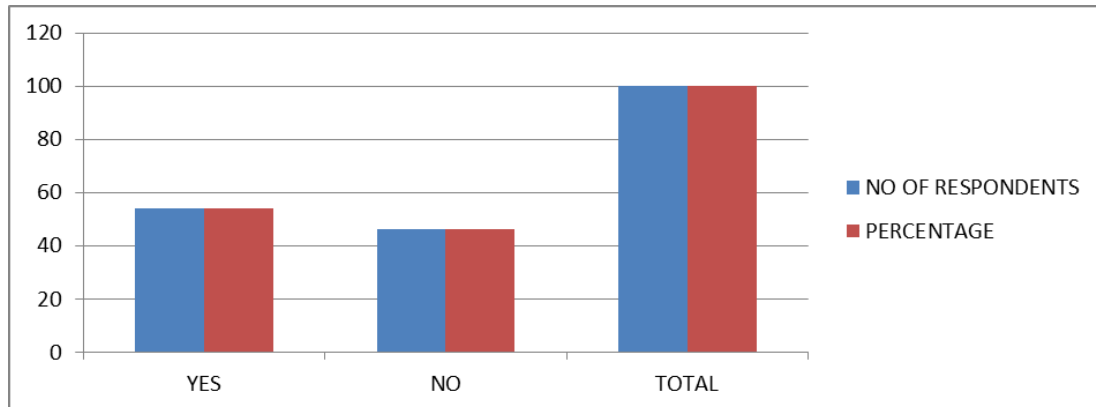
**Table No :2 Awareness About IEDC**

Awareness	Number Of Respondents	Percentage.
Aware	54	54
Not aware	46	46
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

The -table makes it evident that the majority of respondents are aware of the IEDC.

**Figure No : 1 Awareness about IEDC**



**Testing Of Hypotheses - CHI SQUARE TEST**

**Hypothesis – 1 H0:** There is no association between gender and awareness about IEDC in Kannur.

Level of significance: 0.05

7.3068>3.841

The hypothesis was tested by applying X<sup>2</sup> test and it identified that the value of X<sup>2</sup> is 7.3068 and the table value is 3.8410. Since the computed value is greater than the table value, so it is concluded that gender and awareness about IEDC is associated.

**Table No :3 Stream wise Classification**

Stream	Interest to start own business		Percentage
	Yes	No	
Arts	6	4	10
Science	3	13	16
Commerce	37	3	40
Engineering	10	8	18
Polytechnic	8	8	16
Others	0	0	0
<b>Total</b>	<b>64</b>	<b>36</b>	<b>100</b>

Source: Primary- data

It is evident from the preceding table that 10 of the 100 respondents are from the arts stream, 16 of them are from science, 16 polytechnic, 18 engineering students and majority that is 40 are from commerce stream. Among 100 respondents 64% of students want to start their own business, following 36% are interested to being an employee or work under others.

**Testing Of Hypotheses - CHI SQUARE TEST**

**Hypothesis – 2 H0:** There is not an association between stream of study and student interests to start their own business.

Level of significance: 0.05 Critical region:  $\chi^2 > \chi^2_{\infty 0.05}$

$\chi^2 > 11.07$

$30.319 > 11.07$

The hypothesis is tested by adopting  $\chi^2$  test and it is recognized that the value of  $\chi^2$  is 30.3190 and the table value is 11.07. Since the computed value is greater than the table value, so it is concluded that stream of study and student interests to start their own business is associated.

**Table No: 4**  
**Source of information about IEDC**

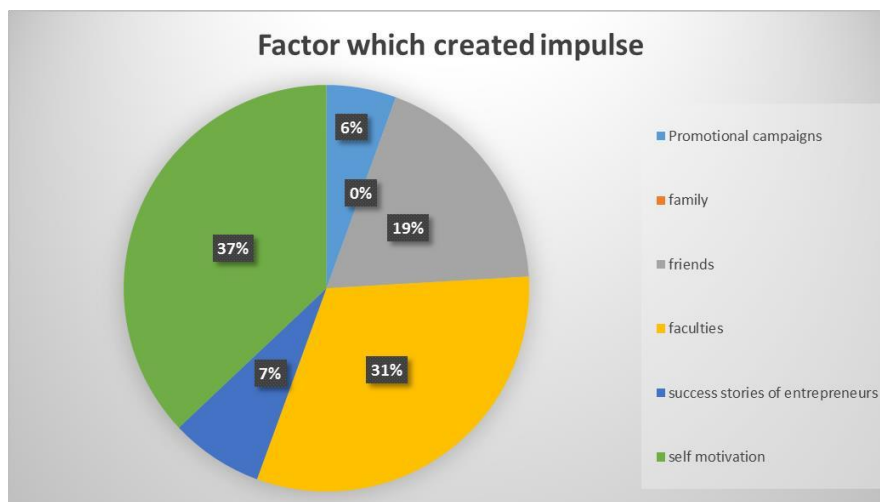
Particulars	Number Of Respondents	Percentage
Promotional Campaigns	3	5
Family	0	0
Friends	10	19
Faculties	17	32
Stories Of Entrepreneurs	4	7
Self-Motivation	20	37
<b>Total</b>	<b>54</b>	<b>100.</b>

Source: Primary- data

It is shown from the table that 37% of students was self-motivated to join the IEDC cell and 32

% joined the cell as a result of motivation by faculties and 19% were motivated by their friends. Remaining 7% and 5% are of the opinion that they joined the cell as a result of success stories of entrepreneurs and promotional campaigns respectively.

**Figure No: 2.**



**Table No :5****Factors motivated to join in IEDC**

<b>Factors Motivated</b>	<b>Mean</b>	<b>Standard Deviation</b>
Passion	1.98	1.71
Compulsion from teachers	4.11	0.84
Interested in entrepreneurship	1.57	1.19
For getting training and development	2.12	1.24
Improve skills	2.33	1.1

The above table shows the extent to which the factors motivated the students to join in iedc.

**Table No :6****Classification On The Basis Of Participation In Entrepreneurship Programme**

<b>Participation in entrepreneurship programme</b>	<b>No. Of respondents</b>	<b>Percentage</b>
Participated	54	100
Not participated	0	0
<b>Total</b>	<b>54</b>	<b>100</b>

Source: Primary- data

Table no.6 displays classification on the basis of students participated in any forms of entrepreneurship education programme. It clearly indicate that among 54 respondents 100% are participated in entrepreneurship programmes.

**Table No :7****Influence Of IEDC To Start A Business**

<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
Always	18	34
Sometimes	34	63
Not At All	2	3
<b>Total.</b>	<b>54</b>	<b>100.</b>

Source: Primary- data

According to the table, 34 out of the 54 respondents believe that IEDC centre will sometimes influence students to start a business, 18 are of the view that IEDC will always influence studentsto start business and 2 of the respondents says that it won't influence.

**Table No :8**

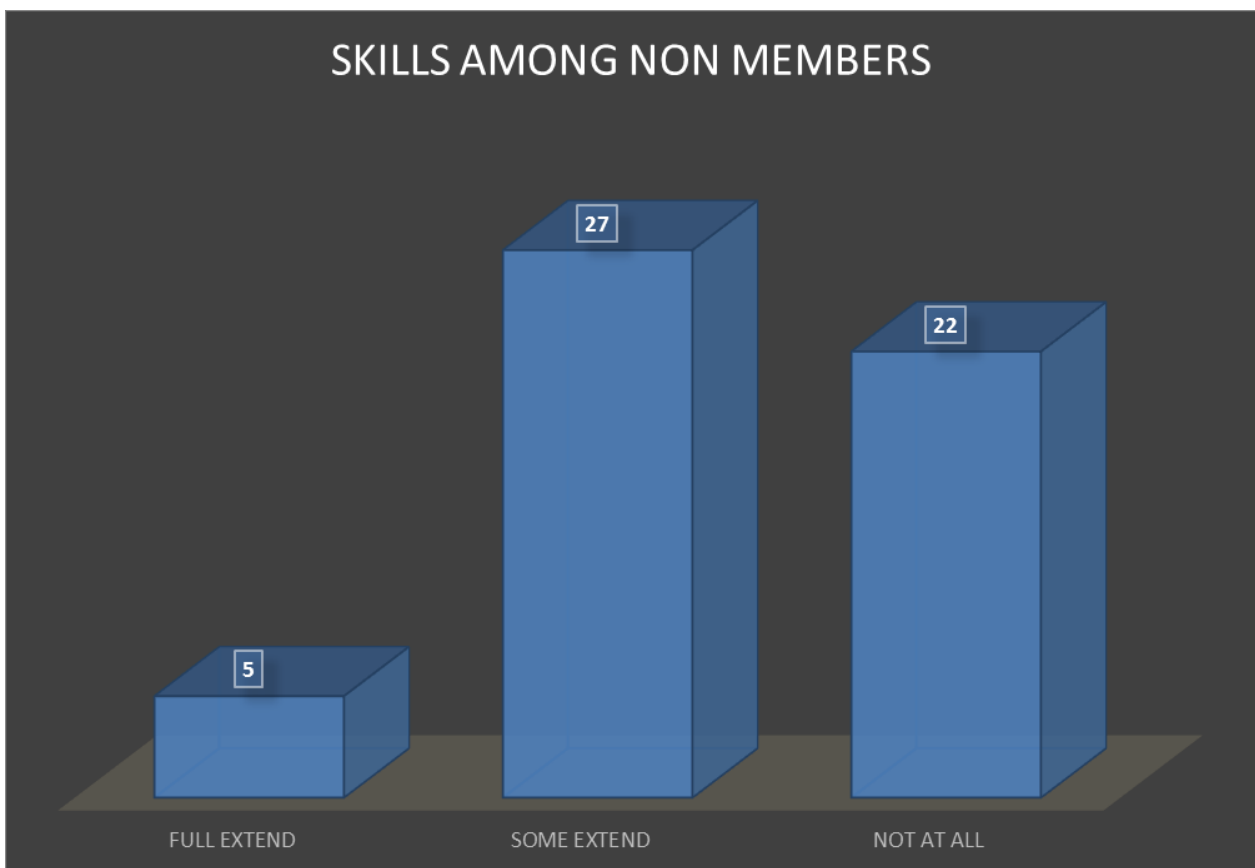
**IEDC Develops Entrepreneurial Skills Among Non-Members Also**

Particulars	No. Of Respondents	Percentage
Full Extent	5	9
Some Extent	27	50
Not At All	22	41
<b>Total</b>	<b>54</b>	<b>100.</b>

Source: Primary –data

The table, it can be see that 50% respondents are of the view that IEDC develops entrepreneurial skills among non-members to some extent, 41% says that IEDC does not develop skills among non-members and rest are of the view that it develops skills among the non-members to full extend.

**Figure No 3.**





**Table No: 9**

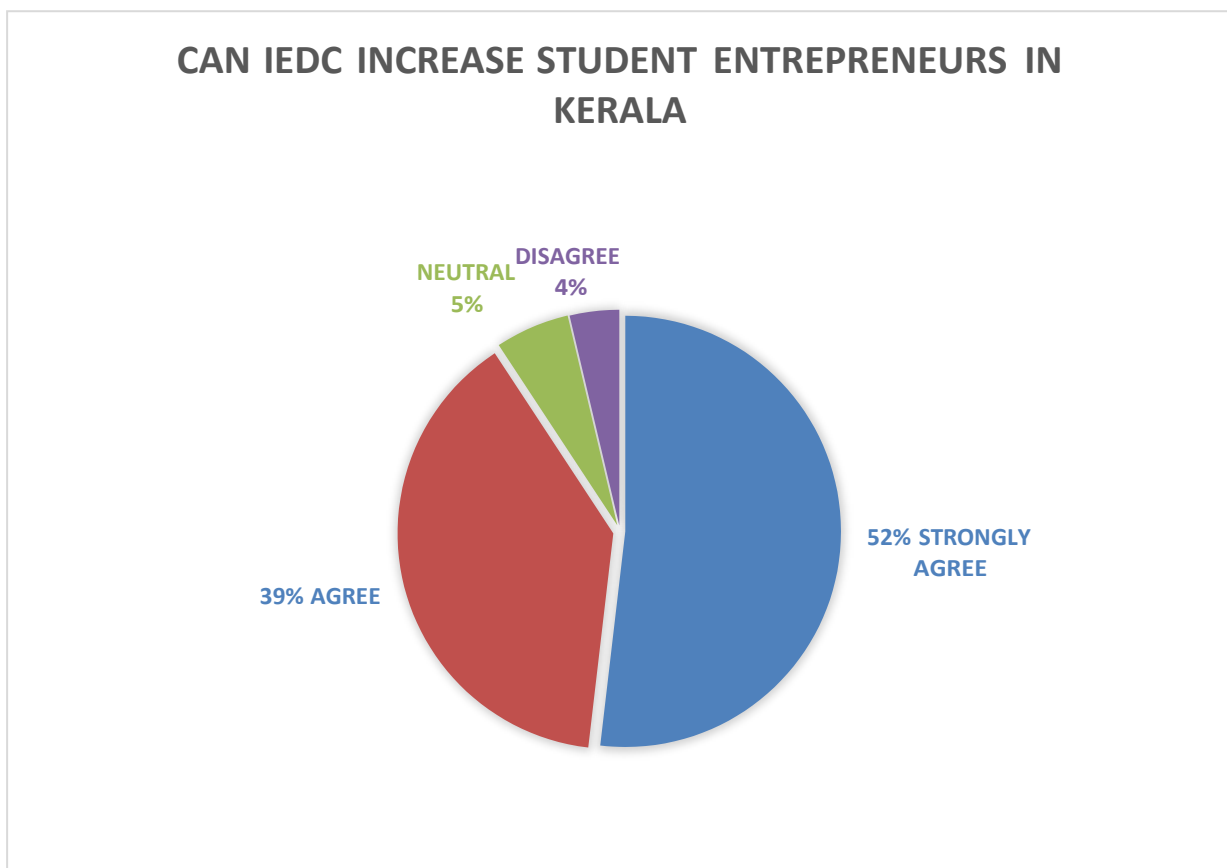
**IEDC Can Increase The Number Of Student Entrepreneurs In Kerala**

Particulars	No. Of Respondents	Percentage-
Strongly-Agree	28	52
Agree.	21	39
Neu-tral	3	5
Dis-agree	2	4
Strongly-Disagree	0	0
<b>Total.</b>	<b>54</b>	<b>100</b>

Source: Primary data

According to the data in the table, 52% strongly agree, 39% agree, 5% are neutral, 4% disagree, and none strongly disagree that IEDC can boost the number of entrepreneurs in Kerala.

**FIGURE NO: 4**



## SUGGESTIONS

- A public awareness campaign is required to spread the word about the many government initiatives designed to encourage student entrepreneurship.
- Student entrepreneurs should update themselves with the new information in the entrepreneurship.
- The government needs to engage in an increasing number of marketing initiatives to encourage student entrepreneurs in order to address issues like unemployment and slow GDP development.
- Students who want to become entrepreneurs should assess their strengths, weaknesses, opportunities, and threats. They should endeavour to turn their weaknesses into strengths and their opportunities into opportunities.
- In order to produce outstanding student entrepreneurs, students with entrepreneurial talent must be found and given the right training.
- There should be continues monitoring, improvement of training and development programmes to ensure overall development of student entrepreneurs.
- Government should make effort to provide training for students, to produce a potential entrepreneurs.
- Government should provide technical supports like startups for students and helps them in building their career.
- The authorities should recognize young student's talent and should help them.

## CONCLUSION

Since entrepreneurs play a significant role in the nation's economy, entrepreneurship education at the high school and college levels must be encouraged in order for the country to advance economically. The key to creating jobs and enhancing competitiveness for economic growth is to inspire the entrepreneurial spirit. More needs to be done to support new businesses and ventures in order to inject dynamism into the economic activity because entrepreneurship is significant as a very relevant tool to promote economic growth for the national economies. At the very least, the promotion should begin at the university level. The initiative like IEDC of Kerala Startup Mission should be communicated with college level young talented bloods, so as to improve a startup culture in the state like Kerala.

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