

1.1 INTRODUCTION

Entrepreneurship today occupies a top space in the minds of people who are part of the economic work force, student's policy makers, academicians and bureaucrats. The employees and students are realizing that job don't give the same stability that was taken for granted just a decade ago. The employees are much more demanding. The risk involved in a typical job have increased. No wonder many young people today are attracted to the concept of entrepreneurship. It has also been evident for some time now that is the entrepreneurs who will create employment opportunities than established big industries. The biggest contribution to a higher economic growth is also expected to come from entrepreneurial effort. The concept of entrepreneurship has wide range of meanings on the one extreme an entrepreneur is a person of very high aptitude who pioneers change, processing characteristics found in only a very small fraction of the population. On the other extreme of definitions, anyone who wants to work for himself is considered to be an entrepreneur.

The interest shown by students for entrepreneurship has been topic these days. Numerous studies have been carried out in a attempt to explain the major reasons for gearing towards entrepreneurship and how individual interest can be created through exposure. There is no argument to say that entrepreneurship can increase the individuals economic situation in terms of income. Due to that many sectors either Govt or non-government will realize that a lot of studies and research efforts have to carried out. All the effort is for one purpose which is to be build with entrepreneurship skills in all who are getting involved in it.

1.3 STATEMENT OF THE PROBLEM

Entrepreneurship plays a key role in the economic development of a country. But many study result showed that Kerala is industrially backward. Even though the Govt. of Kerala and the Central Govt. provides various support for entrepreneurial development, still majority of educational youth in Kerala are seeking Government jobs. This may be due to their unawareness about the various aspects of entrepreneurship in the state of Kerala.

1.4 OBJECTIVES OF THE STUDY

- To study the attitude of the college students towards entrepreneurship
- To understand the awareness of college students about entrepreneurship
- To identify factors motivating students to choose entrepreneurship as a career
- To know the awareness of students regarding the entrepreneurship supportive schemes provided to them.

1.8 LIMITATIONS OF THE STUDY

- Some of the respondents could not give correct data.
- Lack of time for doing a better project.
- The study focuses on limited area
- A detailed study could not be carried out because of shortage of time.

CONTENTS

CHAPTER NO	TITLE	PAGE NO
I	INTRODUCTION	1-4
II	REVIEW OF LITERATURE	5-8
III	THEORETICAL FRAMEWORK	9-24
IV	DATA ANALYSIS AND INTERPRETATIONS	25-40
V	FINDINGS, SUGGESTIONS AND CONCLUSION	41-43
	BIBLIOGRAPHY	
	APPENDIX	

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