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Women Entrepreneurship - A Transformational Scripting for Success



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An Assessment on Women Entrepreneurs Engaged in the Interior Design Field

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Abstract--- Entrepreneurs are essential to the current and future prosperity of any country. It is viewed as a significant element of production and contribute to job creation (Saruparia, 2014). A family is a basic social unit, an essential component of society, and also a system unto itself (Goel, 2016). The research by Postigo et al. (2003) indicates that family background seems to have a greater effect in the entrepreneurial mindset of students than do country-wide cultural characteristics. In addition to family and community, institutions may teach students in skill sets that will help them be confident and provide them with the essential skills required (Muthulakshmi, 2011). Therefore, it was deemed fit to evaluate the effect of family history on college students' entrepreneurial behaviour. Purposive sampling was used to pick 500 female college students from Chennai for this research; 250 students were recruited from three government institutions and 250 students were selected from three private colleges. An interview schedule was used to evaluate the chosen students' personal profile, family entrepreneurial history, and goal to become entrepreneurs. Few parents wished their daughters to become entrepreneurs in the future; nevertheless, although the students themselves had fewer options for entrepreneurship.

Keywords--- Entrepreneurship, Family Background, Government, Private\ Aided, College Students.

Introduction

With an increase in school and college enrolment rates, it is anticipated that the proportion of youth in the labour force will decline. India's high proportions of educated youth in the labour force indicate that youth unemployment and underemployment will continue to be a major policy concern for many years to come (Chandrasekhar, 2006). Growing youth unemployment is one of the most serious challenges faced by both industrialised and developing nations (ILO, 2004, 2005). Failure to integrate youth into the labour force has far-reaching implications for the future wealth and development of nations.

Recent years have seen a rise in the importance of youth entrepreneurship in many countries with a growing interest in entrepreneurship as a means of enhancing economic competitiveness and encouraging regional development. Although youth entrepreneurship is an understudied topic in academic and policy debates, its growing interest in developed nations can be attributed to two key drivers. The first is the rising number of young people who are unemployed relative to the rest of the population; the second is the need for higher competitiveness and the related requirements for skill development and entrepreneurship as a response to the challenges of globalisation. Although the literature on youth entrepreneurship is scarce, there is evidence (Greene, 2005) that young people prefer working for themselves as a career option since it provides them with an exciting job, independence, and autonomy that other work environments may not (Dash, 2012). Thus, the researcher recognised the necessity to investigate the impact of entrepreneurship in families and parental aspirations on students' propensity to become entrepreneurs.