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Entrepreneurial Attitude among Coastal Youths in Kanyakumari District

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Abstract

Entrepreneurship is one of the core concept emerged as a solution to many problems of youths in modern India. Entrepreneurship plays major role in empowerment of economically vulnerable societies. After the emergence of technology into the fishing habits have created lot more job opportunities among youths, especially in coastal areas. This new enthusiasm among the youths has made them to concentrate on the entrepreneurial developments. This study focuses on the entrepreneurial attitude among the coastal youths especially among the Mukkuvar community in south regions of India. This results would help the policy makers and the educational institutions to create programs to develop the entrepreneurship skills among the youths in Coastal area.

Keywords: Entrepreneurship, Empowerment, Skills, Societies, Enthusiasm, Youths life.

INTRODUCTION

Youth constitute almost 40 percent of Indian population. youths are now seeking gainful employment in several fields in increasing numbers with the spread of education and new awareness. Entrepreneurs are spreading their wings to higher levels of entrepreneurs namely engineering, electronics and energy.

MUKKUVARS

Mukkuvar is a maritime ethnic group found in the states in India and in Srilanka. They are mostly found on the Malabar Coast, and in Kanyakumari district of Tamil Nadu, who have traditionally been involved in fishing and other maritime activities. They mostly talk Tamil and Malayalam.

Entrepreneurship

Entrepreneurship can develop only in a society in which cultural norms permit variability in choice of paths in life. But in developing countries like India it is very difficult for all to engage in entrepreneurial activities because of the poor social capital, competence and economic condition. So, an entrepreneur is an individual who belongs to poor economical class and doing his business in the market economical

and caste identity are an important determinant of life opportunity for a one fifth of the world's population.

Theoretical Foundations

Schumpeter's Theory of Innovation

Joseph A. Schumpeter for the first time in 1933 assigned a crucial role of Innovation to the entrepreneur in his magnum opus, this theory of economic development. Schumpeter considered through the economic development, the dynamic change will occur to an entrepreneur when we introduce the new combination of productions such as innovation. In his theory, he made distinction between the inventor and innovator. The theory indicates the importance of innovation among the entrepreneurs in slums.

Peter Drucker's theory of 'opportunity'

Peter Drucker starts with Say's definition, but amplifies to the focus on opportunity. Drucker does not require entrepreneurs to cause change, but sees them as exploiting the opportunities that change (in technology, consumer preferences, social norms, etc.) creates. He says, 'This defines entrepreneur and entrepreneurship' - the entrepreneur always searches for change, responds to it and exploits it as an opportunity.

Drucker makes it clear that entrepreneurship does not require a profit motive. He specifies three conditions that have to be fulfilled in the process of this theory.

Innovation requires knowledge and ingenuity. It is a demanding process by which a purposeful focus is given by persistence commitment and hard work.

Innovation must be built on one's own strength. Innovation always has to be done to the market, focused on the market. Indeed it should be market driven.

Richard Cantillion's theory of Risk Bearing

An Irish man who defined the term, entrepreneur as an agent has the uncertainty prevails in the

business. It can be illustrated with the farmers and merchants of their business processes. Youth in slums bears lot of risk. The risks were from internal and external. Youth in slums have psychological, managerial, economic, social and political problems; they take the risk in doing business which creates a change in an individual, family and society at large. It is an important theory for the study to review on the risk taking behavior

Howard Stevenson theory of administration

Howard Stevenson, a leading theorist of entrepreneurship at Harvard Business School, added an element of resourcefulness to the opportunity-oriented definition based on research. He conducted to determine what distinguishes entrepreneurial management from more common forms of administrative management. After identifying several dimensions of difference, he suggests defining the heart of entrepreneurial management as the pursuit of opportunity without regard to resources currently controlled. This theory helps the researcher to study administration traits among the slum women.

McClelland's Theory of Achievement

He developed the Achievement Motivation theory. According to this theory, individuals need for achievement which refers to the need for personal accomplishment. It is the drive to excel, to strive for success and to achieve in relation to a set of standards, people with high achievement motives would like to take calculated risks and . It helps the researcher to study the need for achievement in the trait for entrepreneurship among slum women.

Empowerment Theory

Theory of empowerment is actually a social psychiatric theory therefore it directly relates to the field of social work and studies. Empowerment is a process, where power can be developed, facilitated or "secured" with the purpose of enabling challenged individuals or groups to increase their resources, improve their self-esteem and build up the ability to act on their own in psychological, socio cultural, political and economic situations (Staples, 1993). For a social worker, empower-

ment as a method will increase focus on the individual, its self-worth, and ability to act. It focuses on social situations, groups, families, contexts, and on a local community, organization or network, meaning that usually develop a person's ability to function within a certain community.

Objectives of the Study

a. General objective

The purpose of this study is to explore the entrepreneurial attitude of Coastal youths in Kanyakumari district, especially among Mukkuvars.

b. The Specific Objectives

More specifically this study will attempt:

To find out the entrepreneurial attitude of coastal youths

To find out the differences, association and relationship between entrepreneurial attitude of youths with their selected independent variables.

To suggest ways and means to improve youths attitude towards their entrepreneurial attitude.

Significance of the Study

The present study attempts to contribute for both theoretical knowledge and managerial practices on entrepreneurial attitude among coastal youths. Thus this will contribute towards the entrepreneurship education.

The research outcomes may help those target to review their entrepreneurial situations, potential areas of action, own degree of competence and engagements towards entrepreneurialism.

In particular, findings of this study can be very helpful to policy makers in the country in academy, industry and government for utilizing entrepreneurship for economic growth, employment and increasing welfare of people.

RESEARCH METHODOLOGY

In this study the investigator adopted survey method. In this study, the investigator used the following tools.

General data sheet prepared by the investigator
 Entrepreneurial attitude scale

Entrepreneurial attitude scale

Attributes of entrepreneurship;

Interest (1), Motivation (8), Inhibitors (6), Key influencers (7), Measures (5), De motivators (9)

Score for items are as it is (i.e) Always (4), Most of the time (3), Sometime (2), Never (1)

Total items 36, Maximum score 180 and Minimum score 36

Individual data showing the scores

	Inter- est	Mo- tivation	In- hibi- tors	Key in- flue- ncer s	M e a s u r e s	De moti- vators
Items	1	8	6	7	5	9
Max score	4	32	24	28	20	36

The population consists of 100 coastal youths in Kanyakumari district, belong to the Mukkuvar community. Random sampling technique was used for selecting the sample from the population. The stratification has been done on the basis of gender, religion, caste, School studied, medium of school, and locality of the students, father's education mother's education and father's annual income. The research is descriptive in nature.

Statistical technique

The percentage analysis, Arithmetic mean, Standard deviation, ANOVA (Analysis of Variance) and Pearson Product Moment Correlation were used.

FINDINGS

Independent variables

- ♦ **Age** plays an important role to analyze the developmental changes in any experimental objects of study 90% of 19 to 21, 4% of 22 to 24 and 1% of 25 & above age groups were interviewed.
- ♦ **Community.** Caste plays an important role in forming the psyche of Indian people. Without having an analysis on the caste background of the people no study would be fulfilled in finding the depth of any problem. Ac-

cording to this study 100% of MBC's, belong to the Mukkuvar community.

- ♦ **Religion** also an inseparable element of people's lives in India. Any social analysis should consider this variable so important that which determines peoples' attitudes. This study has interviewed 80 % of Christians and 15% of Hindus and 5% of Muslims.
- ♦ **Location of the Schools studied:** 85 of Rural and 15% of Urban schools.
- ♦ **Family types:** 50% of Single, 35% of joint and 15% of separated families
- ♦ **Part time jobs.** 90% of the full timers and 10% of the samplings were interviewed from the youths those who do a part time jobs.
- ♦ **Generations of study:** 85% of 1st generations and 15% of 2nd generation youths.
- ♦ **Father's occupations:** 98% of fishing and 2% of other type of jobs
- ♦ **Father's education:** 70% of un educated and 30% of educated fathers
- ♦ **Mother's education:** 80% of un educated and 20% of educated mothers
- ♦ **Family annual income:** 30% of Below 1,00,000 24% of 100,001 to 2 lac, 33% of 200,001 to 300000 and 12% of 300001 to 400,000 and above

Entrepreneurship Attitude

30% of average, 16% of low and 54% of high levels of attitudes. It is explicitly concluded that most of the youths have high level of entrepreneur attitude.

T test and Annova: Entrepreneurship attitude

1% level of difference is found among Age groups. 5% level of difference among age groups, family types. There is no difference exists between communities, having and not having a part time job, residences, generations of study, Fathers occupations, Fathers educations, Family income, Religions, location of the schools studied.

Chi square for associations: Entrepreneurship attitude

There is 1% level of association found with Locations of the Schools studied, 5% of association with Religions, and residences. No association with Communities, Family types, generations of study, father's occupations, father's incomes towards entrepreneurship attitude.

Correlation: Entrepreneurship attitude

There exists 1% relationship with school location. 5% relationships with having and not having a Part time job. No relationship with Community, Religion, school types, Family types, Residences, Generations, Fathers occupations, Fathers education, Mothers education and families' income towards entrepreneurship.

SUGGESTIONS

- * Coastal Youth have high level of Entrepreneurship attitude. Therefore there is a space develop infrastructures to improve their attitudes. Service institutions should design curriculum that enhances these attitudes among students along with their academics.
- * The t test on differences on entrepreneurship proves that differences exist only among the Age groups. There is no differences established on communities, family types, having and not having a part time job, residences, generations of study, Fathers occupations, Fathers educations, Family income, Religions, location of the schools. These above variables need not to be considered among the entrepreneurship education.
- * There is association exist only between Locations of the schools and Religions with entrepreneurship attitude and No association is established between Communities, school types, Family types, having and not having a part time job, residences, generations of study, father's occupations, families incomes with entrepreneurship attitude. Therefore while teaching on entrepreneurship association between these variables and entrepreneurship need not to be considered.
- * There is Correlation exist only between school location, having and not having a Part time

jobs with entrepreneurship and No relationship is established with Community, Religion, school types, Family types, Residences, Generations, Fathers occupations, Fathers education, Mothers education and Fathers' income. Therefore while teaching on Entrepreneurship Correlation between these variables and entrepreneurship need not to be considered.

- * The results suggest that the teaching institutions should design the courses to equip the coastal students towards entrepreneurship.
- * Youths are needed to be classified before entering to the educational institutions with right measures
- * Counseling and frequent assessment in their overall development should be developed and recorded in every institution.
- * Linkages with the neighboring industries and corporate should be developed by all the educational institutions in order to encourage the earning attitudes among the students with their academics.
- * Youths should be encouraged to do a small business along with their academic studies.

CONCLUSION

Learning is a skill. All creatures are endowed to learn something for their survival. Attitude towards learning is a prerequisite aspect to learn something new. This study has proved that the coastal youths students have high level of attitude towards entrepreneurship. The educational institutions are compelled to revise their content and the mode of teaching to increase the motivation and the aim of learning with good attitude. The internal, external aspects and the dispositions of any learning must be evaluated and improved. Learning Entrepreneurship helps one to improve their global perspectives in creating international opportunities. Students must be motivated to develop a high level of attitude towards any learning especially in entrepreneurship.

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