

A STUDY ON STUDENTS AWARENESS ON ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.P.Dinesh Kumar^{#1}, A.Vijayadharshini^{*2}

^{#1} Assistant Professor, BCom A&F, SRCAS. Coimbatore, Tamil Nadu, India,

^{*2} Students, BCom-A&F, SRCA. Coimbatore, Tamil Nadu, India

¹pdineshkumar@srcas.ac.in, ²vdlap1210@gmail.com

Abstract

Entrepreneurship is an important factor in economic development, innovation, and job creation, and the city of Coimbatore has emerged as one of the major entrepreneurial centers in South India. The city is known as the “Manchester of South India” and provides a strong industrial foundation, a conducive government policy framework, and high-quality educational institutions that together facilitate the development of entrepreneurship. The purpose of this study is to investigate the degree of awareness about entrepreneurship among students in the city of Coimbatore, particularly focusing on the role of education, technology, and skill development. A descriptive research approach was employed, and the primary data was gathered from 125 students using a structured questionnaire method with convenience sampling. Secondary data was obtained from journals, articles, and existing research studies. Statistical methods such as Chi-square test and correlation analysis were employed for the analysis of data. The results indicate that students have a moderate to high level of awareness about entrepreneurship and government programs such as the Mudra Yojana. The Chi-square test result indicates that there is no significant relationship between gender and levels of awareness, and both male and female students have equal levels of awareness. The result of correlation analysis shows that there is a very weak and insignificant relationship between educational qualification and the availability of programs related to entrepreneurship. The conclusion of the study reveals that although awareness exists among students, there is a need to improve exposure and training in order to convert awareness into entrepreneurial intention and action. The study provides important insights for institutions and policymakers to improve entrepreneurship education and develop future entrepreneurs in the city of Coimbatore.

Keywords— *Entrepreneurship, Students Awareness, Coimbatore City, Entrepreneurship Education, Startup Ecosystem, Skill Development, Digital Tools.*

INTRODUCTION

Coimbatore is also known as the "Manchester of South India." It is one of the most industrially developed and entrepreneur-friendly cities in Tamil Nadu. This city boasts of its rich tradition in textiles, manufacturing, engineering, and IT industries. Its strong entrepreneurial spirit continues to foster a vibrant ecosystem that supports traditional industries alongside modern startups. Entrepreneurship has traditionally been fostered by the culture of innovation in Coimbatore, with its many family-owned businesses and ready access to skilled labor. Top educational institutions, business incubation, and schemes supported by the government together have made Coimbatore a fertile breeding ground for budding entrepreneurs, especially among the youth. There seems to be a rise in student-led startups, women entrepreneurs, and digital businesses in recent times, supported by such initiatives as Startup TN, TIDCO, and MSME schemes. The city also hosts startup summits, entrepreneurship development programs, and mentoring networks, adding to the fact that it is gradually becoming a hub for business innovation in South India. A blend of conventional business ethos with a modern spirit of entrepreneurship continues to drive entrepreneurship in Coimbatore.

STATEMENT OF THE PROBLEM

The purpose of this project is to determine Entrepreneurship in Coimbatore city demonstrates a vibrant amalgamation of traditional business ethos and modern innovation on strong industrial roots, educational institutions, and an emerging startup culture. The city has become a hub for entrepreneurial growth in South India with its enabling ecosystem, skilled manpower, and government initiatives, especially for students and young innovators.

OBJECTIVES OF THE STUDY

- To know awareness on entrepreneurship among students.
- To Investigate on education, digital tools, and skill training among students.

SCOPE FOR THE STUDY

The scope of the study on Students' Awareness of Entrepreneurship with Special Reference to Coimbatore City focuses on knowledge, interest, and readiness among students towards entrepreneurship. Coimbatore is a city where industries and startups form the backbone of its growth, and hence, this place becomes the best spot to foster entrepreneurship spirit among youth. This study, therefore, focuses on the role that

educational institutions play in developing entrepreneurial awareness; what support systems are available; and what challenges students face in pursuing entrepreneurship as a career option. It also explores the impact that the local startup culture and industrial culture have on students' awareness, perception, and attitude. By analyzing data from students across various colleges and courses, the study gains insights into how institutions and policymakers can design appropriate entrepreneurship development programs, training, and awareness campaigns that cater to the needs of Coimbatore's student population.

LIMITATION OF THE STUDY

- The study is limited to students in Coimbatore city.
- Convenience sampling is used.
- The results depend on respondents' answers.

HYPOTHESIS OF THE STUDY

(HO): There is no significant level of awareness about entrepreneurship among students.

(HO): There is no significant influence of education, digital tools, and skill training on students.

RESEARCH METHODOLOGY

The research study adopts a descriptive research design will be used to evaluate the awareness of entrepreneurship and the intention to become entrepreneurs among higher education students in the city of Coimbatore. Quantitative data will be gathered from 125 students using a structured online questionnaire with convenience sampling. The results will be analyzed using correlation and chi-square analysis, and all responses will be kept confidential for academic purposes only.

SAMPLING TECHNIQUE

Simple random sampling techniques is used as sampling technique.

SAMPLE SIZE

The Sample size of the study is 125 respondents.

AREA OF THE STUDY

The study was conducted within the Coimbatore city.

TOOLS USED FOR THE STUDY

- Correlation
- Chi-Square test

REVIEW OF LITERATURE

Dr. R Sri dev (2021), in their study titled "Consumer Awareness and Attitude on Solar Products with Special References to Coimbatore City" India, a growing economy, promotes solar products like solar water heaters to meet energy needs sustainably by converting sunlight into heat or electricity, reducing fossil fuel reliance and carbon footprint and its aimed to measure the consumers awareness towards solar Products.

These research is based on the study uses both primary and secondary data with a descriptive research design. Data was collected from 185 respondents using a structured questionnaire through convenient sampling. The tools used for the study is Percentage tools Factor analysis, Anova, Factor analysis. These research is found out that most respondents use solar products to save electricity and support sustainable living and also Suggested that improve product quality, extend warranty, and reduce service costs. Thus, the research conclude that consumers are increasingly aware of solar products, mainly through social media and friends, highlighting the need for continued innovation and customer-focused strategies.

Mr. P. SIDDHARTH (2024), in these study titled "A Study on Awareness and Participate of Commerce Students in the Indian Stock Market" in these research this study analyses commerce students stock market awareness, participation level, and how their education influences investment interest and its aimed to know the awareness level of commerce students of the Indian stock market. The Research method is based on Primary data was collected through student questionnaires. Secondary data came from books, journals, magazines, and internet sources. These research found out through the percentage analysis, chi-square analysis These research Suggested that Include stock market education, practical training, and expert sessions in the curriculum to boost student awareness and participation. Thus, the conclude that financial literacy and hands-on exposure can enhance commerce students' confidence and engagement in the stock market.

RESEARCH GAP

Though several studies have examined students' awareness of entrepreneurship, most of them are conducted at the national or state level, with limited focus on Coimbatore city. There is a lack of detailed research on how educational institutions, digital exposure, and awareness of students entrepreneurial awareness in this region. Moreover, very few studies have explored the gap between students' awareness of entrepreneurship and their actual intention to start a business. This study attempts to fill these gaps by focusing specifically on students in Coimbatore city.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE

(SOURCE: PRIMARY DATA)

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * DID YOU KNOW ABOUT MUDRA YOJANA SCHEME (PMMY)?	125	100.0%	0	0.0%	125	100.0%

Table 1

INTERPRETATION

All 125 respondents (100%) provided valid responses for both gender and knowledge of the Mudra Yojana Scheme

(PMMY).0 missing cases (0%), so the total number of cases analyzed is 125 (100%).

CORRELATION

		EDUCATIONAL QUALIFICATION	HAS YOUR SCHOOL/COLLEGE/UNIVERSITY OFFERED ANY ENTREPRENEURSHIP-RELATED PROGRAM OF COURSES
EDUCATIONAL QUALIFICATION	Pearson Correlation	1	.107
	Sig. (2-tailed)		.234
	N	125	125
HAS YOUR SCHOOL/COLLEGE/UNIVERSITY OFFERED ANY ENTREPRENEURSHIP-RELATED PROGRAM OF COURSES	Pearson Correlation	.107	1
	Sig. (2-tailed)	.234	
	N	125	125

(SOURCE: PRIMARY DATA)

Table 2

INTERPRETATION

There is a very weak, positive, and non-significant correlation ($r = 0.107$, $p = 0.234$) between educational qualification and having entrepreneurship-related programs, indicating educational level does not meaningfully relate to exposure to such courses.

FINDINGS

FINDINGS FROM CHI-SQUARE ANALYSIS

All 125 responses were valid with no missing data, ensuring reliability of the analysis. The chi-square test indicates no significant association between gender and awareness of the Mudra Yojana Scheme (PMMY) ($\chi^2 = 1.707$, $p = 0.789$).

Both male and female students show a similar level of awareness regarding the scheme. Majority of students fall under moderate to high awareness categories, while only a small number are completely unaware.

FINDINGS FROM CORRELATION ANALYSIS

The Pearson correlation result shows a very weak positive relationship between educational qualification and the availability of entrepreneurship-related programs ($r = 0.107$). The relationship is not statistically significant ($p = 0.234$). This indicates that educational qualification does not significantly influence students' exposure to entrepreneurship-related

courses or programs. Availability of entrepreneurship education appears to be independent of students' academic level.

SUGGESTION

Based on the findings of the study, it is suggested that educational institutions should place greater emphasis on promoting entrepreneurship education across all levels of higher education, regardless of students' academic qualifications. Colleges and universities can organize regular workshops, seminars, and awareness programs on entrepreneurship and government schemes such as the Mudra Yojana to improve students' practical understanding. Since gender does not significantly influence awareness levels, entrepreneurship initiatives should be designed to inclusively target all students. Institutions may also collaborate with industry experts, entrepreneurs, and startup incubators to provide hands-on training and real-world exposure. Additionally, the use of digital platforms and social media can be encouraged to effectively disseminate entrepreneurial information and motivate students to develop entrepreneurial intentions.

CONCLUSION

The study concludes that students in Coimbatore city have a moderate to high level of awareness about entrepreneurship and government schemes. Gender does not significantly influence entrepreneurial awareness, and educational qualification has no meaningful relationship with exposure to entrepreneurship programs. Although awareness exists, practical exposure and institutional support need improvement. Strengthening entrepreneurship education, hands-on training, and mentorship can help students effectively convert awareness into entrepreneurial action and contribute to economic development.

REFERENCES

[1] Aggarwal P., Cha T., Wilemon D. (1998) Barriers to the adoption of really-new products and the role of surrogate buyers. *Journal of Consumer Marketing*. Vol 15. 4. pp 358-371.[2] MATHURAVALLI, C. (2013). An Investigation of Consumer Preferences towards Store Brands Purchase in Madurai District (Doctoral dissertation, KALASALINGAM UNIVERSITY).[3] Novina Steffy, J., Sakthivel, R., & Subhashri, T. N. (2025). A study on investment behaviour of salaried people with special reference to Coimbatore city. *International Journal of Scientific Research and Engineering Development*, 8(1), 639–643. <https://www.ijared.com>.ISSN: 2581-7175.[4] Ms.P.Selvi., Mr.Shivam pandey, " A study on the effective advertisement and its influence on customer buying behaviour, *IJNRD*, Vol 8, Issue 5, May 2023, pp:f332-f337, ISSN:2456-4184.