



Review Paper

Entrepreneurial attitude and social support among youth in north eastern part of India: a review

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Abstract

Entrepreneurship acts as a crucial part in the development and growth of the economy and it is a fundamental benefactor to innovativeness and product advancement. It also helps in creating new jobs, reduction in unemployment and increase in national income. Entrepreneurship can be considered as one of the career options for youths. The present review focuses on the entrepreneurial attitude and social support among youth in North eastern part of India. There were around 20 articles related to entrepreneurship and youth collected from the various online and offline data sources. The review points out that youths with favorable attitude towards entrepreneurship has more inclination to be an entrepreneur and social support is one of the influential factors of attitude towards entrepreneurship. There was dearth of studies in the area of entrepreneurial attitude and social support among youth in North east India. Therefore, there is a need to focus on the aspects of social support and attitude enhancement in entrepreneurship among youth.

Keywords: Entrepreneurial, attitude, social support, Youth, Northeast India.

Introduction

Youth is the most important section of the society. They are enthusiastic, vibrant, innovative and dynamic. A nation's strength and possibility for development is influenced by its youth population. The major issues concerning youth are education system, unemployment, civic involvement and migration.

Youth between the age of 15 to 24 years as per India's Census 2011, comprises one-fifth (19.1%) of India's total population. Indian youth is estimated 34.33 per cent increase by 2020. The highest youth population in northeast India is Nagaland (63.3%) and the lowest is Manipur (49.5%). Youth constitute the highest proportion among age distribution in all states of Northeast India^{1,2}.

In 1993, the Indian Institute of Entrepreneurship (IIE) was established to bring entrepreneurship development program (EDP) as well as to promote entrepreneurship and small-scale industries in the region. So much was the importance on youth entrepreneurship given that the government established a new ministry by the name of Ministry of Skill Development and Entrepreneurship in 2015. The mandate was to develop and introduce youth entrepreneurship programmes in India. The programmes are highlighted in the Table-1.

Youth is defined as an individual between the age group of 15 years to 29 years by the National Youth Policy (2014). The main objectives and priority of National Youth Policy (2014) are presented in the Table-2.

Table-1: Skill development and Entrepreneurship Schemes³.

Name	Activities
Pradhan Mantri Kaushal Vikas Yojana (PMKVY)	To Provide Industry-relevant skill training Programmes
Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP)	Institutional development & Strengthening. Entrepreneurship Development. Capacity Creation
UDAAN (Jamu & Kashmir)	To render employability skills training among unemployed youth
Standard Training Assessment and Reward (STAR)	Assessment on skills development programmes
Vocationalisation of education (Selected states)	School education. Higher education

There are various socio-economic and cultural issues in Northeast India where youth become subjects and victims of social problems ranging from political instability, ethnic tension, insurgency activities, migration, unemployment, alcohol and drug abuse and HIV/AIDS. Government have initiated several policies and welfare programmes to encourage youth to engage in more productive activities.

Table-2: Objective and Priority of NYP 2014⁴.

Objective	Priority
To create productive workforce	Education, Employment, Skill development and Entrepreneurship
To develop healthful generation	Sports and healthy lifestyle
To instill social values and encourage community service	Promotion of social values and community participation
To Promote civic participation	Facilitate towards politics and governance engagement
To support youth at risk and create equitable opportunity	Inclusion. Social justice

Definitions and Concepts: Entrepreneurship is a multidimensional concept⁵. Entrepreneurship is view in various aspects; it can be view from economic aspects, management perspectives and social and psychological aspects. Entrepreneurs have ability to recognized opportunities, willingness to carry out an action plan and manage a business. Entrepreneurs with its potential to take risks, reaps the reward of business venture he/she undertake.

Attitude is an individual favorable or unfavorable mindset towards a particular behavior⁶. Entrepreneurial attitude is characterized by self-confidence, self-esteem, dealing with failures, uncertainty tolerance and locus of control.

Social support can be described to as various types of assistance or help that people receive from others. It can be classified into emotional, Esteem, instrumental, informational and network support⁷.

Entrepreneurship inadequacy is one of the factors attributed to economic backwardness of the region. Promotion of entrepreneurship will not only help in reducing unemployment, but also play a crucial role in income distribution, attainment of economic self-dependence and socio-economic growth⁸. The socio-psychological attitude towards entrepreneurship has to be considered to develop entrepreneurship among youth. The purpose of the present review is to analyze the entrepreneurial attitude of youth and social support system towards entrepreneurship in the north eastern part of India.

Methodology

Data was collected through secondary source. Extensive search was done from the following databases. Goggle scholar, SSRN, ERIC and JSTOR. The search terms included “Youth” “Entrepreneurship” “Entrepreneurial attitude” “social support towards entrepreneurship” and “entrepreneurship in India” “entrepreneurship in northeast India”. Fourteen articles based on empirical studies were retrieved to find various aspects of Entrepreneurial attitude and social influential factors on

entrepreneurship from 2000 to 2018. An attempt was made to review the available resources to ascertain the mention objectives.

Findings

A study investigated by Olufunso on 701 students of both undergraduate and post graduate of South Africa. The study resulted that the graduates’ students have a very weak entrepreneurial intention and majority of the students favor to work in private or public sectors. The study also found that capital, skills, social support, risk and crime were the determining factors towards entrepreneurial intention among students⁹. Similar study among graduating student in Ethiopia preferred government and private jobs after completing their degree and most of the students did not opt for self-employment soon after graduation¹⁰.

Entrepreneurial intention and influential factors of Pakistan’s business students by Azhar et al. was investigated. The study particularly considered perceived social norms, social behavior and personal attraction on entrepreneurship. The study pointed out that professional attraction has a strong positive correlation with entrepreneurial intention of the students. However, a result shows that entrepreneurship is not valued as an occupation and careers in the social network of the respondent¹¹. Another study among young graduate in Pakistan, opined that the intention of the young people is determined by the characteristics such as capability, self-independence, self-reliance, professional attraction and networking support on their decision to create new venture¹².

A study was conducted adopting the theory of plan behavior (TPB) among students in India, Iran, Germany, Netherlands, Spain and Poland to examine the influence of culture in career decisions of the students. The result shows that most essential feature to predict the students’ intention on entrepreneurship across cultures is the entrepreneurial attitude, followed by self-efficacy towards entrepreneurship. The study also revealed that culture has an effect on the students’ attitudes and perceived behavioral control (self-efficacy) on their decision to be an entrepreneur¹³.

Empirically tested youths’ attitudes towards entrepreneurship among the undergraduate students in India and China by Goel et al. Result have revealed that students give more priority getting jobs in multinational companies (MNC), government sectors and banks, entrepreneurship is opted least as a career choice. The study also indicated that in both the countries, families from business background have higher positive influence on the entrepreneurial attitude. In addition, the study found that regional development plays as an influential factor on the attitude and in India it influences is stronger than in China¹⁴.

The finding of the study on Indian science & technology students’ entrepreneurial suggest that entrepreneurial

knowledge, possibility of entrepreneurship as an option for future career are needed to impart a positive entrepreneurial attitude. The positive entrepreneurial attitude determined students' entrepreneurial intention. Further, findings indicated that the relationship between the entrepreneurial intention and entrepreneurial personality attributes (optimism, innovativeness, risk taking propensity and locus of control) and entrepreneurial intention is entirely mediated by an individuals' belief of his/her skills and ability¹⁵.

A study by Bade et al, in Telangana, India, revealed that students have high inclination towards entrepreneurship. The study found that, personal characteristics affect students' intention towards entrepreneurship. The study also suggested that providing resources, infrastructure, improving managerial quality and enhancing social network support towards entrepreneurship among students should be considered by the government for policy formulation¹⁶.

The social support was considered as determining factors on entrepreneurial behavior along with Theory of Planned Behavior constructs that is attitude, subjective norms, perceived behavioral control and entrepreneurial intention. Four social support dimensions were involved in the study such as, emotional, informational, tangible and companionship support. The result depicted that the social support have a significant influence on the attitude towards entrepreneurship¹⁷.

The empirically assess on the factor of personality trait, social and demographic on influencing the students' inclination towards entrepreneurship in Indian university. It was found that personal attributes such as innovative, confident, high tolerance for ambiguity and internal locus of control are notice among students with an entrepreneurial inclination. The study also depicted that the academic stream as well as family background influence inclination towards entrepreneurship among students¹⁸.

A study investigated the factors affecting entrepreneurial intention of an individual. The factors that are considered are innovative, self-efficacy, proactive, risk propensity, and socio-cultural element comprise of role model and perceived opportunity. The result indicated that a person's characteristics and socio-cultural element have significant effect on the intention towards entrepreneurship. Thus, the study recommended that individual traits and socio-cultural elements should be considered while designing entrepreneurial education and skills training programs¹⁹.

The influencing factor which encourages youth entrepreneurship, identify the restrain that hinders, prospects that motivates youth to starts and function a business as well as to examine the performance of the young individual towards entrepreneurship in Orissa. Their analysis stated that 50% of the samples opted being and entrepreneur because they have desire to be independent, 23% chose entrepreneurship because they

desire to earn more income. The study also investigated the perception of the society towards entrepreneurship and it was found that the society perceived entrepreneurship to be a risky occupation. Regarding the obstacle of obtaining assistance, it was found that, acquiring government assistance by the entrepreneurs was the major hindrance to operate an enterprise²⁰.

A study on entrepreneurial inclination of under graduate and post-graduate students. The study revealed that under graduate students' shows higher inclination towards entrepreneurship than post-graduate students. Based on the result it was suggested that to enhance the development of entrepreneurial growth, there is an urgent need for development and promotion of more entrepreneurially oriented policy from an early stage of a student. Moreover, entrepreneurship-oriented curriculum should be inculcated from school level in order to let younger generation have more inclination towards entrepreneurship in near future²¹.

Singh & Singh, 2015 investigated student of Manipur University whether they are inclined towards entrepreneurship. The study revealed that students have strong inclination towards entrepreneurship. It was also found that personality traits were highly correlated with perceived behavior control and attitude towards entrepreneurship. Furthermore, the study exhibited there is significant difference between family backgrounds that affects the entrepreneurial intentions in relation to start a new business²².

Study on prospect and challenges of women Entrepreneurs in Gobardhana Development Block of BARPETA District, Assam. The finding indicated that lack of personal quality such as self-confidence, risk-taking attitude; managerial skills are the restraining factors. Moreover, with regards to environmental factors, lack of socio-cultural support, mobility, professional education, knowledge on the availability of raw materials, finance and competition from male counterparts are the major constrained faced by women in entrepreneurship development²³.

Conclusion

The existing literature were mostly focused on economic development and entrepreneurship development, lack of study on entrepreneurial attitude and social support system towards entrepreneurship in India in general and northeast India in particular. There is very few literatures on the entrepreneurial attitude and social support received by young people in the region and as such there exist a gap in this area which requires attention from the academic field of research.

A favorable entrepreneurial environment and good social support is crucial to encourage young people in considering entrepreneurship as their career. Several studies have confirmed that social capital, social institution, social network, socio-cultural values, attitudes and perceptions are strongly related to the growth and development of entrepreneurial activity.

The number of unemployment in the Northeastern states has increased day by day. It is vital to look in the aspect towards reducing this social problem. Lack of quality entrepreneurs who can utilize the opportunities and resources that the region possesses is one of the primary reasons that the region is underdeveloped. The studies indicated that youth in Northeast have no or less resources or receive less or nosocial support due to various personal and societal characteristics which restrain them in terms of entrepreneurship development.

The Government as well as NGOs has been promoting skill development programs, financial assistance, loan, subsidy etc., to tackle the problems of unemployment, however so far, the number of unemployed youth is increasing year by year. In accordance with recent development of the study on entrepreneurship development, emphasis needs to be given on human behavior and social relations. This creates a context within which trust and cooperation can be developed among the entrepreneurs to enhance entrepreneurial activities.

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