

ROLE OF KERALA STARTUP MISSION BOOT CAMPS IN FOSTERING ENTREPRENEURSHIP AMONG COLLEGE STUDENTS

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ABSTRACT: Entrepreneurs contribute to a great extent for the economic development of the nation, and many economists acknowledge it. On realising the importance of entrepreneurship, the government of Kerala had brought out a comprehensive Technology Startup Policy in 2014 for promoting entrepreneurship. In Kerala, the government implements the Entrepreneurship Development Programmes (EDP) through its agency called Kerala Startup Mission (KSUM). KSUM, the nodal agency entrusted for promoting entrepreneurship is in the performance track for attaining its purpose of existence. The researcher focuses in this study to identify the effect of KSUM in fostering an entrepreneurial culture which leads to a self-employment intention among the youth and also about the impact of KSUM in enabling the youth to pursue their dreams within the state by developing startups. For the study data were collected from college students in Kerala and by analysing the data, it is found that the entrepreneurship can be 'made' through effective entrepreneurship development programmes like Kerala Startup mission.

KEYWORDS: - Kerala Startup Mission, Entrepreneurship, Entrepreneurship Development Programmes (EDP)

I. INTRODUCTION

Kerala is on the path of a great social change. After developing tourism-centric development, Kerala is successfully focusing on building a startup ecosystem. The young generation in Kerala is keen on becoming self-employed in the face of declining employment opportunities. Various socio-economic and demographic factors are accelerating the paradigm shift. The Government of Kerala has come up with multiple schemes to transform unemployed youth to become entrepreneurs. Entrepreneurship development and incubation activities in Kerala are implemented through the Kerala Startup Mission (KSUM), which is an agency of Government of Kerala. IECs (Innovation Entrepreneurship Development Centers) or Startup Boot Camps are the initiatives by KSUM to create a sustainable entrepreneurial ecosystem in the state through the direct participation of the student community. The Startup Boot Camps act as the nucleus of EDP activities in the college and shall be under the IEC program of the KSUM. Each Boot Camp will be managed entirely by an executive committee of Boot Camp comprises the student representatives also. The key participants of Startup Boot Camps are students and faculties of engineering, polytechnic and Arts & Science Colleges in the State. For providing various services including information on all aspects of enterprise building to budding Science & Technology entrepreneurs, the IEDC/Boot Camp under the KSUM will act as an institutional mechanism.

Significance of the study

Kerala ranks first in the literacy rate in India with 93.91%. The major component of the population of Kerala state is youth (age between 15 – 29). All these statistics point towards the necessity of adequate employment opportunities in the state. But as per the report of Ministry of Labour and Employment, Kerala is topping the unemployment rate among major states. The talented youth of the state, which is more important than land or capital have been leaving the state for better career options. To overcome this worse situation, a self-employment intention needs to be created among the youth in, and more promotions are to be given to existing and prospective entrepreneurs in the state. KSUM, the nodal agency entrusted for promoting entrepreneurship is in the performance track for attaining its purpose of existence. The researcher focuses in this study to identify the effect of KSUM in fostering an entrepreneurial culture which leads to a self-employment intention among the youth and also about the impact of KSUM in enabling the youth to pursue their dreams within the state by developing startups.

II. LITERATURE REVIEW, RESEARCH GAP & STATEMENT OF THE PROBLEM

A review of available literature on the role of Entrepreneurship development institutes, entrepreneurship education and policies of government and institutes in promoting entrepreneurship and business has been made and presented.

(Kant, 2012)¹ opines that the first and arguably the most important step for embedding an innovative culture and preparing a new wave of entrepreneurs, entrepreneurial individuals and organisations in India is establishing entrepreneurship development institutes.

(Bartakke, 2007)² in his study states about the effectiveness of EDPs of Maharashtra Centre for Entrepreneurship Development is reasonable only and also found that cultivating entrepreneurial culture is necessary, shift from theoretical inputs to practical knowledge is desirable, and business opportunity guidance is needed for entrepreneurs.

(Elmansori, 2014)³ opines that the availability of business incubation would encourage SMEs involvement in private enterprise and incubator was deemed to be a potential for entrepreneurs to reduce cost and assist in startup finance.

(Chen, 2016)⁴ in his study finds that entrepreneurs who identify higher market and financial barriers are more likely to receive government support. Those firms having a higher level of barriers are more likely to think policies are supportive and lack of non-financial support is concerned by entrepreneurs since they believe non-financial support can generate better effects than financial support.

(Jayawarna, Dilani and Jones, Oswald and Macpherson, Allan, 2015)⁵ suggest that entrepreneurship development policy should support potential entrepreneurs from an early age because learning to become an entrepreneur and embedding the skills and attitudes necessary to succeed is a lifelong process.

(Laxmisha, 2001)⁶ has researched the role of Karnataka State Financial Corporation (KSFC) in upholding entrepreneurship and found that the coverage of EDP is not adequate and ineffective. It is noted that large majority of entrepreneurs had set up their projects without EDP training and even the EDP participants rated the different components of EDP as “not useful” in great number, follow up of EDP as weak, components of follow up of EDP also as “not useful”.

As it can be observed from the literature review that entrepreneurship development programmes, institute and policies of government and institutes have an effect on the development of entrepreneurial intention and development of businesses, and also reveals that measures for developing entrepreneurship should be taken from an early age. In addition, the literature review also points out about EDPs, which are not effective in the development of entrepreneurship. However, a comprehensive study about Kerala Startup Mission and its effect in fostering entrepreneurial culture and startups has not been documented. The present study will help to fill the gap in research and to identify solutions for the following problems:

- To what extent Kerala Startup Mission Boot Camps promote Entrepreneurial traits among college students?
- Is there any difference between the various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering Entrepreneurship?
- What are the factors that motivate the students in registering with Kerala Startup Mission Boot Camps?
- What is the level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps?

III. OBJECTIVES

1. To determine the extent to which Kerala Startup Mission Boot Camps promotes Entrepreneurial traits among college students.
2. To identify whether there is any difference between the various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering Entrepreneurship.
3. To identify the factors that motivate the students in registering with Kerala Startup Mission Boot Camps.
4. To identify the level of satisfaction of the students with regards to services provided by Kerala Startup Mission Boot Camps.
5. To give suggestions and recommendations based on the findings of the study.

IV. HYPOTHESES

H0: Extent to which Kerala Startup Mission Boot Camps promotes Entrepreneurial traits among students is equal to average.

H0: There is no significant difference between various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering entrepreneurship.

H0: There is no significant difference between mean rank towards factors that motivates the students in

registering with Kerala Startup Mission Boot Camps.

H0: The level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps is equal to average.

V. RESEARCH METHODOLOGY

Both primary and secondary data were used in this study. The primary data was collected from college students by using a well-structured questionnaire, and the secondary data was collected from books, journals, and websites. One hundred and twenty respondents were selected from two districts, Kottayam & Alappuzha of South zone of Kerala as a sample for this study. The two districts were selected randomly, and from each district, samples were taken equally, and sample units were selected on a convenience basis.

Analysis Of Data

Table 1

Table showing profile of respondents

Variable	Category	No of Respondents	Percentage
Gender	Male	96	80.0
	Female	24	20.0
Age	18	6	10.0
	19	10	16.7
	20	12	20.0
	21	22	36.7
	22	10	16.7

Testing Of Hypotheses

Hypothesis – 1

H₀: Extent to which Kerala Startup Mission Boot Camps promotes entrepreneurial traits among students is equal to average.

Table 3.4

Table showing the extent to which KSUM Boot Camps promote entrepreneurial traits

Entrepreneurial Traits	Mean	Std. Deviation
Creativity	4.13	.724
Decision making ability	4.10	.656
Organising ability	4.23	.810
Managing ability	4.07	.733
Accepting challenges	3.97	.551
Systematic planning	4.03	.486
Opportunity seeking	4.17	.740
Problem solving	4.13	.623
Communication skill	3.70	.869
Leadership	4.43	.673
Seeking feedback	3.63	.802
Maintaining public relation	3.80	.840
Innovation	4.50	.624
Confidence	4.47	.676

Table 3.5

Testing of hypothesis: Extent of promotion of entrepreneurial traits

	N	Mean	Std. Deviation	t value	P Value
Entrepreneurial traits	60	4.0976	.38945	21.831	<0.01**

**Rejected at 1% level of significance

As the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance, and the alternative hypothesis is accepted. So, the extent to which Kerala Startup Mission Boot Camps promotes Entrepreneurial traits among students is not equal to average.

As the mean value (4.0976) is greater than the test value (3.0), the extent to which Kerala Startup Mission Boot Camps promotes Entrepreneurial traits among students is greater than average.

Hypothesis – 2

H₀: There is no significant difference between various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering entrepreneurship.

Table 3.6

Testing of hypothesis: Services provided, and services required

	Mean	Std. Deviation	t value	P value
Provided service: Mentorship facility - Required service: Mentorship facility	2.90 2.42	2.600	1.440	.155
Provided service: Workshops on how to build a new venture Required service: Workshops on how to build a new venture	3.20 3.17	2.025	.128	.899
Provided service: Technical advice – Required service: Technical advice	3.10 3.17	2.321	.223	.825
Provided service: Seminars on new information, schemes etc. - Required service Seminars on new information, schemes etc.	4.20 4.43	1.430	1.263	.211
Provided service: Leadership camps to develop entrepreneurial skills - Required service: Leadership camps to develop entrepreneurial skills	5.00 5.35	2.073	1.308	.196
Provided service: Pool and share information – Required service: Pool and share information	5.82 5.78	2.194	.118	.907
Provided service: Availability of well-trained faculties – Required service: Availability of well-trained faculties	5.63 5.43	2.482	.624	.535
Provided service: Decision making guidance - Required service: Decision making guidance	6.15 6.25	2.253	.344	.732

Since the P values of all the pairs are greater than 0.05, the null hypothesis is accepted at 5% level of significance. So, there is no significant difference between various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering entrepreneurship.

Hypothesis – 3

H₀: There is no significant difference between mean rank towards factors that motivates the students in registering with Kerala Startup Mission Boot Camps.

Table 3.12

Testing of hypothesis: Motivational factors towards KSUM Boot Camps

	Mean Rank	Chi-Square	P Value
KSUM Boot Camps help me to foster entrepreneurial traits	4.95	16.883	.018*
KSUM Boot Camps help me to be independent	4.05		
KSUM Boot Camps give me a good entrepreneurial environment	4.40		
KSUM Boot Camps help me to form a strong basis for a good entrepreneur	4.13		
KSUM Boot Camps help me to have the guidance of experienced and well-trained faculties	4.27		
KSUM Boot Camps help me to become a 'Job Provider' rather than a 'Job Seeker.'	4.27		
KSUM Boot Camps help me to generate innovative ideas and to assess its market viability	4.90		
Involvement in KSUM Boot Camps help me to have Govt. assistance and support	5.03		

*Rejected at 5% level of significance

As the P value is less than 0.05, the null hypothesis is rejected at 5% level of significance, and the alternative hypothesis is accepted. So, there is a significant difference between mean rank towards factors that motivates the students in registering with Kerala Startup Mission Boot Camps.

From the mean ranks, it is clear that 'Involvement in KSUM Boot Camps helps me to have Govt. assistance and support' (5.03) is the most important factor that motivates the students in registering with Kerala Startup Mission Boot Camps which is followed by the factors 'KSUM Boot Camps helps me to foster entrepreneurial traits' (4.95) and 'KSUM Boot Camps helps me to generate innovative ideas and to assess its market viability' (4.90). The least important factor that motivates the students in registering with Kerala Startup Mission Boot Camps is 'KSUM Boot Camp helps me to be independent' (4.05).

Hypothesis – 4

H₀: The level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps is equal to average.

Table 3.9

Table showing the level of satisfaction of students with regards to services provided by KSUM Boot Camps

	Mean	Std. Deviation
Mentorship facility	3.87	.676
Workshops on how to build a new venture	4.00	.736
Technical advice	3.97	.551
Seminars on new information, schemes etc.	3.83	.642
Leadership camps to develop entrepreneurial skills	3.93	.861
Pool and share information	3.80	.755
Availability of well-trained faculties	3.93	.686
Decision making guidance	3.87	.566

Source: Primary Data

Testing of hypothesis: Extent of satisfaction on services provided by KSUM Boot Camps

	N	Mean	Std. Deviation	t value	P value
Satisfaction	60	3.9000	.38151	18.273	<0.01 **

** Rejected at 1% level of significance

As the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance, and the alternative hypothesis is accepted. So, the level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps is not equal to average.

As the mean value (3.9000) is greater than the test value (3.0), it is concluded that the level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps is greater than average.

VI. RESULTS & CONCLUSION

Major Findings:

1. The extent to which Kerala Startup Mission Boot Camps promotes Entrepreneurial traits among students is greater than average.
2. There is no significant difference between various services provided by Kerala Startup Mission Boot Camps and services required by students in fostering entrepreneurship.
3. ‘Involvement in KSUM Boot Camps helps me to have Govt. assistance and support’ and ‘KSUM Boot Camps help me to foster entrepreneurial traits’ are the main factors that motivate students to register with KSUM Boot Camps.
4. The level of satisfaction of students with regards to services provided by Kerala Startup Mission Boot Camps is greater than average.

Conclusion:

The talented youth of the state, which is more important than land or capital have been leaving the state for better career options. To overcome this worse situation, a self-employment intention needs to be created among the youth, and more promotions are to be given to existing and prospective entrepreneurs in the state. As part of the Government of Kerala’s efforts to nurture young entrepreneurs, it has announced a “Student Entrepreneurship Policy” and set aside 1% of the state budget. The government has created the Startup Boot Camp Program with the active participation of students to create a startup ecosystem on every college campus KSUM, the nodal agency entrusted for promoting entrepreneurship is in the performance track for attaining its purpose of existence. The findings of the study reveal that KSUM Boot Camps have a significant role in fostering entrepreneurship among students. So, it is concluded that entrepreneurship can be ‘made’ through effective entrepreneurship development programmes like Startup Boot Camps provided by Kerala Startup mission.

VII. REFERENCES

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