



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Re-Accredited B+ by NAAC
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Near Balaji Mandir, Dombivli (East), 421203.

Date: 14th August, 2023

Entrepreneurship Development Cell – Survey Report

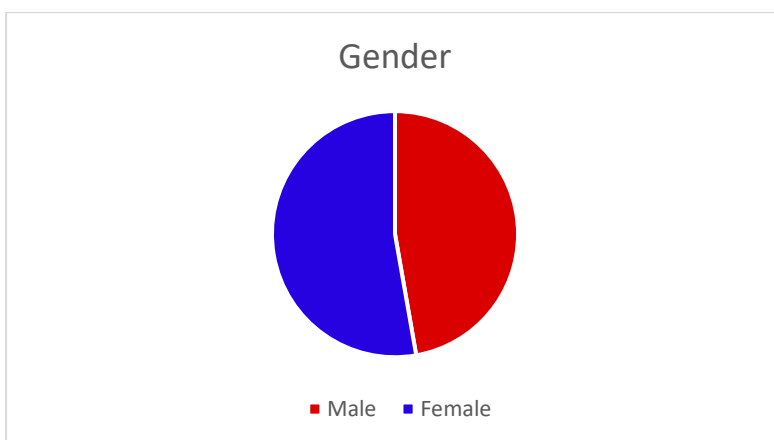
A survey was conducted by the EDC in July-August 2023 to understand the learners' attitudes towards entrepreneurship. A Google Form was circulated through WhatsApp groups of students. We received 163 responses from students belonging to various courses with 58.28% of the respondents stating that they would like to be an entrepreneur in the future. 36.81% of survey participants responded as 'Maybe'.

The objective of the survey was to learn the attitudes and motivations of the students towards entrepreneurship. We also aimed to know the number of learners who are already engaged in various means of self-employment like freelancing, small business, online business or assisting their parents in business.

Outcome: Through this survey, we gathered several important insights about interest and inclination of the learners towards entrepreneurship, their expectations from EDC, their awareness level about various aspects of business such as finance, etc. This survey will help us to arrange expert sessions and facilitate short term and certificate courses on entrepreneurship to meet the needs of the learners.

The major insights from the survey are as follows.

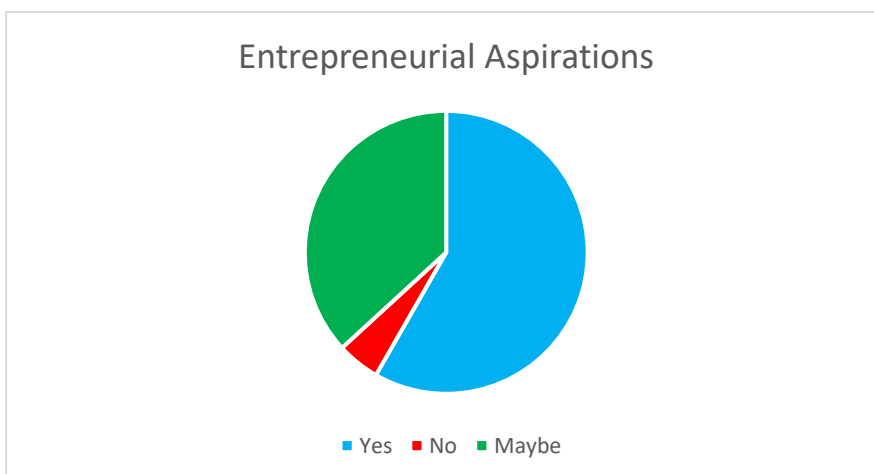
1. Gender :



Insights: Out of the total 163 respondents who filled the survey form on entrepreneurship, 47.24% were male and 52.76% were female.

2. Do you aspire to become an entrepreneur and start your own business after you graduate?

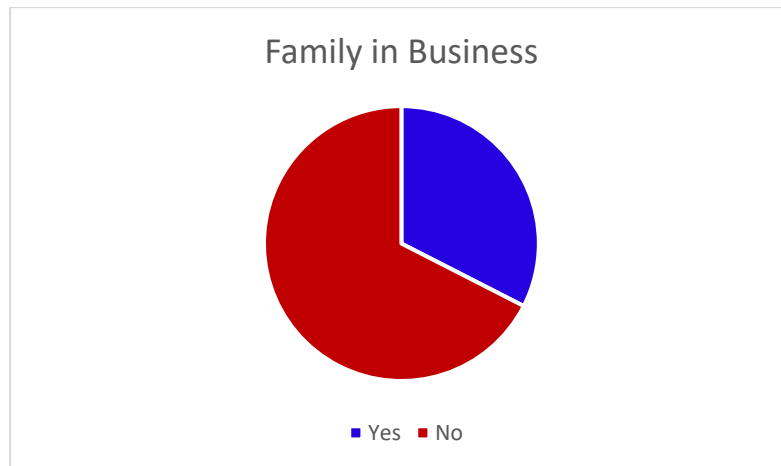
Response	Percentage
Yes	58.28%
No	4.91 %
Maybe	36.81 %



Insights: More than half of the respondents aspire to become entrepreneurs and start their own business after graduation. This indicates that there is a significant interest among the students in entrepreneurship.

3. Do you come from a business background? (Do your parents have their own business?)

Response	Percentage
Yes	32.52%
No	67.48%



Insights: More than half of the respondents do not have their immediate family (parents) in business.

4. What kind of business would you like to start?

Insights: We got varied responses from the students ranging from textile and fashion, hotel and hospitality sector, food and beverages, coaching classes, freelancing, photography, graphic designing, advertising, continuing family business etc.

Most popular choices among the respondents were food industry (cafes, restaurants, food and beverages, bakery), clothes and textile, fashion accessories, stock market, photography, coaching classes, and freelancing.

5. Why do you want to be an entrepreneur?

Motivators	Percentage
To be financially independent.	58.90
To be my own boss.	28.22
To challenge myself and achieve my full potential.	30.06
To work on something I'm passionate about.	28.22
To have a flexible work schedule and better control over my career.	22.09
To create something new	31.90
To create job opportunities for others. (Be a job creator)	22.09
To be my own boss.	8.59
Other reasons	3.07



Insights: Financial independence, being their own boss, creativity and innovation, challenging themselves to achieve their full potential, and following their passion are some of the main reasons why students want to become entrepreneurs. This suggests that both internal and external motivators play an important role in the respondents' decision to choose entrepreneurship as a career option.

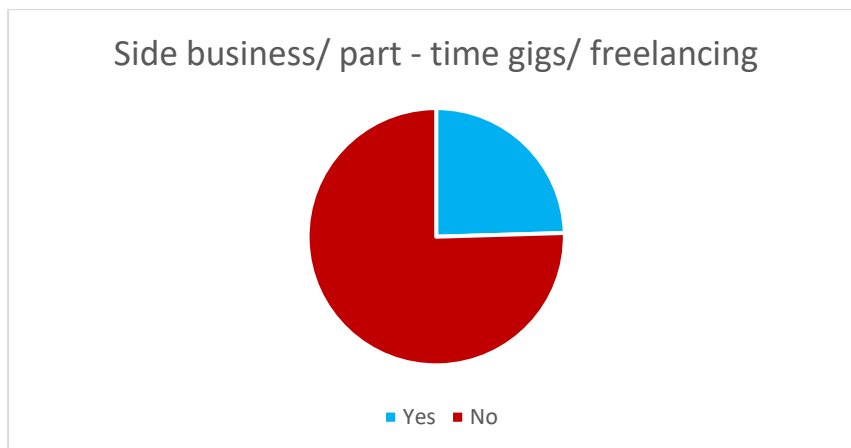
6. Knowledge about raising finance for business from banks/financial institutions?

Rating scale from 1 to 5 points	Percentage
01 (Low knowledge)	43.56
02	26.38
03	25.15
04	3.68
05 (High knowledge)	1.23

Insight: A majority of the respondents rated either 01 (43.56%), 02 (26.38%) or 03 (25.15%) when asked to rate their knowledge about raising finance from business. This suggests that a significant number of students lack knowledge about raising finance for their business from banks/financial institutions.

7. Are you currently doing any side business, part-time gigs or freelancing?

Responses	Percentage
Yes	24.54
No	75.46



Insights: Out of the total respondents, about one-fourth (24.54%) of the respondents (are currently doing some side business, or part-time gigs. like freelancing, tuition classes, photography, food business or assisting parents in their trade.

Further insights from the survey:

- When asked on the type of support expected by them, majority of the respondents stated that they need more knowledge about entrepreneurship, guidance on how to start and run a business, networking help, seminars and sessions, etc.

This college wide sample survey will help the EDC to facilitate short term courses, and organise seminars and sessions that would help the learners in their journey of entrepreneurship. We also gained useful insights about the entrepreneurial aspirations and attitudes of the learners, their awareness and knowledge levels, and factors motivating them to become entrepreneurs.