

Push & Pull Factors in Entrepreneurial Intentions among Youth in a Small Imperial State

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Entrepreneur Development Institutes have been in Jammu & Kashmir and numerous interventions to encourage entrepreneurship have been initiated in the state. However, not enough progress has been achieved till date. This can be attributed to the lack of understanding of the attitudes and perceptions among the youth towards entrepreneurship. In this study, the author attempted to find out those factors which have an influence on the attitude of youth towards entrepreneurship. The results of the study indicated that youth of Kashmir view self-employment as a viable option but potentially a risky path. It is therefore important to provide knowledge and guidance to them so that they will pursue entrepreneurship as their career path.

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Background

Over the past many years, there has been an ongoing debate all over the world regarding youth entrepreneurship. Both developed and developing countries perceive youth entrepreneurship as a way of boosting economic competitiveness and promoting regional development. Many researchers argue that entrepreneurial activity needs to be tapped by developing countries to enable them to compete in a globalizing market economy (Khandwalla, 1998; Kunango, 1998). However, most of the studies pointed towards the lack of support system for entrepreneurs and entrepreneurship in developing countries. Besides lack of financial assistance, lack of counseling and training programs, the grant of licenses and policies and controls and taxation had been cited as the major hurdles in the setting up and running of new businesses (Awasthi & Sebastian, 1996; Gautam, 1979; Mokry, 1988; Sadhak, 1989; Singh, 1985). Schoof (2006) examined a range of key constraints that impede young people in different countries from starting successful businesses. Entrepreneurial education, access to start-up capital and business provider services were

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Previous research showed that the formation of potential entrepreneurs through education and entrepreneurial training can help economic growth. The entrepreneurs' support system through entrepreneurship education can stimulate and facilitate entrepreneurial activities that can reduce the extent of unemployment, increase the formation of new businesses and reduce the number of business fail (Hatten & Ruhland, 1995; Ronstadt, 1985; Hensemark, 1998). Dana (1993) maintained that entrepreneurial training and education provided to the entrepreneurs will be able to contribute to their knowledge, skills and experience. The study by Upton, Sexton & Moore (1995) found that there is a relationship between entrepreneurship education and training on the tendency to start a business and the success of a business. Apart from the attitude of entrepreneurs who constantly upgrade their skills and knowledge in entrepreneurship education, entrepreneurs must have the ability to take risks in carrying out their entrepreneurial activities. Accordingly McConnell (2003) explained that the training will be

more effective if the training need analysis is carried out comprehensively in advance.

In line with these suggestions, the present study is an attempt to identify the training need for entrepreneurial development among youth belonging to Kashmir Valley.

Need for the Study

Employment has always been a central issue in the development of nations. Providing jobs for a growing population is one of the most pressing challenges for all the governments in the world. One of the major reasons for lack of jobs is the swell in the proportion of youth within the population. Kashmir is not an exception to this trend. 71% of the population in Kashmir is under the age of 35 years and a large chunk among them are unemployed (GOI-Census, 2013). The consequences of unemployment are manifold all around the globe. Idle youth find themselves isolated, incur feelings of failure and experience depression, to name a few. However, in Kashmir these negative consequences are compounded by the episodic conflicts and instability experienced by people. These conflicts have created a deep sense of uncertainty about future.

The concept of self-employment among youth in Kashmir is naive due to lack of experience, information or inability to take risks. However, the private sector, public sector and civil society in Kashmir have the potential to nurture and shape a vibrant culture of youth en-

entrepreneurship (Mercy Corps, 2011). In the light of this, a need was felt to explore those factors which have a bearing on the attitude of youth towards entrepreneurship in Kashmir.

Research Methodology

The present study is a cross-sectional one. The respondents belong to Central, North and South Kashmir. Demographics included to test in the study are: gender, nature of the family, educational qualification and region.

Objectives

The primary objective of this study is to assess the attitudes of youth towards entrepreneurship. The secondary objectives include:

- To understand the impact of various demographic factors, e.g. gender, age, qualification and region (North, South and Central Kashmir) on youth entrepreneurship.
- To identify the role of nature of family on youth entrepreneurship.
- To develop guidelines and recommendations on encouraging positive attitude of youth towards entrepreneurship.

Research Instrument

The instrument used in the study was a standard questionnaire adapted from "Attitudes of the Youth towards Entrepreneurs and Entrepreneurship: A Cross-Cultural Comparison of India and

China", developed by Vohra and Goel (2007). The instrument comprises 10 items eight of which are scale based (4-point Likert scale) and two rank-based statements.

Data Collection & Sample

The sampling technique used for this research study is non-probability (convenient) sampling. In this technique the total population was divided into three geographical areas viz, South Kashmir, Central Kashmir and North Kashmir and respondents in these regions were approached on the basis of convenience. The data was utilised to generate descriptive information and also subjected to various statistical tests.

Data collection was done over a period of three and a half months from March, 2014 to Mid-June, 2014. The survey was carried out by means of a questionnaire. Researchers have administered the questionnaire personally by visiting different colleges, campuses and universities. At all occasions, questionnaires were filled in the presence of the researchers and at certain occasions researchers interacted with the respondents. This helped them to delve deeper into the state of entrepreneurship in Kashmir. Some of the comments from the respondents have been discussed in the forthcoming paragraphs.

Questionnaires were administered on 1384 respondents from three regions viz; Central, South and North Kashmir. 1254 responses were received, out of which only 1200 were found complete in all re-

spects. These were found fit for analysis making it a response rate of 87%. Such response rate is considered to be

satisfactory for this type of sampling frame. The profile of respondents is presented below in Table 1.

Table 1 Demographic Profile of Respondents

Demographics		Overall		Total
Gender		No.	%age	1200
	Male	694	58	
Age	Female	506	42	1200
	20-25	828	69.00	
	26-30	250	20.80	
Regions	31 & Above	122	16.83	1200
	Central Kashmir	455	37.90	
	South Kashmir	383	31.90	
Educational qualification	North Kashmir	362	30.20	1200
	Up to 10+2	167	14.00	
	Graduation	487	40.60	
Nature of family	Post-Graduation	546	45.40	1200
	Business	541	45	
	Employed	659	55	

Data Sources

The data for this study have been collected from both primary and secondary sources. The mode of collection from primary sources has been discussed in detail in the above section. For secondary data sources various studies related to entrepreneurship were scanned in various libraries and electronic databases. Major part of secondary data has been collected from library of Jammu and Kashmir Entrepreneur Development Institute (JKEDI).

After completion of the questionnaires, a thorough procedure to clean the data was followed. Some questionnaires with missing responses or wrongly filled were discarded. All the data was coded and entered in the SPSS package for further analysis.

Analysis

Respondents were divided on the basis of demographics like age, educational qualification, nature of family and regions and comparisons were made accordingly. However, a cumulative percentage of respondents were also calculated. These percentages gave an idea about the overall perception of youth towards entrepreneurship.

The present study is helpful to broadly understand the level of intention to enterprising amongst Kashmiri youth. Table 2 shows the percentage of all respondents in agreement with positive evaluation of entrepreneurs and entrepreneurship. Following important points may be noted:

- 91.31% of total respondents believe that entrepreneurship is better than working for others.

Table 2 Cumulative Percentage of Respondents w.r.t. Agreement/Disagreement with Entrepreneurship

Statements		Frequency	Percentage	Cumulative %age
Entrepreneurship is better than working for others	SA	523	43.60	43.60
	A	572	47.70	91.30
	N	15	1.251	92.55
	DA	80	6.660	99.21
	SD	10	0.790	100.0
Entrepreneurs are popular among my friends and family	SA	171	14.22	14.20
	A	527	43.98	58.20
	N	28	2.330	60.50
	DA	360	30.00	90.53
When looking for life partner for my self/ family member, I would prefer an entrepreneur over an employed person	SD	114	9.505	100.0
	SA	227	18.90	18.90
	A	347	28.95	47.80
	N	64	5.330	53.13
Entrepreneurs have good family life	DA	320	26.60	79.79
	SD	242	20.25	100.0
	SA	209	17.48	17.40
	A	612	51.00	68.40
	N	24	2.001	70.40
Rewards from entrepreneurship are more in comparison to the hard work required	DA	300	25.00	95.40
	SD	55	4.605	100.0
	SA	201	16.80	16.80
	A	506	42.25	59.05
	N	25	2.085	61.53
Entrepreneurship is respected in my society	DA	340	28.36	89.89
	SD	128	10.75	100.0
	SA	201	16.85	16.80
	A	626	52.26	68.90
	N	72	6.009	74.90
I need to become entrepreneur to make Kashmir prosperous	DA	200	16.60	91.56
	SD	101	8.445	100.0
	SA	480	40.00	40.00
	A	450	37.50	77.50
	N	73	6.080	83.58
Entrepreneurs are rich	DA	102	8.500	92.08
	SD	95	7.900	100.0
	SA	305	25.45	25.40
	A	615	51.24	76.70
	N	21	1.756	78.45
	DA	195	16.20	94.70
	SD	64	5.305	100.0

SA= Strongly Agree, A= Agree, N =Neutral, DA= Disagree, SD= Strongly Disagree

- 58.20% of respondents are in agreement with the statement that entrepreneurship is popular among friends and family.
- 47.80% of respondents are of the opinion that they will prefer an entrepreneur over the employed as their partner.
- 68.40% of total respondents perceived that entrepreneurship has a better family life.
- 59.05% of respondents believe that rewards in entrepreneurship are more than that of being employed.
- 68.90% of respondents showed a positive agreement with the statement that entrepreneurship is respected in the society.
- 77.50% of total respondents opined for the positive relationship between entrepreneurship and prosperity of Kashmir.
- 76.70% believe that entrepreneurs are rich in comparison to those who are employed.

These figures indicate that the attitude of young people of Kashmir towards entrepreneurship is quite positive. But at the same time, not much of entrepreneurial growth had been witnessed till date. The present study hinted towards numerous reasons for negligible entrepreneurial activities in the valley. For example, lack of awareness of financial products and incentives, council/bodies/advisory boards for entrepreneurship development, corruption, social stigma, political instability and

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lack of training and counseling to the aspiring entrepreneurs of the valley. The present study opines that administration of proper training and counseling programs to the youth may help in the growth of entrepreneurial activities in the Valley.

Analysis based on Gender

Respondents were divided on the basis of gender viz; male and females. The findings are shown in Table 3.

Both the male and female respondents were univocal about the popularity enjoyed by entrepreneurs. They believe that entrepreneurs are popular among friends and family. Both the groups perceived that entrepreneurs have a good family life, are rich and are respected in the society. This hints towards the positive attitude of youth towards entrepreneurship.

Significant differences were found when respondents were asked about the choice between the entrepreneurship and working for others. 92% of females believed that entrepreneurship is better than working for others; in comparison to 85% males. Difference in the perception was found to be significant at $p=0.00$. This finding is contrary to the general perception that preference for entrepreneurship may be found more among males than among females. When this finding was

Table 3 Comparative Scores Based on Gender

Statements		Gender				Tests between subject effects	
		Male (694)		Female (506)		t-value	Sig (p)
Entrepreneurship is:	Agreement/ Disagreement	%age	Cumulative %age	%age	Cumulative %age		
		Better than working for others	SA	44	44		
	A	41	85	50	92		
	N	7	92	2	94		
	DA	4	96	4	98		
	SD	4	100	2	100		
Popular among friends & family	SA	14	14	14	14	-0.00	0.99
	A	43	57	44	58		
	N	6	63	4	62		
	DA	29	92	29	91		
	SD	8	100	9	100		
Prefer Entrepreneur as my partner	SA	13	13	28	28	7.20	0.00
	A	26	39	31	59		
	N	3	42	4	63		
	DA	34	76	23	86		
	SD	24	100	14	100		
Has better family life	SA	17	17	18	18	0.83	0.40
	A	51	68	51	69		
	N	7	75	8	77		
	DA	19	94	20	97		
	SD	6	100	3	100		
Rewards in entrepreneurship are more	SA	19	19	42	42	-3.80	0.00
	A	45	64	36	78		
	N	3	67	4	82		
	DA	26	93	14	96		
	SD	7	100	4	100		
Entrepreneurship is respected in society	SA	18	18	17	17	1.52	0.12
	A	48	66	61	78		
	N	3	69	2	80		
	DA	22	91	14	94		
	SD	9	100	6	100		
Necessary for prosperity of Kashmir	SA	45	34	34	-3.33	0.00	
	A	36	81	40	74		
	N	6	87	10	84		
	DA	7	94	9	93		
	SD	6	100	7	100		
Entrepreneurs are rich	SA	25	25	24	24	0.10	0.91
	A	49	74	52	76		
	N	5	79	4	80		
	DA	15	94	16	96		
	SD	6	100	4	100		

SA= Strongly Agree, A= Agree, N =Neutral, DA= Disagree, SD= Strongly Disagree

probed further, males were of the opinion that jobs are good and allow people to make a living, provide support to their families and help the youth to build a stable foundation for professional growth; whereas, starting a business is quite risky. They added that government employees are paid even when curfew or strikes are called for whereas, self-employed people suffer losses. So, they perceive government jobs a better option. Contrary to this, females believe that youth entrepreneurship is the only option to create employment for the people in Kashmir.

Significant differences (0.00) were also found when respondents were asked whether they prefer entrepreneur or a job-holder as their life-partner. Here again, percentage of females showing positive inclination towards having their life partner an entrepreneur was on a higher side (i.e. 59%) than the males (39%). Females were seen to have a firm belief on the fact that people who are self-employed have higher "life satisfaction" which eventually will have effect on their lives as well. Along with their partners, they found entrepreneurship a more suitable option for themselves because of the autonomy factor associated with it. They opined that they need to play dual roles. So, be their own bosses is a key to their happy life. In continuum with the above trend, 78% of females had positively agreed with the statement that better rewards are associated with entrepreneurship. However, only 64% of males believed so. Difference in the agreement was significant at $p=0.00$.

Significant differences ($p=0.00$) were also found on the relationship of prosperity of Kashmir and entrepreneurship. Here, the percentage of male respondents showing agreement with this relationship was higher (81%) than females (74%). Male respondents commented that the prosperity of Kashmir is directly proportional to the entrepreneurial activities. They even attributed lack of entrepreneurial activities as one of the major reason of ongoing strife in the Valley. They commented that in comparison to other states, Kashmir lags far behind as far as self-employment avenues are concerned. They could see enormous scope in Kashmir for entrepreneurial activities to take place. They mentioned the opportunities in farming, agriculture, floriculture, handicrafts, saffron etc. Female as well as male students, mostly from the management field, talked about brand making and evaluation of beautiful varieties of rice and saffron.

On the basis of above discussion, it may be concluded that females are more positively inclined towards self-employment than the males. One interesting point on the basis of above discussion is that when male respondents were asked questions related to their perception of life of an entrepreneur positive trend emerged. However, when questions directed to tap their interest in entrepreneurship were posed, a slightly lower positive attitude was seen in comparison to females. This hints towards the fact that overall the youth in Kashmir are positively inclined towards entrepreneurship but fear of tak-

Table 4 Comparative Scores Based on Nature of Family

Statements	Nature of Family				Tests between subject effects		
	Agreement/ Disagreement	Business (541)		Employed (659)		t-value	Sig (p)
Entrepreneur ship is:		%age	Cumula -tive %age	%age	Cumula -tive %age		
Better than working for others	SA	45	45	42	42	-0.72	0.46
	A	46	91	49	91		
	N	3	94	5	96		
	DA	5	99	3	99		
	SD	1	100	1	100		
Popular among friends & family	SA	18	18	11	11	-4.00	0.08
	A	46	64	42	53		
	N	5	69	4	57		
	DA	24	93	34	91		
	SD	7	100	9	100		
Prefer Entrepreneur as my partner	SA	22	22	17	17	-1.81	0.06
	A	28	50	30	47		
	N	7	57	4	51		
	DA	24	81	29	80		
	SD	19	100	20	100		
Has better family life	SA	18	18	17	17	0.26	0.79
	A	50	68	52	69		
	N	9	77	7	76		
	DA	18	95	20	96		
	SD	5	100	4	100		
Rewards in entrepreneurship are more	SA	18	18	16	16	-0.92	0.35
	A	43	61	42	58		
	N	5	66	6	64		
	DA	26	92	25	89		
	SD	8	100	11	100		
Entrepreneurship is respected in society	SA	19	19	15	15	-1.10	0.26
	A	50	69	54	69		
	N	5	74	20	89		
	DA	19	93	4	93		
	SD	7	100	7	100		
Necessary for prosperity of Kashmir	SA	44	44	37	37	-2.49	0.01
	A	35	79	40	77		
	N	6	85	4	81		
	DA	7	92	12	93		
	SD	8	100	7	100		
Entrepreneurs are rich	SA	22	22	30	30	-2.53	0.01
	A	55	77	57	87		
	N	4	81	4	91		
	DA	15	96	5	96		
	SD	4	100	4	100		

SA= Strongly Agree, A= Agree, N =Neutral, DA= Disagree, SD= Strongly Disagree

ing risks, lack of sufficient avenues like, lack of counseling and training programs, financial support, moral support etc. block their path towards entrepreneurship.

Analysis Based on Nature of Family

Respondents were divided on the basis of their family background, viz; Business and Service background. The results are shown in Table 4.

When data was analyzed on the basis of nature of the family, almost all respondents irrespective of their family background were found to be significantly positively oriented on all attributes towards entrepreneurship (proportion ranged between 47% and 91%). However, significant differences were found in the perception of relationship between entrepreneurial activities and prosperity of Kashmir. Respondents belonging to business background were found positive about this relationship (percentage of agreement, 79) than the respondents who were employed (percentage of agreement, 77). The differences in the perception were found at $p=0.01$.

Another noteworthy finding on the basis of family background can be seen in the significant differences on the perception of richness of entrepreneurs. 87% of employed respondent believed that entrepreneurs are rich in comparison to respondents who had a business background. Differences were significant on $p=0.01$. They attributed their richness to the tendency of entrepreneurs towards exploiting their employees. This became

evident from the comments like; “Entrepreneurs exploit employees to become richer day by day.”

Analysis Based on Qualification

Respondents were divided into three groups on the basis of educational qualification; viz, upto 12th, graduation, post graduation. From Table 5 below, it may be noted that the results of ANOVA showed significant differences only on three attributes of entrepreneurial attitude viz; popularity of entrepreneurship among family and friends, preference of an entrepreneur over an employed for marriage and relationship of entrepreneurship and prosperity of Kashmir. On these three attributes, post graduates scored higher (67%, 50%, 84% respectively), followed by graduates (61%, 46%, 77%) and the least among these being the respondents having qualification lesser than 10+2 (54%, 46%, 77%). It may be noted that as the respondents get more and more educated, their attitude towards entrepreneurship also tends to shift towards the positive side. Moreover, more highly educated young people are likely to have requisite skills necessary to set up and run a new business. However, lack of training and counseling tends to discourage the youth to take up entrepreneurship as their career.

As the respondents get more and more educated, their attitude towards entrepreneurship also tends to shift towards the positive side.

Table 5 Comparative Scores on the basis of Educational Qualification

Statements		Educational Qualification						Tests between subject effects	
		Up to 10+ 2 (N=166)		Graduation (N=487)		Post Graduation (N=546)			
Entrepreneurship is:	Agreement/ Disagree-ment	%age	Cumu- lative	%age	Cumu- lative%	%age	Cumu- lative %	F	Sig (p)
		Better than working for others	SA	51	51	42	42		
	A	34	85	51	93	49	92		
	N	5	90	2	95	1	93		
	DA	8	98	4	99	6	99		
	SD	2	100	1	100	1	100		
Popular among friends & family	SA	12	12	14	14	22	22	4.089	0.017
	A	42	54	47	61	45	67		
	N	16	70	8	69	4	71		
	DA	21	91	22	91	17	88		
	SD	9	100	9	100	12	100		
Prefer Entrepreneur as my partner	SA	18	18	17	17	21	21	3.678	0.026
	A	28	46	29	46	29	50		
	N	16	62	6	52	10	60		
	DA	18	80	24	76	25	85		
	SD	20	100	24	100	15	100		
Has better family life	SA	16	16	18	18	17	17	1.116	0.328
	A	46	62	52	70	52	69		
	N	10	72	18	88	7	76		
	DA	24	96	8	96	19	95		
	SD	4	100	4	100	5	100		
Rewards in entrepreneurship are more	SA	16	16	21	21	14	14	2.029	0.132
	A	40	56	41	62	44	58		
	N	16	72	8	70	8	66		
	DA	19	91	22	92	24	90		
	SD	9	100	8	100	10	100		
Entrepreneurship is respected in society	SA	21	21	15	15	17	17	0.970	0.380
	A	52	73	62	77	52	69		
	N	9	82	14	91	5	74		
	DA	12	94	2	93	19	93		
	SD	6	100	7	100	7	100		
Necessary for prosperity of Kashmir	SA	39	39	37	37	53	53	6.447	0.002
	A	38	77	39	76	31	84		
	N	7	84	6	82	1	85		
	DA	8	92	10	92	11	96		
	SD	8	100	8	100	4	100		
Entrepreneurs are rich	SA	28	28	26	26	25	25	1.291	0.275
	A	54	82	50	76	52	77		
	N	8	90	4	80	5	82		
	DA	6	96	14	94	14	96		
	SD	4	100	6	100	4	100		

SA= Strongly Agree, A= Agree, N =Neutral, DA= Disagree, SD= Strongly Disagree

Analysis Based on Region

When data was analyzed on the basis of region, it was found that the youth in Kashmir were positively inclined towards entrepreneurship. In all the three regions of Kashmir; viz; Central Kashmir, South Kashmir and North Kashmir, more than 50% of respondents were seen to have positive agreements with all the statements measuring their attitude towards entrepreneurship. Significant differences were observed only on two statements. 93% of respondents belonging to South Kashmir were positive in their perception about entrepreneurship being better than working for others, closely followed by youth belonging to North Kashmir (92%); while only 88% respondents of Central Kashmir showed a strong agreement with the statement. The difference in the perception was significant at (P=0.01).

Vohra and Goel (2007) advocated that it is likely that regions that have greater entrepreneurial activity would have more success stories, have presence of informal networks to support entrepreneurship, exhibit more resilience in the case of failure, benefit from informal learning from social channels of communication, and give impetus to entrepreneurial activity in these regions. Together, they give rise to a positive spiral in favor of promoting entrepreneurship and entrepreneurial activity, thereby making the attitude towards entrepreneurs and entrepreneurship more positive in more developed regions. On the other hand, in less developed regions, there is lack of evidence of entrepreneurial success and therefore lesser examples from where

one can learn about entrepreneurs and entrepreneurship. Together they result in a negative spiral that may lead to negative attitude towards entrepreneurs and entrepreneurship in lesser developed regions. Therefore, one can expect that the attitude towards entrepreneurs and entrepreneurship would be more positive compared to lesser developed regions.

In the present study no regional differences in entrepreneurial activity were found.

Taking a clue from this, the respondents were divided on the basis of region, owing to the fact that more businessmen are found in South Kashmir in comparison to North and Central Kashmir. However in the present study no regional differences in entrepreneurial activity were found. All the regions perceived entrepreneurship as an activity worth taking up.

Managerial Implications

The findings of the study point towards various barriers to entrepreneurship (like lack of market opportunities, lack of access to financial resources, cultural hindrances etc.) that exist in Kashmir but the one which topped the list was “lack of entrepreneurial education and training.” So, there is a pressing need for stimulating the entrepreneurial mindsets of young people in Kashmir. The training needs with respect to entrepreneurship are diverse. There is a need to inculcate the sense of initiative, innovation and risk-taking among the

Table 6 Comparative Scores Based on Region

Statements		Regions						Tests between subject effects	
		Agreement/ Disagree ment	Central Kashmir(455)	South Kashmir (383)	North Kashmir (362)	F	Sig (p)		
Entrepreneur-ship is:		%age	Cumu- lative	%age	Cumu- lative	%age	Cumu- lative %		
Better than working for others	SA	47	47	37	37	46	46	4.507	0.01
	A	46	93	51	88	46	92		
	N	5	98	8	96	3	95		
	DA	1	99	3	99	3	98		
Popular among friends & family	SD	1	100	1	100	2	100	0.477	0.62
	SA	14	14	12	12	17	17		
	A	44	58	44	56	44	61		
	N	14	72	9	65	11	72		
Prefer Entrepreneur as my partner	DA	22	94	27	92	14	86	1.226	0.294
	SD	6	100	8	100	14	100		
	SA	21	21	14	14	22	22		
	A	25	46	32	46	30	52		
Has better family life	N	11	57	9	55	8	60	1.572	0.208
	DA	22	79	26	81	19	79		
	SD	21	100	19	100	21	100		
	SA	16	16	16	16	21	21		
Rewards in entrepreneurship are more	A	50	66	53	69	50	71	2.16	0.115
	N	11	77	7	76	6	77		
	DA	19	96	19	95	19	96		
	SD	4	100	5	100	4	100		
Entrepreneur-ship is respected in society	SA	14	14	18	18	19	19	1.83	0.161
	A	40	54	46	64	41	60		
	N	16	70	10	74	22	82		
	DA	21	91	13	87	7	89		
Necessary for prosperity of Kashmir	SD	9	100	13	100	11	100	3.317	0.37
	SA	15	15	15	15	21	21		
	A	51	66	56	71	50	71		
	N	11	77	8	79	11	82		
Entrepreneurs are rich	DA	15	92	14	93	8	90	0.173	0.84
	SD	8	100	7	100	10	100		
	SA	38	38	37	37	46	46		
	A	38	76	40	77	34	80		
Entrepreneurs are rich	N	9	85	8	85	9	89	0.173	0.84
	DA	6	91	7	92	5	94		
	SD	9	100	8	100	6	100		
	SA	23	23	28	28	25	25		
Entrepreneurs are rich	A	53	76	48	76	53	78	0.173	0.84
	N	8	84	6	82	10	88		
	DA	11	95	13	95	6	94		
	SD	5	100	5	100	6	100		

SA= Strongly Agree, A= Agree, N =Neutral, DA= Disagree, SD= Strongly Disagree

youth. Focus has to be on soft and core skills of entrepreneurial education like problem-solving, team-building, transversal competences such as learning to learn, social and civic competence, entrepreneurship and cultural awareness. For example, the study pointed out that women are more positively inclined towards entrepreneurship. Intensified effort has to be taken to provide flexible training programs and interest-based skill training. This can push young women of Kashmir towards entrepreneurial activities.

There is a need to inculcate the sense of initiative, innovation and risk-taking among the youth.

Entrepreneurship can be a route to decent work and sustainable enterprise for young people. Providing young people with more entrepreneurial training can give them the tools to create their own employment. The interaction of researchers with the respondents hinted towards the fact that there is a need to link the education with desirable behavioral outcomes. Many students, mostly from management background comment: “our universities teach us how to be good managers rather than focusing on how to be entrepreneurs.” They were not seen satisfactory with the curriculum of business administration. Not even a single subject dealing with entrepreneurs or entrepreneurship is taught in the courses like bachelors in business administration, MBA or Masters in Tourism, Hospitality and Travel Management. Many young respondents were univocal about the fact that almost all the colleges,

institutes and universities are too much focused on examinations and test-scores rather than building skills and developing positive attitude among youth. This disparity between the educational system and demands of labor market proves a major hurdle for youth of Kashmir in their pursuit of self-employment. This calls for a complete revamp of the courses taught. Subjects which foster independent thinking and acting, risk-taking and self-reliance among youth need to be incorporated not only in management streams but also in multidisciplinary fields. At the same time, training may be imparted to teachers as well. There is a need to sensitize them to provide a solid academic foundation to the students and at the same time to equip them with the ability to apply their knowledge in the real world. With the need so acute, experiential learning and participant-centered learning may be incorporated in to the training programs. This can go a long way towards preparing students for their professional lives.

Moreover, the success stories of prosperous entrepreneurs of Kashmir may be shared as a part of training and counseling sessions. This may instill confidence among budding entrepreneurs. There is a need to increase the mentoring and broader support. Research suggests that 88% of entrepreneurs with mentors survive in business, compared to a 50% failure rate for those without this support. Maria Pinelli, EY’s Global Vice Chair for Strategic Growth Markets, puts this another way: “The danger is that capital without mentorship may prove to be capital lost, which governments cannot currently afford. The

lack of mentoring and subsequent failure rate also means that there is a greater chance that those who don't succeed will find themselves one of the jobless in the future."

Governments, businesses and civil society need to work together to understand more about the policies and types of support that best enable the start-up and growth of youth-led enterprises.

Limitations

Participation and cooperation of respondents is a serious problem in survey based research. The same was observed in this study. This limitation caused a lower than anticipated response rate from targeted places.

- No study about the need for entrepreneurial training was found in the context of Kashmir. This limited the researcher's understanding about exploring factors specific to the attitude of young people of Kashmir towards entrepreneurship.
- Time constraint was another limitation of this research study.

Future Research

Future research may be addressed towards the identification of specific training needs which may help the young people of Kashmir to take up entrepreneurship as their career.

- The research instrument which may specifically incorporate the problems for entrepreneurs and entrepreneur-

ship of a disturbed state like Kashmir may be developed and used to draw the inferences accordingly.

- The present study was specific to Kashmir only. Research incorporating the broader state or the nation may be carried out. A cross-cultural comparison may also be made.

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