

PROPELLING ENTREPRENEURSHIP AT THE GRASS ROOTS – CRITICAL SUCCESS FACTOR FOR BALANCED ECONOMIC GROWTH

P. Mohanraj¹ & M. Elavarasan²

¹Associate Professor, Department of Management Studies, Nandha Arts and Science College, Erode, Tamil Nadu, India

²Research Scholar, Nandha Arts and Science College, Erode, Tamil Nadu, India

Received: 21 Mar 2018

Accepted: 18 Apr 2018

Published: 23 Apr 2018

ABSTRACT

Entrepreneurship is pivotal for creating employment opportunities and economic growth. Entrepreneurs are the key factor in the socio-economic change. It is imperative to foster entrepreneurship awareness among college going students to accelerate economic growth. Stimulating entrepreneurship among college students is very much needed to increase the job providers rather than job seekers. Entrepreneurial competence makes all the difference in the rates of economic growth. This paper discussed some of the barriers to entrepreneurship and measures to enhance the aspiration towards entrepreneurship among college students.

“The educational system should highlight the importance of entrepreneurship and prepare the students right from the college education to get oriented towards setting up of the enterprises. Diversity of skills and perseverance in work makes an entrepreneur”

Dr. A.P.J. AbdulKalam

Former President of India

KEYWORDS: *Entrepreneurship, Employment and Social Outlook, Opportunities and Economic Growth*