



An In-Depth Study in the Brewing Start-Up Culture Facilitated through Educational Institutions in India.

Rishita Singh, Harshitha SA, Esther Elizabeth Fernandes, Huda Nergis, Rounak Shankar, Vasit Agarwal, Mr. Bharath B., Ms. Roopa Traisa A

Center for Management Studies, Jain (Deemed-to-be University), BBA Strategic Finance (CMA) students, Center for Management Studies, Jain (Deemed-to-be University).

ABSTRACT

The allure of entrepreneurship is captivating today's youth worldwide, as they seek pathways to autonomy, innovation, and impact. Universities globally are actively transforming themselves to embrace and cultivate entrepreneurial mindsets and skill sets among students. (Jansen, S., Van De Zande, T., Brinkkemper, S., Stam, E., & Varma, V., 2015) This paper explores the evolving role of universities in nurturing and fostering entrepreneurial ecosystems, specifically with a focus on the Indian ecosystem. In India, the start-up culture has been rapidly growing especially in recent years as a case study to explore the efficiency of such evolutions in higher education institutions. Through a comprehensive review of the literature and empirical analysis, this research investigates strategies employed by Indian Institutions to foster entrepreneurial thinking and action among students within the burgeoning start-up ecosystem while also examining the impact of these initiatives on the overall development and transformation of entrepreneurial ecosystems. Data collection involved administering a survey through questionnaires to the cited sample of students to collect the necessary data. This study reveals the challenges and opportunities in integrating entrepreneurship education, as well as underscores higher education's pivotal role in driving innovation and economic growth in growing start-up ecosystems.

Keywords: Education, Entrepreneurship, Institutions, Students, Innovation.

Introduction

Universities have emerged as key players in fostering entrepreneurial ecosystems within their regions. Traditionally focused on knowledge creation and research, universities now embrace a third mandate: entrepreneurship.

The significance of entrepreneurial activity extends beyond academic boundaries, correlating with positive outcomes such as economic competitiveness, job creation, and innovation. The Indian government recently launched the "Start-up India" initiative (*Start-up India*, 2016.) which has been very well-received, with several state governments also initiating similar efforts. India stands at a crucial juncture, ranking third globally in technology-driven start-ups, with the USA and UK holding the top two positions. The start-up ecosystem in India is predominantly technology-based, driven by young graduates from institutions like the IITs. Additionally, start-ups in India are venturing into unconventional sectors such as healthcare. Consequently, governments across developed nations prioritize entrepreneurship stimulation to foster dynamic economies. In response, universities are urged to cultivate their entrepreneurial ecosystems, providing support and opportunities for aspiring student entrepreneurs. While various initiatives, such as entrepreneurship education and business plan competitions, have been implemented globally, their success varies. Countries

around the world support start-ups through diverse means: The USA leverages venture capital and accelerators like Y Combinator; the UK offers tax incentives and funding through schemes like SEIS and Innovate UK; Israel, dubbed the "Start-up Nation," provides significant government funding and support for research and development, showcasing a global commitment to nurturing innovation and entrepreneurship.

Students without access to start-up support facilities face challenges like limited options of funding, lack of proper mentorship, networking opportunities, and lack of practical experience. These challenges obstruct their ability to innovate, develop attainable products, and turn entrepreneurial ideas into successful businesses. Through case studies and interviews with university stakeholders, including faculty, students, and alumni, we will assess the impact of entrepreneurship education offerings on start-up success and explore the factors influencing entrepreneurial outcomes. By analyzing the diverse approaches taken by universities in promoting entrepreneurship, we hope to provide valuable insights into best practices and strategies for building vibrant entrepreneurial ecosystems within academic institutions. Ultimately, this research aims to contribute to the ongoing dialogue on the university's role in entrepreneurship and provide actionable recommendations for universities seeking to enhance their support for student start-ups.

The growing requirement for nurturing start-ups within educational institutions originates from the need to empower students with entrepreneurship skills, innovative aptitude, and practical business experience. This aims to enhance economic prosperity, job creation, and technological advancements, addressing both the evolving demands of the global economy and the career aspirations of students.

Literature Review

1. (Singh, N., & Singh, N., 2023) This article discusses Indian entrepreneurship. It talks about how entrepreneurship has evolved historically in India and how important it is to the country's economy. The significance of entrepreneurship for economic growth is emphasized in the text.

It describes how entrepreneurship raises living standards, generates new goods, and services, and creates jobs. The effect of governmental policies on entrepreneurship is also covered in length in the essay. (Chegg India, 2023).

2. (IEEE Conference Publication, 2021) The subject of entrepreneurship in India has attracted a lot of scholarly research, leading to bibliometric analysis and systematic reviews to gain a thorough understanding of its dynamics. The research examined in this review, "Entrepreneurship in India: A Systematic Review and Bibliometric Analysis," explores the development of entrepreneurship in India throughout history, as well as current trends and opportunities for the future. Using a thorough analysis of extant literature, the research illuminates multiple aspects such as pivotal figures, nascent industries, legislative measures, and obstacles encountered by entrepreneurs (IEEE Xplore, 2021).

Using a methodical approach, the research carefully compiles and evaluates a broad range of scholarly works on entrepreneurship in India. Furthermore, the bibliometric analysis sheds light on scholarly contributions, publishing trends, and citation patterns in this field. The study attempts to provide a thorough picture of entrepreneurship in India by combining these data, providing insightful information for practitioners, scholars, and policymakers alike.

3. (Jansen, S., Van De Zande, T., Brinkkemper, S., Stam, E., & Varma, V., 2015) The work "Entrepreneurship and Economic Growth in India: Evidence from Selected States" which was published in the International Journal of Management and Enterprise Development. The title implies that the paper presumably examines the relationship between entrepreneurship and economic growth in India, focusing on individual states, even though the content's specifics are not available without the complete text. The study likely looks at actual data to investigate how these states' economies are impacted by entrepreneurship. With implications for stakeholders and policymakers interested in supporting entrepreneurship as a driver of economic development in India, this research probably offers insightful information about the role of entrepreneurship in driving economic growth at the regional level (Jansen, S., Van De Zande, T., Brinkkemper, S., Stam, E., & Varma, V., 2015).
4. (Astebro, T. B., Bazzazian, N., & Braguinsky, S., 2012) The university entrepreneurship literature has traditionally focused on the role of faculty and staff in promoting the creation of spin-off firms, emphasizing the important impact of university research and policy on entrepreneurship. Mowery et al. provided the historical context. (2004) and others have attributed the growth in university outputs to a combination of growth in biomedical research, legislative changes such as the Bayh-Dole Act, and increased research funding from industry sources. This work also investigated how changes in university policies and the scientific ethos of academics contributed to the creation of an environment favorable to entrepreneurship. In addition, policy-oriented research has sought to understand the variation in by-product shares between different institutions. The goal is to guide policymakers in aligning universities for economic development through university, state, and federal policies. However, this focus has often overlooked the entrepreneurial output of recent graduates, particularly science and technology students, who form an important and dynamic part of the entrepreneurial landscape. This gap in the literature suggests that a broader perspective on university entrepreneurship is needed, which would include, in addition to the activities of faculty and staff, as well as the innovative projects of recent graduates, which would provide a more comprehensive understanding of the role of the university, the promoter of entrepreneurship. . economic development.
5. (Zhang, P., Wang, D. D., & Owen, C. L., 2015), The article with the DOI that was submitted examines the connection between people's operating environments and their aspirations to become entrepreneurs. explains how social networks, social norms, and social capital affect the intentions and behaviours of entrepreneurs. The review of the literature summarises the body of research that has been done to date to comprehend how different social elements affect how people establish their entrepreneurial intentions. Examined in particular is the function of social networks in offering tools, knowledge, and encouragement that can impact a person's choice to start their own business. Furthermore, the impact of cultural norms and social norms on the development of entrepreneurial behaviour and goals in various social circumstances is examined. To create effective entrepreneurial policies and efforts, the review highlights how crucial it is to comprehend the intricate relationship that exists between social conditions and individual entrepreneurial goals.
6. (World Economic Forum, 2023), The World Economic Forum Agenda article "India's Technology Opportunity" explores the country's rapidly emerging technology industry of the nation and emphasizes its potential to emerge as a global technology powerhouse It covers the main causes of India's technical progress, such as the growth of digital infrastructure, the diversification of the labour pool, and government initiatives that support entrepreneurship and innovation. In addition to identifying prospects for inclusive growth, job creation, and societal development in the digital era, the article highlights the revolutionary impact of technology on various sectors of the Indian economy (World Economic Forum, 2023).

7. (Mariwala, B. H., 2022) The article "75 Years of Independence: The Evolution of Indian Entrepreneurship" in The Hindu Business Line provides a thorough overview of the growth of Indian businesses since independence. From pre-independence to the present, it tracks the evolution of Indian entrepreneurship, highlighting key moments, challenges, and shifts. Through historical insights and contemporary research, the paper offers perceptive opinions on how entrepreneurship influences India's economic landscape, spurs innovation, and encourages social change. (The Hindu Business Line, 2022).
8. (Donckels, R.,1991), By accessing the provided article, one can obtain a scholarly paper titled "Entrepreneurship and Economic Growth," which appears to be a foundational study investigating the relationship between entrepreneurship and economic growth. Without access to the full text, the article's details are unknown, but based on its title, it appears to examine the relationship between entrepreneurship and overall economic progress. It is possible that to make sense of how entrepreneurship influences economic expansion, the article looks at previous studies, theoretical models, and empirical evidence. Understanding the part that entrepreneurial activities play in encouraging economic growth and innovation in an economy may be aided by the findings of this study. (Donckels, R., 1991).
9. (Al-Lawati, E. H., Kohar, U. H. A., & Suleiman, E. S., 2022) Undoubtedly, a detailed study of the literature on these themes can be found in the scholarly paper "Entrepreneurship and Innovation: A Review and Research Agenda," which can be accessible via the article. The title suggests that the study examines earlier research to clarify the complex relationship between innovation and entrepreneurship, even if reading the entire article is necessary to fully understand the nuances of the content. It most likely synthesises significant findings, theoretical frameworks, and empirical data to identify gaps in the literature and recommend future study directions. This advances our knowledge of how entrepreneurship fosters creativity and economic growth. (Al-Lawati, E. H., Kohar, U. H. A., & Suleiman, E. S, 2022).
10. (Jain, A. R., & India, H., 2023) This article discusses the evolution of India's educational system, from traditional Gurukuls to cutting-edge, modern universities. This highlights how the 2020 National Education Policy (NEP) prioritizes a skill-centric approach over a theory-focused one. The NEP aims to provide students with a broad range of career options through the development of technical and soft skills, including the cultivation of an entrepreneurial attitude through entrepreneurship education. This can be especially useful for students pursuing vocational training when they research their options for self-employment. The article's conclusion highlights the importance of start-ups and innovation institutions in promoting responsible citizenship and furthering innovation. (Jain, A. R., & India, H., 2023)
11. (Panigrahi, A., & Joshi, V., 2015), The article will take you to a study article titled "Entrepreneurship and Economic Development: Theory, Evidence, and Policy," which is likely a comprehensive summary of the literature on the topic of entrepreneurship and economic growth. Even though the paper's content contents are only available with the full text, the title suggests that it synthesizes recent theoretical frameworks, empirical research, and policy implications related to the effect of entrepreneurship on economic development. It's possible that the study takes a variety of approaches, emphasizes significant findings, and offers insights into how entrepreneurship fosters wealth and economic progress. It will therefore probably be a helpful tool for academics and decision-makers alike. (Panigrahi, A., & Joshi, V., 2015).
12. (Manimala, M. J., 2008) The article provides access to a paper published in the International Journal of Entrepreneurship and Innovation Management titled "Entrepreneurship and Economic Development: Theory, Evidence, and Policy". The exact content is not available without reading the complete article, despite the title suggesting that the paper probably offers a thorough literature study on the connection between entrepreneurship and economic progress. It probably combines actual evidence, theoretical frameworks that are currently in use, and policy implications to provide insights into how entrepreneurship fosters wealth and economic advancement. This report is undoubtedly a helpful resource for academics, policymakers, and practitioners interested in understanding how entrepreneurship fosters economic development. (Manimala, M. J., 2008).
13. (Adhana, D., 2020) The literature on India's start-up ecosystem highlights the country's allure for business owners, which is fueled by elements including inexpensive beginning costs, a sizable domestic market, and a growing internet user base. Government policies and partnerships with institutions encourage the establishment of incubation centers through initiatives such as the Atal Innovation Mission (AIM), which aims to foster businesses. Grants of significant amounts are awarded to successful AIM applications, which helps with construction and operating costs. The body of research highlights India's vibrant economy, which presents businesspeople with many chances to innovate, generate income, and support economic expansion. (Adhana, D., 2020)
14. (Start-up India., 2016.) This article discusses the Start-up India program. It talks about the advantages and prerequisites for start-ups to be approved by DPIIT. Start-ups now have access to tax advantages, simpler compliance, and IPR fast-tracking thanks to the recognition. The page also describes the several resources and initiatives that Start-up India provides, including grants, awards, and mentorship programs. (Start-up India., 2016.)
15. (Hayter, C. S., 2016) The article examines the connection between people's operating environments and their aspirations to become entrepreneurs. explains how social networks, social norms, and social capital affect the intentions and behaviors of entrepreneurs. The review of the literature summarises the body of research that has been done to date to comprehend how different social elements affect how people establish their entrepreneurial intentions. Examined in particular is the function of social networks in offering tools, knowledge, and encouragement that can impact a person's choice to start their own business. Furthermore, the impact of cultural norms and social norms on the development of entrepreneurial behaviour and goals in various social circumstances is examined. To create effective entrepreneurial policies and programs, the review highlights the significance of comprehending the intricate relationship between social conditions and individual entrepreneurial targets. (Hayter, C. S., 2016)

Entrepreneurship Through the Ages: Tracing India's Journey from

Medieval Trade to Modern Innovation

This paper traces the evolution of innovation and entrepreneurship (I&E) in India, from the post-independence era to the present day. It highlights the initial challenges faced by the Indian economy due to heavy government regulation and the subsequent liberalization reforms in 1991 that paved the way for significant growth in I&E. The paper also discusses the role of academia, government policies, and emerging start-up ecosystems in fostering innovation. Additionally, it evaluates recent developments in the Indian I&E landscape, including the contribution of research institutions and the government's initiatives to support entrepreneurship. Case studies of successful institutions further illustrate the progress made in building a thriving I&E ecosystem in India.

1. Medieval Age:

India boasts one of the oldest and most sophisticated business histories globally, dating back to the Harappan civilizations around 2700 BC. This period witnessed thriving internal and external trade cultures, establishing India's reputation for entrepreneurial prowess. Indian merchants engaged in trade not only within the subcontinent but also with foreign lands, earning recognition for their business acumen worldwide.

During the Mughal rule, India experienced a significant surge in trade activity. Indian products, arts, crafts, and culinary delights garnered attention from various regions, including the Arab mainland, Western colonial powers, and African nations. The Mughal era saw India emerge as a key player in global trade networks, further solidifying its reputation as a hub of commerce and entrepreneurship.

The advent of colonialism, particularly with the arrival of European powers like the United Kingdom, France, and Portugal, brought both challenges and opportunities for Indian entrepreneurship. While colonial rule imposed constraints on indigenous industries and trade practices, it also facilitated the integration of India into broader global economic networks. The establishment of the East India Company and subsequent British colonial administration played a pivotal role in shaping India's business landscape, albeit under colonial domination. (Singh, N., & Singh, N., 2023)

2. Modern and Pre-Independence Era:

The 19th and early 20th centuries marked a period of industrialization and entrepreneurial resurgence in India. Notable entrepreneurs such as Kawasji Dover and Jamsetji Tata spearheaded groundbreaking initiatives that revolutionized Indian industries. Dover's establishment of the first cotton textile mill in 1854 and Tata's founding of the Tata Group in 1868 exemplify the entrepreneurial spirit driving India's modern economic development.

The Tata Group's diversified ventures, including Tata Steel, Tata Airlines, and TISCO, not only contributed to industrial growth but also played a crucial role in India's struggle for independence. These pioneering entrepreneurs laid the foundation for subsequent generations of Indian business leaders and set new benchmarks for entrepreneurial excellence. (Singh, N., & Singh, N., 2023)

3. Post-Independence Era:

Following India's independence in 1947, entrepreneurship played a pivotal role in driving the nation's economic growth and development. Prime Minister Jawaharlal Nehru's adoption of a socialist economic framework and the New Industrial Policy of 1956 aimed to foster indigenous industrialization and reduce dependence on foreign capital.

Subsequent economic reforms and the adoption of the Mahalanobis model further bolstered India's entrepreneurial ecosystem, leading to the establishment of diverse industries beyond traditional sectors like textiles and natural resources. Despite initial challenges and regulatory constraints, the post-independence era witnessed a surge in entrepreneurial activity, with numerous new ventures emerging across various sectors of the economy.

However, it was the liberalization reforms of 1991 that marked a transformative turning point for Indian entrepreneurship. These reforms, driven by the need to integrate India into the global economy, unleashed a wave of entrepreneurial energy, paving the way for unprecedented growth and innovation in the Indian business landscape. (Singh, N., & Singh, N., 2023)

4. Liberalization Reforms of 1991:

In 1991, India initiated liberal economic policies, opening the economy to private and foreign investment. This marked a significant shift towards a more innovation-friendly environment, fostering greater awareness and investment in research and development (R&D). Sectors like information technology and biotechnology witnessed rapid growth, leading to the emergence of globally recognized Indian companies.

5. Rise of Start-ups and Innovation Ecosystem:

The liberalization era paved the way for a surge in start-up activity, with thousands of companies established and billions raised in funding. Indian start-ups such as Byju's, Flipkart, and Zomato (IEEE Conference Publication, 2021) gained unicorn status, attracting both local and foreign investments. Reports from the World Economic Forum position India as the third-largest and fastest-growing entrepreneurial ecosystem globally.

6. Government Initiatives and Policies:

The government of India has introduced various policies and initiatives to support innovation and entrepreneurship, including incentives for research and development.

However, there remains a gap in academia-industry collaboration, with academia contributing only a small percentage to overall R&D expenditure.

7. **Recent Developments and Future Prospects:**

Despite challenges, recent reports indicate a positive trajectory in India's I&E landscape, with increasing collaboration between academia, industry, and government. Case studies of successful institutions highlight effective strategies for building a robust innovation ecosystem.

In short, India has come a long way in fostering innovation and entrepreneurship since independence, with significant growth observed in recent decades. Continued efforts from all stakeholders, including academia, industry, and government, are crucial for sustaining and further accelerating this growth trajectory. (IEEE Conference Publication, 2021)

Objectives

1. The initiative aims to automate the start-up environment that is developing within educational institutions to comprehend the influence that the educational sector has on individuals.
2. The purpose of introducing start-up culture in the educational sector is to motivate them to create more and give them a way to protect their discoveries. (Jain, A. R., & India, H., 2023)
3. A change in perspective: younger people now tend to broaden their perspectives, minimize issues, and look for different routes to achievement.
4. Stressing the need for the education sector to implement methods and continuously improve.
5. Encouraging educators and students to adopt an entrepreneurial mindset while fostering critical thinking creativity and resilience. (Al-Lawati, E. H., Kohar, U. H. A., & Suleiman, E. S., 2022)
6. Spreading awareness about start-ups in education through various means like
 - educational workshops & seminars
 - collaborative events
 - networking events
 - alumni engagement

Sampling Techniques

Sampling is a crucial part of any research as it helps in collecting accurate data and providing necessary information. In our case, we have collected data from students currently pursuing a bachelor's degree and have their start-ups to understand their knowledge and experience. We have used a non-probability method for data collection as our sample is well-defined and precise with similar character traits. We used a well-structured questionnaire to collect data from a sample size of 50 students. This allowed us to explore the various challenges students face while building or upscaling their businesses.

Research Methodology

Size of the study: The target audience or the responders for this survey were the students or entrepreneurs above 18 years old who want to or are passionate about doing something of their own in the business world. The same size for the same was 50 people.

Sources for data collection: The data was collected by using primary and secondary sources of data collection. The primary data was collected through a survey questionnaire. The questions in the questionnaire were designed to know the opinions of the young entrepreneurs. The data can be used to understand the mindset of the current youth business mindsets in India. The secondary data was collected from various college reports and data, the internet, different surveys, articles, past research papers, etc.

Findings and Inference

To grasp the ongoing trends among young and budding entrepreneurs currently pursuing their dreams in ways while still learning in the traditional education system of India, we launched a very intricately designed Questionnaire to understand the mindset and needs of these students.

Each question gave scope to getting one step closer to better analyzing the current growing entrepreneurial market, we received over 50 responses over our survey conducted through Google Forms circulated amongst undergraduate and postgraduate students studying management. As a result of this successful survey, here are the questions and the statistical representation of the results incorporated with a distinctive inference to each.

How well-informed are you about the government grants and subsidies available for early-stage startups?

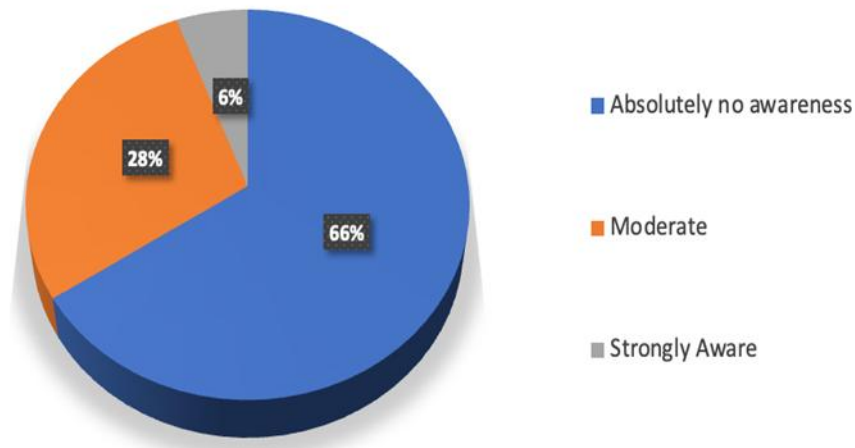


Fig 1.1

In the Budget of 2022-23, the government of India allocated 283.5 Cr towards early-stage start-ups with grants ranging around 20L for prototype development, product trials, or proof of concept validation. This is extremely vital for a government to support innovation and help new start-ups to rise. Surprisingly though, availing these grants is something only a handful are aware of, which is seen in the above data that shows only 6% believe they know how to avail the grants while a whopping majority of 66% have no idea as to where, when and how these grants are issued.

Especially in regards to management-focused institutions, there is a common stereotype that, innovation is not achievable wherein only those who specialize in engineering and science can innovate with products, due to this belief Institutions have stopped bothering to even educate their students on important matters like government funding through grants.

This has to change for the betterment, with the upsurge of talent and unique perspectives it's inevitable for innovation and ingenuity to rise from all corners, which demands educational bodies and institutions not to discriminate and breakdown the government budget to convey the specific aspects of it that cater to early-stage start-ups.

How familiar are you with on-field projects, activities, and competitions for upskilling yourself?

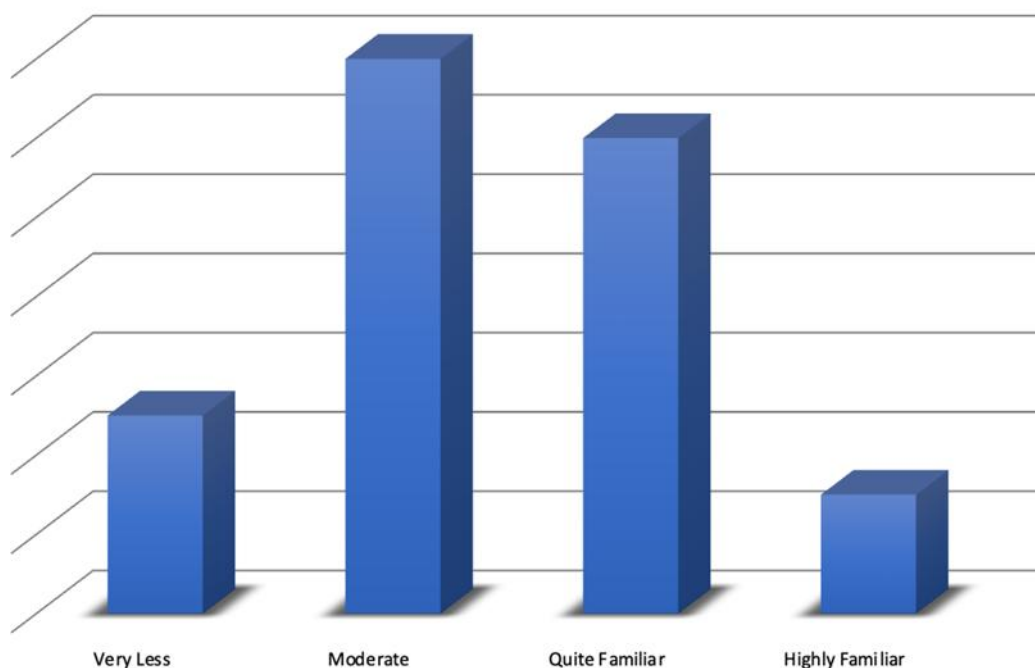
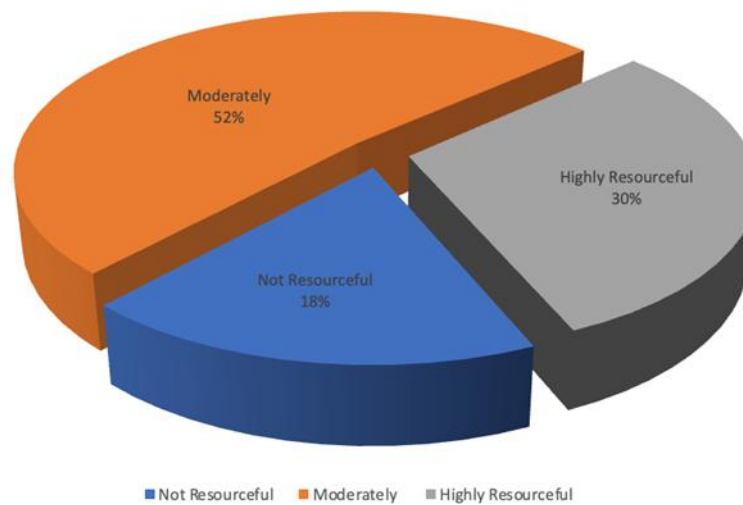


Fig 1.2

In today's growing environment it's critical for managerial students to gain as much exposure as possible in terms of business simulations that demand each of them to outgrow their current skills and up their game in relation to their active critical thinking skills and adaptive presence of mind. One such area where all of this can be gained and achieved is through extracurricular activities like on-field projects, practicals, learning activities, and even Management Fests/Competitions/Hackathons, these place the students under modern-day business simulations where students have to strategize a way out of the crisis and solve the matters related to the case study presented to them, this further makes them ponder for solutions as though they were in the shoes of the Chief Executive Officer (CEO) or any of the C-Suite Designations majorly including Chief Financial Officer (CFO), Chief Marketing Officer (CMO), Chief Human Resources Officer (CHRO) and Chief Public Relations Officer (CPRO). Each position demands the participants or students in this case to adapt to that form of leadership, then propose a strong and feasible implementation roadmap for the strategies they plan to propose.

How resourceful have networking events been in finding a compatible co-founder or business partner or a mentor for budding startup/venture?

**Fig 1.3**

The Quest for a compatible founder is hands down one of the most tedious tasks a founder would go through, due to a lack of understanding of how significant this particular choice is, most people tend to choose their friends as co-founders but it leads to conflicts very soon in cases of difference of opinions, in such scenarios a co-founder who bring in expertise in areas the founder is weak at, in other words when the co-founders have complimentary skillsets, decision making is very easy and efficient without many hurdles. As seen in the data, 18% strongly believe that institutions cannot help their students find a co-founder who can complement their skill sets.

Additionally, 52% feel it's moderately resourceful, which means they feel there is scope for finding, but something is holding them back, it may be their soft skills or just fear of judgment. Finally, 30% feel networking events are highly resourceful, which indicates that institutions must double down on conducting more such events whilst also educating students on how to maximize the best out of these events.

How often are you taught the intricacies of the businesses world by industry experts?

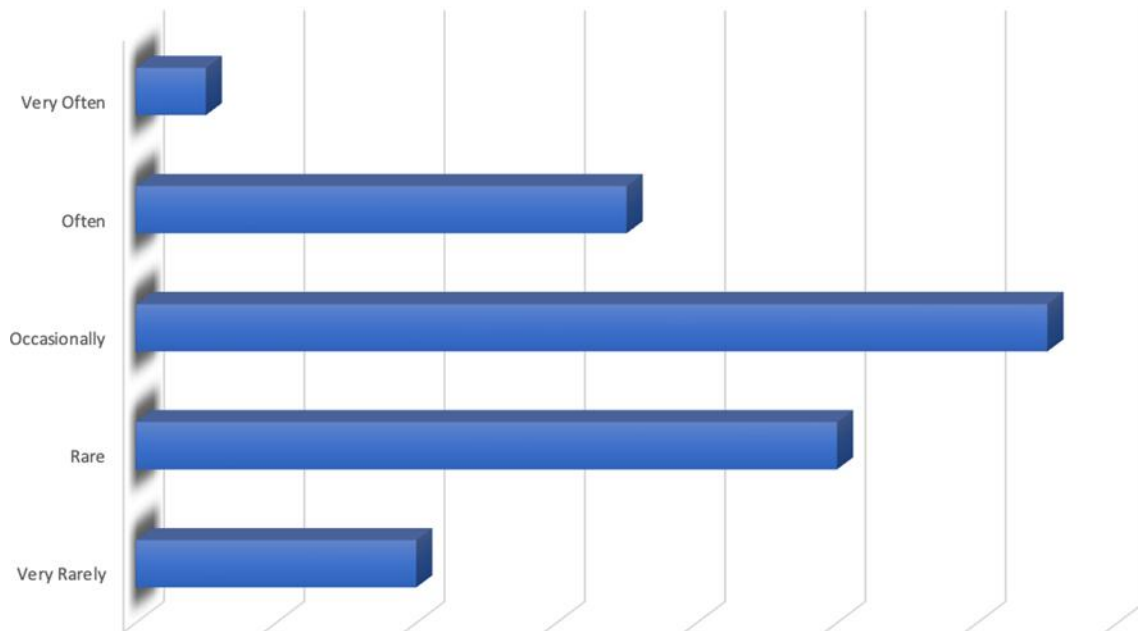


Fig 1.4

Very few Institutions offer education taught by Industry Experts, especially for subjects like Business, when learning concepts, certain specific doubts tend to arise in the minds of the students, bookish knowledge that happens to be quite generic, and young teachers who themselves have learned from similar study material, fail to answer certain highly specific questions that only the people who work and have expertise in that avenue can throw more light on the subject and answer those questions.

As we can see in the above data a big chunk of our respondents believe that institutions offer these special classes only occasionally or rarely. As Students of Management and aspiring entrepreneurs, we strongly wish to see this new trend of learning from industry experts to grow to an extent where each chapter can be taught by a different industry expert, this way there is no full-time commitment for the expert making it more worth their time!

HOW CHALLENGING HAS IT BEEN TO BALANCE BOTH ACADEMICS AND YOUR STARTUP ENDEAVOURS?

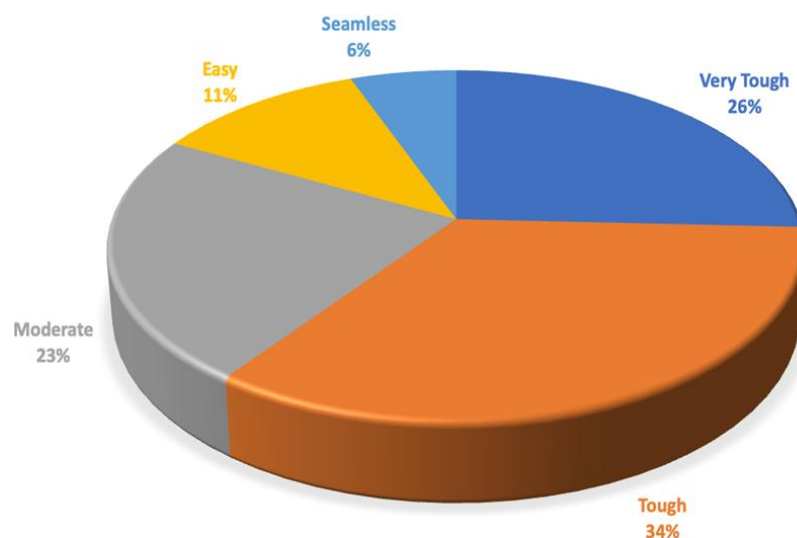


Fig 1.5

Considering the challenges the students who choose to begin their Start-up endeavors during their college life, tend to commonly find difficulty balancing their academics along with their businesses. When we surveyed on this topic, we observed that 34% of Students tend to find it tough and 26% find it extremely tough, this simply means 60% are struggling to manage both, making it harder for aspiring students to freely initiate their start-ups.

This is exactly what the Institutions must work on, where they offer programs in which students can adequately prioritize and manage their time to both work as well as study. Additionally, most students face issues, especially during important examination times, which demands both Educational Institutes as well as young entrepreneurs can work together and ascertain the ideal schedule for both parties.

How challenging have you found it to establish connections with professionals or industry experts through your institute?

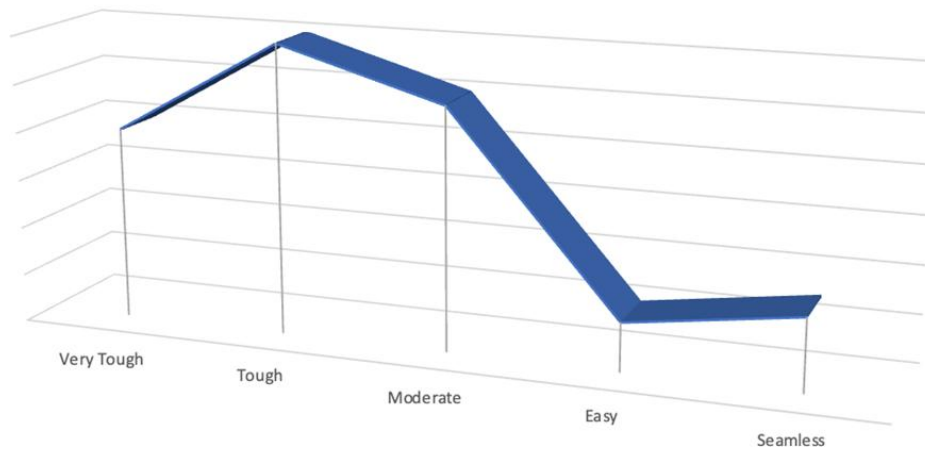


Fig 1.6

Establishing key relationships with industry experts and professionals plays a vital role in a young entrepreneur and student life as these connections open the doors to various networks and collaborations which in the long run are going to be crucial for any entrepreneur. Albeit from the data collected by us we've come to understand many students find it challenging to form these connections. Lack of confidence, uncertainty on how to approach someone and limited experience are some factors due to which students are held back. Our questionnaire has shown us that over a third of the students (34.3%) find it rather challenging and tough, another 28.6% of the students are moderately challenged by this adversity, while 22.9 % are highly challenged by it and find it very tough and unfortunately only 8.6% and 5.7% of students find it seamless and easy respectively.

This seems to be an issue faced by a vast majority of students. However these challenges can be overcome by students taking charge and becoming more social and confident which can be done by utilizing online networking platforms (which provides students with a space to broaden their network and ideas), participating in industry events and workshops (events and forums in this field play a vital role as it provides them with opportunities to meet experts from varying backgrounds and fields), enhance mentorship and guidance (enables students with the right knowledge and experience), enhance soft skills (self-confidence with good communication skills goes a long way for a student in developing new relations)

How applicable do you find your degree knowledge to be in relation to your startup journey?

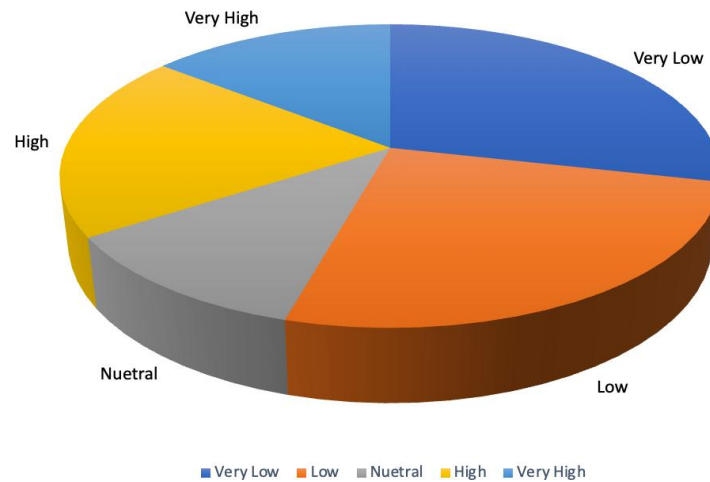


Fig 1.7

As a student completes their degree and becomes a graduate, he/she might be ambitious and might have an entrepreneurial mindset and would like to test their degree knowledge in establishing their start-up. The above questionnaire indicates to us the experience of young entrepreneurs who are new to the market and are testing out their knowledge. We have learned that a shocking 28.6% of graduates find their degree to have almost zero relevance in their start-up journey which is quite surprising, 25.7% think that the knowledge acquired through their degree has no relevance either. This shows us that more than 50% of all graduates today don't seem to be getting the right output from their degree in terms of an entrepreneurial skillset. However, another 20% and 14.3% of students find it Highly and very highly relevant and have found their degree to be competent enough for the current market.

With this information, we can observe that a majority of the students seem to be suffering as a result of this issue. To help boost their credibility students can acquire skills separately based on the current market requirements and equip themselves to face any challenges they might face as entrepreneurs. In brief, although the insights and knowledge we gain through our syllabus on various aspects of the market such as market dynamics, consumer behaviour, and business strategies have helped students gain a general idea of how to go about things, a student must keep learning and imbibing knowledge as they embark on their start-up journey.

Considering your early immersion into the business world, do you regret missing out on the fun and social aspects of traditional college life?

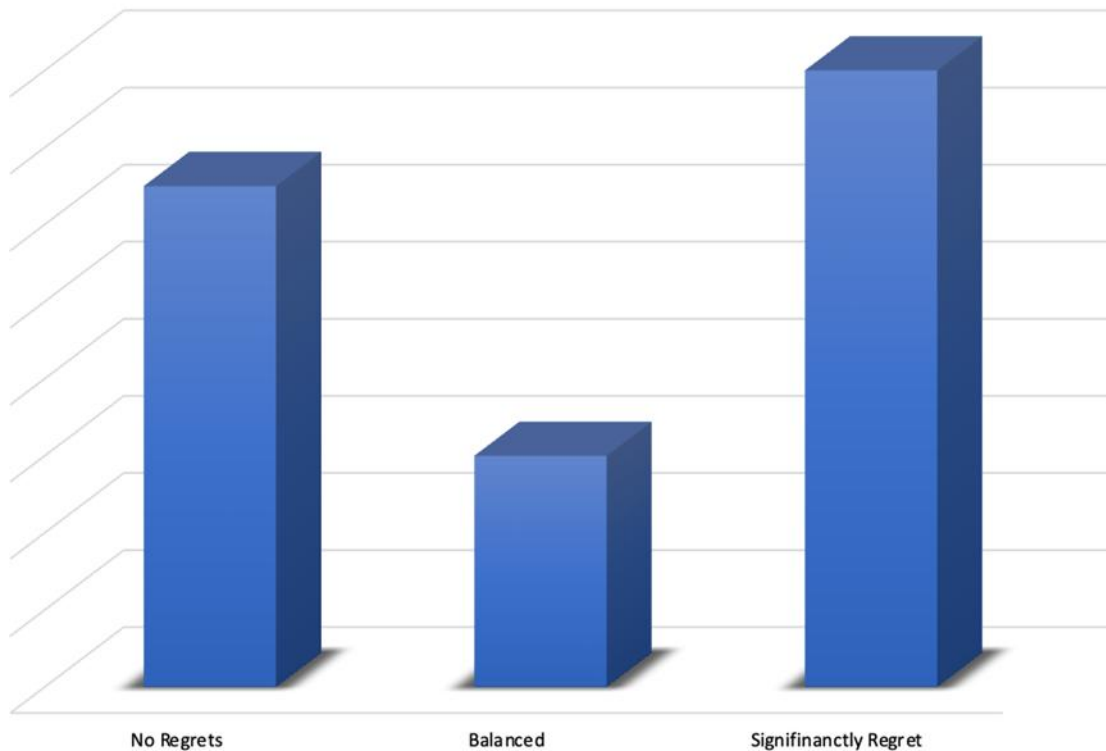


Fig 1.8

Many students turn entrepreneurs during their college years, and this takes a toll on their social life due to constraints of time and heavy workload. Over the years we've seen students struggling to strike a balance between their entrepreneurial ambitions and experiencing the traditional and social aspects of college life. From the survey we have conducted the following findings were reported.

Most of the students seem to face a significant regret (45%) over missing out on the social and traditional aspects of college life, missing out on important parties, get-togethers, and other events that play a vital role in a student's overall college experience. 35% of students are happy with the choice they've made and face no regrets whatsoever, these students seem to be fully satisfied with their entrepreneurial endeavours and feel that they've made the right choice while 15% of our respondents have a balanced perspective on this issue. Young and aspiring Entrepreneurs should learn to strike a balance between the two to enjoy the best of both worlds and to prevent themselves from getting caught up between the two and having regrets later in life as both aspects are extremely important to an individual's life.

**TO WHAT EXTENT DO YOU BELIEVE THE NEW EDUCATION POLICY (NEP)
INTRODUCED BY THE GOVERNMENT ALIGNS WITH MODERN
EDUCATIONAL NEEDS?**

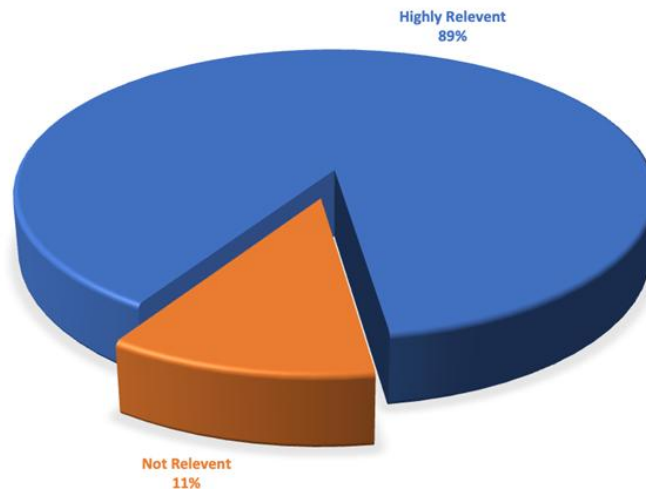


Fig 1.9

The New Education Policy (NEP) usually sparks a debate no matter where it's mentioned with varying views and people trying to understand the significance of this change, we try to gauge the minds of the students to try and figure out whether a change in education policy has resulted in favourable outcome or not. The NEP came into effect to answer various questions due to changes in contemporary educational requirements.

Through the survey conducted by our team, we have learned the following. An astonishing 89% of our respondents seem to find the changes in the education policy to be highly relevant to the change times. These students probably see the issues being addressed by the NEP by focusing on the integration of technology in education, practical application, skill development, and multidisciplinary learning. Only a mere 11% of students find the policy to be not relevant enough. Their discontent with the policy might be due to a few factors such as the implementation of the policy, the gap between market requirements and issues being addressed by the policy, and even a mismatch between the ideology of these students and the policy. Through our findings, it's safe to say that a vast majority of students seem to have their ideas and perspectives on the NEP and are in support of the cause.

“IN WHAT WAYS CAN INDIAN EDUCATIONAL INSTITUTIONS CATER BETTER TO STUDENTS WHO ASPIRE TO BUILD START-UPS DURING THEIR COLLEGE LIFE?”

Inference:

The constantly changing and evolving landscape of the education system has led to an increase in the number of aspiring entrepreneurs who are students. Being students they face numerous challenges throughout their journey. Through this survey, we look forward to finding out what exactly the students want and need, and from the responses recorded by our team, we can summarise that the students need opportunities to pitch their ideas and start-ups which can be facilitated by hosting events and inviting industrial experts such as angel investors and capitalists which will largely benefit the students by providing them with their insights and years of experience and maybe even funding. Cultivating a supportive environment for all start-ups and entrepreneurs is crucial as a healthy environment is motivating and keeps entrepreneurs in good spirits. Facilitating networking is another very significant aspect that would help the students a great deal. Offering mentorship and guidance and providing an environment that supports and promotes an entrepreneurial mindset is beneficial. Addressing financial barriers is another key aspect that students lack as funding is extremely necessary and students don't necessarily have capital of such large amounts readily available providing solutions to this by setting up events with angel investors and capitalists would go a long way.

Conclusion

India's educational institutions are empowering a new era of brewing start-ups through their innovative and entrepreneurial culture, which combines modern techniques with traditional practices. These exceptional programs provide comprehensive training, mentorship opportunities, and access to essential resources that support the development of promising young start-ups. The symbiosis between academia and industry enhances India's economic growth by fostering cultural exchanges while also enriching its entrepreneurship ecosystem. This collaborative approach is primed for success as it promotes sustainability and propelling industries forward towards innovation at large-scale possibilities!

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