

A Study on the Attitude of Youngsters towards Entrepreneurship with Special Reference to Cochin City

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Abstract: *Entrepreneurship is termed as the "capacity and willingness to develop, organize and manage a business venture along with any of its risk to make profit". It is the process of designing, launching and conducting a new business. The pandemic situation has led our country into a huge crisis. Many people lost their jobs and are still unemployed. This is the right time to think of a new venture where the people can be their own boss. The result of this study reveals that majority of youngsters agrees that entrepreneurship as a career option in today's globalized world. Most of the respondents are interested to start a business with an aim of becoming self-employed. There exist some difficulties in finding finance needed for the startup whereas most of the respondents are of the opinion that it is a rewarding career for them. In the modern world people can no longer expect large enterprises to guarantee them jobs for life. Individuals are increasingly expected to seek out their own opportunities, activities, create value and faithfully follow rules and routines set by others. Being enterprising involves taking responsibility for decision making, becoming self-reliant, daring, dynamic, ambitious, as well as being able to initiate ideas and see them through into action. By conducting awareness programs among the youngsters and also through providing financial support for startups the Government can attract more youngsters to the field of entrepreneurship*

Keywords: Entrepreneurship

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