



DIFFUSION OF ENTREPRENEURSHIP SKILLS IN COLLEGE GIRLS THROUGH EXTENSION EDUCATION

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Abstract:

An entrepreneur is a person who has an idea and who has a product or service which he thinks people will buy or need. Entrepreneur has the potential and talent to convert their available resources into something fruitful. Some people may also need help from some outside sources to enhance their entrepreneurship skills. Extension Education approaches and Communication channels and media play a very dynamic role in imparting information about entrepreneurship skills and diffusing knowledge to a majority of people in the social system positively. The present study was conducted in a Home science College of Nagpur City. Convenience Sampling was used to select the samples. Fifty Home Science students were selected for the study. Questionnaire schedule was the tool for data collection which was further analyzed with the help of Percentages. It can be inferred that Extension education is an effective medium in diffusing entrepreneurship skills in college girls.

Key words: Entrepreneur, Entrepreneurship Skills, Extension Education, Communication Channels and Medium

Introduction:

Entrepreneurship is the word which is been used recently by almost every youth. They want to make their own careers and start their own businesses. As defined below, “An entrepreneur is a person who innovates, organizes, operates and assumes the risk for a new business venture. The term ‘entrepreneur’ is derived from old French ‘*entrependre*’ which means to undertake. A venture is a business enterprise which involve risk in expectation of gain” (1).

As stated above, an entrepreneur is a person who has an idea and who has a product or service which he thinks people will buy or need. They have the potential and talent to convert their available resources into something fruitful. Some people may also need help from some outside sources to enhance their entrepreneurship skills. As it is clearly mentioned, “entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological and social risk and receiving the resulting rewards of monetary and personal satisfaction”. (2)

A person who starts a business of his own should be both financially and mentally ready for facing the consequences and take the risk if the business does not prosper. There is a long list of characteristics and qualities which are been prescribed by various authors and researchers on how to be a successful entrepreneur. One such list is as follows, “Characteristics of successful entrepreneur:

- Creativity,
- Innovation,
- Dynamism,
- Leadership,

- Team Building,
- Achievement Motivation,
- Problem Solving,
- Goal Orientation,
- Risk Taking and Decision Making ability and
- Commitment”. (3)

It is clearly seen from the above list that a person who wishes to be in business has to take the risk and consequences. There are a lot of other problems which a person faces when he is in business. The same is stated below, “entrepreneurs face a lot of problems in the promotion of units and during production, marketing, distribution, procurement of raw material and availing of incentives offered by the state government. The problem of the entrepreneur may be internal or external”. (3)

There are various organizations and institutions where people are specifically taught entrepreneurship skills. Other than these organizations there are a lot of communication channels and Extension Education approaches which are responsible in diffusing (spreading) knowledge and upgrading entrepreneurship skills of a person. The diffusion of knowledge may vary from person to person and how much time he takes to understand and apply the knowledge into actual practice. Extension education as defined below, “is a science which deals with the creation, transmission and application of knowledge designed to bring about planned changes in the behavior-complex of the people, with a view to help them live better by learning the ways of improving their vocation, enterprises and institutions”. (4) As stated above Extension Education is a way by which

we can help a person to apply his knowledge and resources which will help him in improving his living condition and way of life.

In Extension education various communication channels and media are used which creates interest and appeal to a large section of the society positively. The Extension Education approaches which are responsible for diffusing knowledge are as follows:

- I. Individual contacts
- II. Demonstrations-
 - a. Result Demonstration
 - b. Method Demonstration
- III. Audio-visual Aids
 - a. Photographs
 - b. Posters
 - c. Flash cards
 - d. Puppets
 - e. Slides
 - f. Films
 - g. Videos
- IV. Literature through
 - a. Newspapers
 - b. Magazines
 - c. Journals
 - d. Leaflets & pamphlets
- V. Tours & visits
- VI. Songs, dramas & theatre
- VII. Models and exhibitions
- VIII. Group discussions
- IX. Lectures
- X. Workshops
- XI. Seminars, Forum & Conferences". (5)

It is seen that there is a vast variety of Extension education methods which can be used to diffuse knowledge about new innovative practices. Other than diffusing knowledge a person's entrepreneurship skills are enhanced, attitudes are changed and his entire living standard is improved.

Objectives:

1. To find out the mode of awareness of respondents about various entrepreneurship skills.
2. To find out the role of Extension Education in diffusion of entrepreneurship skills.
3. To find out whether respondents are satisfied in gaining information through Extension Education.

Need and Importance of the study:

The basic need and importance of the study is to find out the effectiveness of Extension education in diffusing entrepreneurship skills among college going girls. The study also focuses on various communication channels and medium

responsible for making girls aware about skills and to see whether they are satisfied with the information received.

Research Methodology:

The present study "Diffusion of Entrepreneurship Skills in College Girls through Extension Education" was conducted in a Home Science College of Nagpur City. Convenience Sampling was used to select the samples. Fifty Home Science students were selected for the study. Questionnaire schedule was the tool for data collection which was further analyzed with the help of Percentages.

Results:

Table 1

Awareness about Entrepreneurship Skills

Sr. No.	Response	Number	Percentage
I	Watch videos on You tube	46	92%
II	Workshop / Demonstrations attended	38	76%

It can be seen from Table 1 that maximum respondents watch Videos on Youtube (92%) and have attended workshop or demonstrations (76%) to gain awareness about entrepreneurship skills.

Table 2

Mode of Awareness of Entrepreneurship Skills

Sr. No.	Response	Number	Percentage
I	Account in Various Online sites		
1	WhatsApp	50	100%
2	Facebook	25	50%
3	Instagram	41	82%
4	Twitter	06	12%
5	Snapchat	25	50%
6	Pintrest	21	42%
7	Youtube	43	86%
II	Awareness other than Digital media		
1	Newspaper	35	70%
2	Magazines	20	40%
3	Television	45	90%
4	Radio	25	50%
5	Advertisement	28	56%
6	Journals	05	10%
7	Family & Friends	41	82%
8	Hobby classes	21	42%
9	Posters	23	46%
10	Charts	14	28%
11	Folk media	09	18%
12	Cinema/Theatre	23	46%

- Multiple responses

It can be seen from the above Table 2, that 100% respondents have account on

WhatsApp, 82% have account on Instagram while 86% have their account to Youtube. On the other hand Newspaper (70%), Television (90%) Family & Friends (82%) serves as a medium of awareness to the respondents for diffusing entrepreneurship skills.

Table 3

Extension Education approaches used by respondents

Sr. No.	Response	Number	Percentage
1.	Contacted resource person/trainers	32	64%
2.	Resource person/trainers helpful	34	68%
3.	Feedback facilities available	39	78%
4.	Visit to business setup of entrepreneurs	25	50%
5.	Awareness of sources of funds	27	54%

It is seen from Table 3 that maximum respondents have contacted the resources person/trainers those who have taught entrepreneurship skills (64%) and maximum resource person/trainers were helpful (68%). Seventy eight percent respondents are in the opinion that feedback facilities were made available to them after providing skills. 50% of respondents have also visited business setups of entrepreneurs to understand the working pattern. 54% respondents are aware of various sources from where they can get funds to start their own setups as entrepreneurs.

Table 4

Respondent's reaction after gaining awareness

Sr. No.	Response	Number	Percentage
I	Trial of skill after awareness	39	79%
II	Thought of starting own set up	40	80%
III	Further improvement of skills	50	100%
IV	Satisfied from the information received	40	80%

It can be seen from Table 4 that 79% of respondents have tried different skills after gaining awareness about them and 80% of them have even thought to start their own

business in future if they get help and support from family members. It is also seen that 100% of respondents would like to learn more to improve their skills, while 80% of them are satisfied with the information which they received from various medium and sources of Extension education.

Conclusion:

After the study it can be concluded that 100% of respondents have access to mobile phones with internet facilities in it. Maximum respondents watch videos related to entrepreneurship skills on Youtube. Maximum respondents have attended workshop and demonstrations on skill development and entrepreneurship skills. Hundred percent respondents have access to WhatsApp which also act as a medium to diffuse entrepreneurship skills. Maximum respondents have accounts on various Social Networking Sites like Facebook, Instagram, Youtube etc. which serves the purpose of diffusing entrepreneurship skills. Maximum respondents gained knowledge through Television, Newspaper, Advertisements, Family & friends.

Maximum respondents have contacted resource persons and trainers who have taught various entrepreneurship skills and even received feedback facilities after the developmental programme (workshop/demonstrations). Most of the respondents are even aware about sources from where they can get funds to start their own business through trainers and resource persons.

Maximum respondents have tried the skills after gaining information and have even thought of starting their own business if they get help from their families. Hundred percent of respondent would like to learn more to upgrade their information regarding entrepreneurship skills and are satisfied with the knowledge they have received through various Extension Education approaches and communication channels and medium.

It can finally be inferred that Extension Education is an effective medium in diffusing entrepreneurship skills in college girls.

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