

# An Assessment of Entrepreneurial Intention among Youth: A Case Study of Varanasi

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## Abstract

*Entrepreneurship has emerged as a highly vibrant and dynamic career option of global citizens in past few decades. Entrepreneurship is an engine, which is not only helpful in having the financial independence of an individual but also contributes to country's economic development through job creation, revenue generation and regional development. Despite the high enthusiasm of the sector, Entrepreneurship in India is not able to accelerate its growth as it has shown the results in few other developing economies like China and Brazil. Literature says that there are many factors, due to which this sector is unable to show remarkable growth. Psychological concern, i.e., 'intention to adopt Entrepreneurship as the career option' is one of the major factors among them.*

*Varanasi is industrially backward, but educationally rich region of eastern Uttar Pradesh. Four universities along with several degree and professional colleges in the city are present to deliver the learning platform of entrepreneurial skills through scholastic courses. Even after the splendid approach of educational institutions the start-up number is very less in comparison to other cities of Uttar Pradesh. The studies on entrepreneurship, conducted in this region falls short in explaining the appropriate reasons behind the sluggish entrepreneurial growth and low entrepreneurial intention.*

*Considering the background of the studies steered earlier, this study tries to assess the Entrepreneurial Intention among the Youth of Varanasi. It is an empirical study based on primary data. The data has been collected from the Varanasi city. This study reveals that Varanasi youth's intention to become entrepreneurs is influenced by, income class of the family, and family's business background. The study confirmed that gender makes a difference in entrepreneurial intention but education is not a prime factor in deciding entrepreneurial intention of Varanasi youth. Further the policy implications based on research findings is presented in the study followed by the conclusion.*

## 1. Introduction

The most resourceful sector Entrepreneurship is able to create plenty employment prospects, and is able to contribute in country's social and economic wealth. Due to its unique feature, it is getting

continuous attention by academicians and policy makers. (Wong et al. 2005; Altinay, Madanoglu, Daniele, Lashley, 2011; Møller, et al, 2011). Entire world has exerted their efforts to promote and encourage entrepreneurship through policy decisions and development programs. The policy