



Evaluate the Young Entrepreneurs on Social Empowerment and Economic Empowerment with Special Reference to Tamil Nadu

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DOI: <https://doi.org/10.63680/ijstate0625045.29>

Abstract

Young individuals represent significant human capital, especially in the realm of entrepreneurship. They embody the impending leaders and possess the capacity to advance the global economy. In the twenty-first century, there are further challenges to the empowerment of youth. To overcome these challenges, it is essential for the global society to execute various initiatives and programs designed to promote youth entrepreneurship. The cultivation of an entrepreneurial culture not only creates job opportunities for a significant portion of the population but also enhances national identity by using its potential, expertise, and resources. The government has enacted significant measures to promote entrepreneurship, considering these factors. Entrepreneurship has become an exhilarating pursuit for educated youth in rural and semi-urban areas of India. Therefore, it is essential to provide the necessary motivation to achieve optimal outcomes in economic development. India has a large and well utilized youth population, making it one of the countries with the most significant demographic of young people. The main aim of this research is to analyze a variety of micro, small, and medium firms operated by individuals under 35 years of age in Tamil Nadu.

Keywords: Emerging Entrepreneurs, Social Empowerment, Economic Empowerment, Business Knowledge, Youth Population

INTRODUCTION

India has a large and effectively utilized youthful population, making it one of the countries with the most significant youth demographics. If India effectively utilizes its youthful workforce, it has the potential to become a significant global power. Consequently, it is imperative to foster the advancement of micro entrepreneurship among youth in India by instituting various incentives and subsidies. If India effectively utilizes its youthful workforce, it has the potential to become a significant global power.

STATEMENT OF THE PROBLEM

The younger generation is seen as a significant and essential asset for the nation, possessing

specialized skills, knowledge, and intellectual aptitude across all domains. Youth entrepreneurship is a burgeoning component of a nation's economic progress, significantly contributing to job creation, income generation, local resource usage, and the promotion of sustainable development. Gaining a comprehensive understanding of adolescent entrepreneurship is essential in the current context. The notion of "young entrepreneurship" relates to the practical implementation of entrepreneurial qualities, such as invention, creativity, and risk-taking, in a professional context. One may seize this chance by either self-employment or by joining small start-up enterprises.

RESEARCH OBJECTIVE

1. To gain an understanding of the landscape of young entrepreneurs in India.
2. To assess the social and economic empowerment of youth entrepreneurs among chosen respondents.

RESEARCH METHODOLOGY

This research study is descriptive and employs both primary and secondary data. The core data was collected using a structured interview schedule, while secondary data was sourced from several public and unpublished materials, including DIC, TIIC, and TAHDCO. The study area encompasses the districts of Chennai, Trichy, Coimbatore, and Madurai within the state of Tamil Nadu. The researchers employed a stratified random sampling method to identify the study participants. The data was analyzed with sophisticated statistical methodologies, namely Factor Analysis, Regression, and Structural Equation Modeling. A preliminary inquiry was carried out with a sample of 50 participants utilizing a predetermined interview schedule. Subsequent to the results of the reliability and validity evaluation, the interview schedule was revised and finalized.

Study Area

The study's geographical scope includes the districts of Chennai, Trichy, Coimbatore, and Madurai in the state of Tamil Nadu. Four districts are chosen as the "Universe" for data collection and analysis.

Sampling Techniques

The sample respondent was chosen by stratified random sampling methods. The research study's population comprises young entrepreneurs from DIC, TIIC, and TAHDCO. A total of 240 respondents were identified, with 60 picked from each area.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

Table Number 1.1

Sample Size

S. No	Name of the District	Financial Institutions			No. of Respondents Selected (3x20=60)
		DIC	THIC	THADCO	
1.	Madurai	20	20	20	60
2.	Trichy	20	20	20	60
3.	Coimbatore	20	20	20	60
4.	Chennai	20	20	20	60
Grand Total		80	80	80	240

Source: Primary Data

Statistical Tools for Analysis

The researcher employed many advanced statistical techniques, including descriptive statistics for percentage analysis, trend percentages, t-tests, multiple regression analysis, factor analysis, and Structural Equation Modeling (SEM), to analyze the data.

Study Area

The research concentrates on the geographical area of Tamil Nadu, specifically encompassing four districts: Chennai, Trichy, Coimbatore, and Madurai. The phrase 'universe' denotes the data collection and processing procedure.

LIMITATION OF THE STUDY

In the study titled "Evaluate the Young Entrepreneurs on Social Empowerment and Economic Empowerment with Special Reference to Tamil Nadu," the researcher has chosen a specific cohort of 240 samples from the overall population. This study primarily examines the topic of youth entrepreneurship in four districts of Tamil Nadu: Chennai, Trichy, Coimbatore, and Madurai. The essential data for the study has been mostly gathered from the selected participants. The study of the behaviors and characteristics of young entrepreneurs is a burgeoning field of research in contemporary times. The data collection process for Young Entrepreneurs in India and Tamil Nadu presented considerable challenges for the researcher. Consequently, the investigation utilized a restricted array of data sources. The study focuses on Young Entrepreneurs who are actively enhancing the socio-economic welfare of the populace, given the substantial presence of financial institutions in our nation.

REVIEW OF LITERATURE

A literature review constitutes a distinct category of review article. A literature review is an academic document that summarizes the current knowledge on a certain area, encompassing key discoveries, theoretical developments, and methodological contributions. Literature reviews are classified as secondary sources since they do not offer new or original experimental results. These reviews are frequently located in scholarly periodicals and pertain especially to academic literature. It is crucial not to confuse them with book reviews, which may also appear in the same journal.

Kamaraj (2023) advocated for governmental financial assistance to start-up enterprises and female entrepreneurs via loans and subsidies. The agricultural sector and its related sectors are the primary sources of employment for most of the Indian populace. Consequently, a significant number of persons were unable to sustain their enterprises and agricultural activities due to insufficient financial resources.

Umakanth and Avinash Raj David (2023) suggested that young entrepreneurs are those who engage in extracurricular activities, such as promoting awareness or contributing to society, and are more predisposed to develop the skills and qualities that augment their prospects for success. Engaging in esteemed extracurricular activities, such as athletics or community service, is very likely to foster the development of talents and attributes essential for the success of young entrepreneurs.

Suresh Babu and Yuan Zhou (2023) observed that Indian policymakers in agricultural and rural development acknowledge youth entrepreneurship as a vital catalyst for reforming these sectors. The recent economic boom in India over the past two decades has established the necessary conditions for youth entrepreneurship. However, obstacles persist for children seeking to engage in agricultural entrepreneurial prospects. Numerous structural obstacles pertain to access to technology, funding, institutional assistance, market access, and business mentorship.

Paramasivan and Kumaresan (2017) observed that entrepreneurship is an emerging factor that enhances the socio-economic development of a nation, serving as a crucial instrument for developing countries. Tamil Nadu is at the forefront of fostering entrepreneurship through financial assistance from the District Industries Centre (DIC) and various funding initiatives, particularly the NEEDS scheme. This scheme encompasses two categories, with a specific allocation for youth, as its primary objective is to empower young individuals to utilize local resources for establishing new business environments and cultures.

Paramasivan and Kumaresan (2017) noted that youth entrepreneurship is a burgeoning element aimed at fostering comprehensive socio-economic development inside the nation. Youth entrepreneurship positively influences development in India. Youth entrepreneurship fosters capital formation, generates substantial employment, enhances the standard of living for the populace, stimulates wealth creation and decentralized economic resource distribution, increases GNP and per capita income, promotes national exports, and facilitates comprehensive development.

Research Deficiency

The youth in the country have a deficiency in understanding and using entrepreneurial skills. The pressing need to develop entrepreneurial abilities is currently absent from our educational and societal structures. The social system in our country does not impact our policies about youth entrepreneurship. This research study primarily investigates the endeavors and capabilities of young entrepreneurs in Tamil Nadu. Furthermore, it clarifies the elements that affect the impact of entrepreneurship on economic growth and the efficacy of young entrepreneurs.

PERSONAL PROFILE OF YOUNG ENTREPRENEURS

The responder's personal profile is significant in any research, as it directly influences the study's subject matter. The primary data collected from the study participants includes various demographic characteristics such as age, gender, marital status, family structure, residence, educational attainment, educational background, type of educational institution, and the business profile of young entrepreneurs. Percentage

analysis and descriptive statistics are employed on the demographic variables, with the results displayed in tables.

Table Number 1.1
Demographic Profile of the Respondents

Demographic Profile (N = 240)	Description	Frequency	Percentage
Gender	Male	167	69.58
	Female	73	30.42
Age	20-25 years	23	9.58
	26-30 years	63	26.25
	31-35 years	154	64.17
Education	School Level	40	16.67
	College Level	74	30.83
	Professionals	126	52.50
Marital Status	Married	177	73.75
	Un Married	63	26.25
Income (Year)	Below -3,00,000	13	5.42
	3,00,001-5,00,000	49	20.42
	5,00,001-7,00,000	101	42.08
	Above- 7,00,001	77	32.08
Location of Unit	Rural	37	15.42
	Semi -Urban	104	43.33
	Urban	99	41.25
Initial Investment	Less than 1 lakh	12	5.00
	1-5 lakhs	112	46.67
	6-10 lakhs	65	27.08
	Above 10 lakhs	51	21.25

Source: Primary Data

Table 1.1 delineates the demographic attributes of the participants concerning the geographical region of Tamil Nadu. A substantial percentage (64.17%) of the responders are aged between 31 and 35 years. Furthermore, a predominant 62.5% of the participants are married. Moreover, a plurality (52.50%) of the participants holds a professional education, while a significant portion (42.08%) resides between the annual salary range of Rs.5,00,001-7,00,000. A majority (43.33%) of the participants dwell in rural areas, and a majority (46.67%) have made an initial investment between 1 and 5 lakhs.

Table Number 1.2

Significant Difference of Demographic Profile Group in Financial Factor (FF)

FINANCIAL FACTOR (FF)		Mean	SD	t-test/F value	P value	Inference
Gender	Male	17.029	2.036	2.559	0.011	S
	Female	16.000	2.362			
Age	20-25 years	17.478	1.927	4.849	0.008	S
	26-30 years	17.222	1.620			
	31-35 years	16.400	2.362			
Education	School Level	17.333	1.762	5.359	0.005	S
	College Level	17.094	1.959			
	Professionals	16.288	2.361			
Marital Status	Married	16.932	2.114	2.558	0.011	S
	Un Married	16.125	2.292			
Income (Year)	Below -3,00,000	17.538	1.713	2.830	0.039	S
	3,00,001-5,00,000	17.244	1.797			
	5,00,001-7,00,000	16.782	2.160			
	Above- 7,00,001	16.306	2.365			
Location of Unit	Rural	17.459	1.819	4.525	0.011	S
	Semi Urban	16.875	2.055			
	Urban	16.280	2.361			
Initial Investment	Less than 1 lakh	17.333	1.614	4.239	0.006	S
	1-5 lakhs	17.384	1.692			
	6-10 lakhs	16.571	2.272			
	Above 10 lakhs	16.057	2.444			

Table 1.2 illustrates the discrepancies in the perception of significant disparities among demographic profile groups for financial factors (FF). The Financial Factor shows no statistically significant difference between males and females regarding gender group ($t=2.559$, $P=0.011$). Consequently, given the chosen significance level of 5%, the null hypothesis has been accepted. The assessment of the Demographic Profile Group in Financial Factor (FF) reveals that both males and females exhibit comparable perspectives on their financial condition.

Table Number – 1.3

Reliability Analysis of Youth Entrepreneur on Social Empowerment and Economic Empowerment (YEEE)

YEEE FACTORS	ALPHA VALUE	NO OF VARIABLES
Awareness Factor (AF)	0.781	7
Technology Factor (TF)	0.779	6
Personal Factor (PF)	0.732	5
Monetary Factor (MF)	0.771	3
Opportunity Factor (OF)	0.692	4
YEEE	0.901	25

The ten-item scale's reliability was evaluated using Cronbach's alpha, as indicated in Table 1.3. The table displays the Cronbach's Alpha coefficients for the variables within the Youth Entrepreneur on Social Empowerment and Economic Empowerment (YEEE) model. The Awareness Factor (AF) variables exhibit a Cronbach's Alpha coefficient of 0.781, whereas the Technology Factor (TF) variables demonstrate a Cronbach's Alpha coefficient of 0.779. The Personal Factor (PF) exhibits a Cronbach's Alpha value of 0.732, the Monetary Factor (MF) has a coefficient of 0.771, and the Opportunity Factor (OF) demonstrates a coefficient of 0.692. The Cronbach's Alpha coefficient for all variables associated with the Economic Independence for Youth Entrepreneurs Factor is 0.901. The finding that the value above 0.700 indicates that the construct scale assessing the Youth Entrepreneur on Social Empowerment and Economic Empowerment (YEEE) Factor demonstrates a high degree of reliability.

Table Number – 1.4

KMO and Bartlett’s Test of Youth Entrepreneur on Social Empowerment and Economic Empowerment (YEEE)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.870
Bartlett's Test of Sphericity	Approx. Chi-Square 2182.373

	Df	300
	P value	0.000

The KMO measure of sample adequacy, as indicated in Table 1.4, is recorded as 0.870, exceeding the minimum criterion of 0.600. The KMO value of 0.870 indicates that factor analysis is the best suitable approach for analyzing the variables of social and economic empowerment among a sample of twenty adolescent entrepreneurs. The Kaiser-Meyer-Olkin (KMO) statistic offers a reliable assessment of the suitability of sampling for the present dataset.

Table Number - 1.5

Descriptive Statistics and Test of Normality (YESEEE)

CYE	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnova		Shapiro-Wilk	
						Statistic (df = 241)	Sig.	Statisti (df = 241)	Sig.
AF	31.199	3.158	9.976	-1.164	2.351	0.144	0.000	0.904	0.000
TF	24.896	3.321	11.035	-0.399	-0.468	0.107	0.000	0.965	0.000
PF	22.423	2.238	5.011	-1.210	1.818	0.166	0.000	0.888	0.000
MF	12.514	2.131	-0.867	-0.867	0.284	0.167	0.000	0.905	0.000
OF	17.589	2.000	4.001	-0.930	1.720	0.142	0.000	0.909	0.000
Lilliefors Significance Correction									

The elevated mean and reduced standard deviation values in Table No.1.5, evidenced by robust descriptive statistics, suggest that the data are normally distributed about Youth Entrepreneur on Social Empowerment and Economic Empowerment in the study area. The data's normality and appropriateness for higher-order multivariate analysis are confirmed by the Kolmogorov-Smirnov and Shapiro-Wilk normality tests. The normal distribution and reliability of the Youth Entrepreneur about Social Empowerment and Economic Empowerment parameters may be determined by analyzing their Mean, Standard Deviation, Variance, Skewness, and Kurtosis.

Figure Number - 1.1

Impact of Young Entrepreneur on Social Empowerment and Economic Empowerment

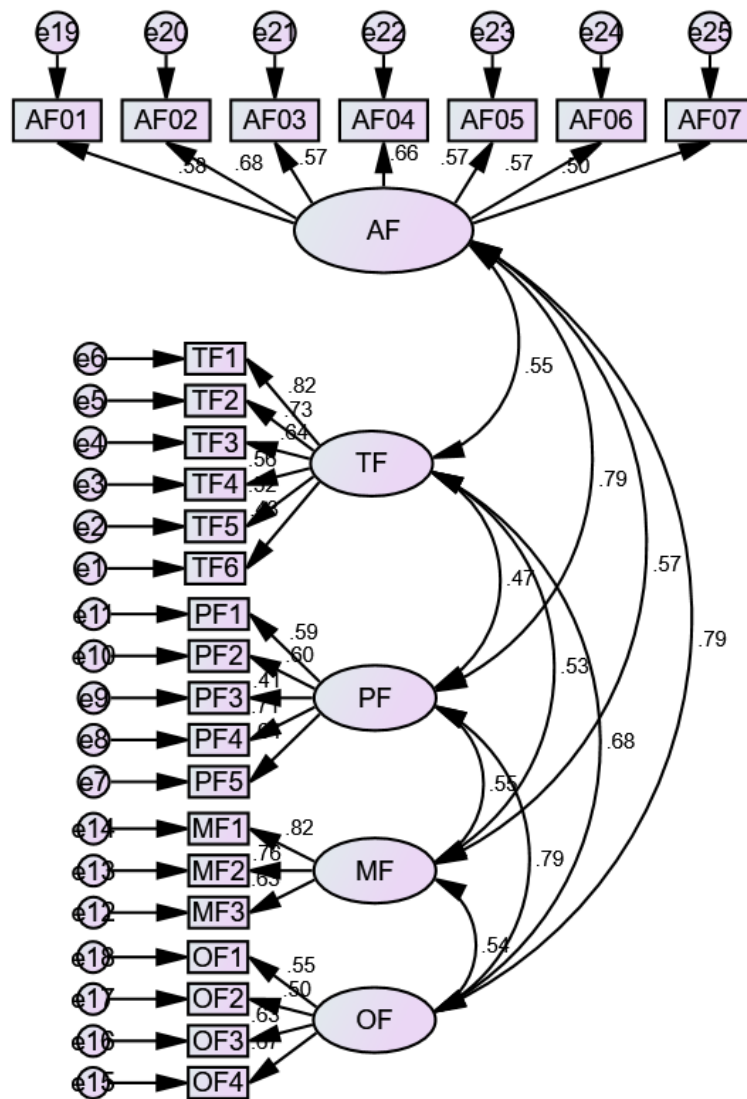


Fig. 1.1 CFA Model for Impact of Young Entrepreneur on Social Empowerment and Economic Empowerment

Figure 1.1 depicts the functional values, comprising two separate sub-dimensions: the Social Factor (SF) and the Economic Factor (EF). The Social Factor comprises five components, whereas the Economic Factor consists of four aspects. The data indicates that Financial Factor 1 significantly influences the Social Factor (SF) with a coefficient of 0.72, whereas Economic Factor 3 has a predominant effect on the Economic Factor (EF) with a coefficient of 0.78. The evaluation of the model fit for Table 1.1 in the CFA chart assessing the impact of young entrepreneurs on social and economic empowerment indicates that all pertinent statistics, including GFI (0.981), CFI (0.979), TLI (0.972), NFI (0.9), and RMSEA (0.059), demonstrate statistical significance at the 1% level. Nonetheless, the Chi-square fit statistic ($\chi^2 = 68.612$, $DF = 25$, $p < 0.000$) diverges from this pattern. The Relative Chi-square value is calculated to be below 5 ($\chi^2/DF = 3.764$, $p < 0.000$). All fit indices, with the exception of those related to chi-square, indicate a satisfactory level of model fit.

Consequently, it has been shown that the CFA model, which incorporates implicit factors, provides the most accurate correspondence with the empirical data about the impact of young entrepreneurs on social and economic empowerment.

Table Number: 1.6
The variables used in the Structural Equation Modeling

S. No	Structural Equation Model
I.	Observed, Endogenous Variables
	1. Impact of Young Entrepreneur on Social Empowerment and Economic Empowerment
	2. Social empowerment
	3. Economic empowerment
II.	Observed, Exogenous Variables
	1. Financial Empowerment
	2. Marketing Empowerment
	3. Operational Empowerment
	4. Investment Empowerment
III.	Unobserved, Exogenous Variables
	1. e1: Error term for Impact of Young Entrepreneurs Social Empowerment and Economic Empowerment
	2. e2: Error term for Social Empowerment
	3. e3: Error term for Economic Empowerment

Figure No. 1.2
Structural Equation Modeling on Impact of Young Entrepreneurs Social and Economic Empowerment

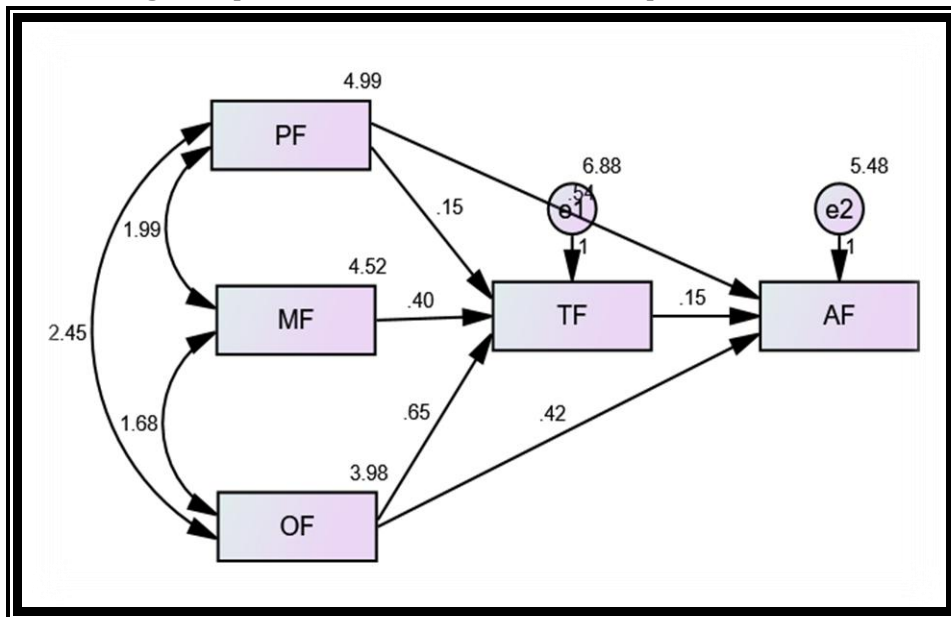


Table No: 1.7

Variables in the Structural Equation Model Analysis

Measured Variables		Latent Variable	SW	USW	S.E.	C.R.	P
TF	<---	PF	0.104	0.155	0.094	1.646	.100
TF	<---	MF	0.257	0.400	0.090	4.456	***
TF	<---	OF	0.389	0.646	0.104	6.214	***
AF	<---	PF	0.380	0.536	0.082	6.520	***
AF	<---	OF	0.263	0.415	0.100	4.170	***
AF	<---	TF	0.162	0.154	0.055	2.787	0.005

Note: **Denotes significant at 1% level. *Denotes significant at 5% level

The unstandardized coefficient of 0.389 signifies the partial effect of operational parameters on young entrepreneurs, assuming that financial empowerment, marketing empowerment, operational empowerment, and investment empowerment are held constant. The computed positive coefficient indicates a beneficial effect, signifying a 0.389 increase in social and economic empowerment for each unit rise in Technological Factors. The coefficient value has statistical significance at a 1% significance level.

RECOMMENDATIONS

Youth entrepreneurship is an expanding sector of the nation's economic development, crucial for job creation, revenue generation, resource utilization, and overall economic enhancement. Consequently, the government has implemented several programs and regulations designed to incentivize youth nationwide to initiate their own enterprises. NEEDS is a pioneering initiative in Tamil Nadu that encourages youth to establish their own enterprises. Consequently, it is imperative to educate young individuals about business development programs, particularly the National Business Development Scheme (NDES). This project is an original and beneficial concept that was implemented with financial assistance.

CONCLUSION

The youth entrepreneurship sector is experiencing significant expansion in the country's economic development, playing a crucial role in job creation, revenue generation, resource utilization, and overall contribution to the national economy. Consequently, the government has implemented many measures and policies aimed at facilitating the integration of youth into the nation. DIC, TIIC, and TAHDCO are prominent financial institutions in Tamil Nadu that actively encourage and facilitate the engagement of youth in entrepreneurial endeavors. Consequently, it is essential to enhance comprehension of initiatives designed to promote entrepreneurship, specifically focusing on the NEEDS plan, among the youth. The current project is an innovative and effective initiative that was executed with the aid of financial resources.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

Funding

The author received no financial support for the research, authorship and publication of this article.

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