

# ASSESSING AWARENESS OF PRIME MINISTER'S STARTUP SCHEMES AMONG STUDENTS IN CHENNAI'S HIGHER EDUCATION INSTITUTES

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**Abstract:** Entrepreneurship plays a crucial role in economic development, and government initiatives like the Prime Minister's Startup Schemes (PMSS) are designed to support young innovators. However, the success of these initiatives largely depends on the awareness and accessibility among students in higher education. This study explores the level of awareness of PMSS among students in higher education institutions in Chennai, focusing on factors influencing their understanding and utilization of these schemes. Using a descriptive research approach, data were collected through a structured questionnaire distributed via convenience sampling. The study examines the impact of institutional support, entrepreneurship education, media outreach, and demographic factors on students' awareness of PMSS. Findings reveal significant gaps in awareness, with notable differences in institutional support and government outreach efforts. The study recommends improving promotional strategies, increasing institutional involvement, and expanding government-led outreach programs. These steps are essential for creating a more inclusive entrepreneurial ecosystem, which can foster innovation, job creation, and sustainable economic growth.

**Keywords:** Entrepreneurship, Prime Minister's Startup Schemes (PMSS), Student Awareness, Higher Education, Institutional Support, Government Outreach, Innovation and Economic Development.

## 1. INTRODUCTION

India has emerged as a global hub for entrepreneurship, with the government introducing several initiatives to foster innovation, self-employment, and startup culture among its youth. Among these, the Prime Minister's Startup Schemes—such as Startup India, Stand-Up India, and the Atal Innovation Mission—have been central to promoting economic self-reliance, job creation, and technological advancement. These schemes offer financial support, mentoring, incubation, tax benefits, and regulatory assistance to aspiring entrepreneurs. In a rapidly evolving economic landscape, students in higher education institutes represent a key demographic for driving future entrepreneurial growth. They are often equipped with fresh ideas, technical knowledge, and the drive to innovate. However, despite the availability of multiple schemes and resources, there is growing concern about the actual level of awareness and utilization of these opportunities among student entrepreneurs. Chennai, being a major educational and industrial hub, hosts numerous colleges and universities with strong potential for cultivating startups. Yet, there remains a visible gap in converting this potential into startup activity that actively benefits from the government's flagship schemes. This calls for a closer examination of how well-informed students are about these initiatives, what institutional or structural supports are in place, and what barriers they might face.

### Statement of the Problem:

Despite various initiatives under the Prime Minister's Startup Schemes aimed at fostering entrepreneurship among youth, there is limited evidence on how well these schemes are known and understood by students in higher education institutes. A gap exists in assessing the level of awareness, knowledge, and accessibility of these schemes among the student population in Chennai. Furthermore, the role of educational institutions, government outreach, and media in promoting these schemes remains underexplored. This study aims to investigate the extent of awareness, the

influencing factors, and the barriers faced by students in accessing and utilizing the PM Startup Schemes to support their entrepreneurial ventures.

**Objectives:**

- To assess the level of awareness of Prime Minister's Startup Schemes among student entrepreneurs in higher education institutes of Chennai.
- To analyze the impact of institutional support and entrepreneurship education on student's awareness of PM Startup Schemes.
- To evaluate the role of government outreach efforts and media channels in promoting awareness and accessibility of these schemes.
- To examine how demographic factors such as academic discipline, level of education, and prior entrepreneurial experience influence students' awareness levels.

**Research Questions:**

1. What is the current level of awareness among student entrepreneurs in higher education institutions in Chennai regarding the PM Startup Schemes?
2. How does institutional support and entrepreneurship education influence student awareness of these schemes?
3. To what extent do government outreach efforts and media exposure contribute to students' understanding and access to PM Startup Schemes?
4. Do demographic factors such as academic background, course level, and prior entrepreneurial experience affect awareness levels?

**Significance of the Study:**

This study aims to evaluate the level of awareness of the Prime Minister's Startup Schemes among students in Chennai's higher education institutions. It highlights the gap between government initiatives and their actual outreach to student entrepreneurs. By identifying awareness levels, institutional effectiveness, and demographic influences, the research offers valuable insights for improving educational programs, government communication, and the inclusivity of startup policies. The findings can guide both policymakers and academic institutions in enhancing the accessibility and impact of entrepreneurial support systems.

**II.LITERATURE REVIEW**

**Deepak Kumar Adhana, Alisha Kumar(2020)** explores India's growing startup ecosystem, focusing on the role of entrepreneurship and university business incubators. It examines how government policies, academic support, and incubator programs help new ventures overcome challenges and grow. The paper also highlights the importance of innovation, faculty involvement, and funding in building successful startups.

**Mishra et al. (2021)** found that Indian college students often have limited awareness of government startup schemes due to weak communication channels, lack of mentorship, and absence of institutional promotion. This highlights a critical gap between policy formulation and its dissemination to target beneficiaries, particularly students from non-business disciplines.

**Meinam et al. (2023)**, through a case study at Manipur University, observed that entrepreneurial attitudes among postgraduate students are positively influenced by exposure to startup-focused education and faculty guidance. However, the study also noted that while students may be theoretically aware, their practical engagement with startup schemes is minimal due to procedural complexity and limited real-world orientation.

**Kapil et al. (2023)** further explored this disconnection by highlighting that entrepreneurship education in HEIs often remains conceptual without translating into actual utilization of government initiatives. Their findings called for a more structured institutional framework with incubation, mentorship, and partnership with industry.

**Rajroop Singh Chahal and Abhishek Chahal (2022)** assess the impact of the Startup India initiative, highlighting its role in promoting entrepreneurship and economic growth. Despite challenges, the initiative led to a surge in registered startups—from 452 in 2016 to 84,012 in 2022—boosting GDP, FDI, and employment. India now ranks third globally in startup ecosystems. The study concludes that startups are vital for innovation and economic advancement.

**Research Methodology:****1. Research Design**

The study employs a descriptive research design to systematically describe the awareness levels of Prime Minister's Startup Schemes among student entrepreneurs in higher education institutes of Chennai.

**2. Sampling Method**

A convenience sampling technique was adopted to select respondents who were easily accessible and willing to participate.

### 3. Sample Size

The total sample size of the study is 206 respondents.

### 4. Data Collection Method

Primary data was collected using a structured questionnaire designed to capture demographic details and awareness levels of startup schemes.

### 5. Tools Used for Analysis

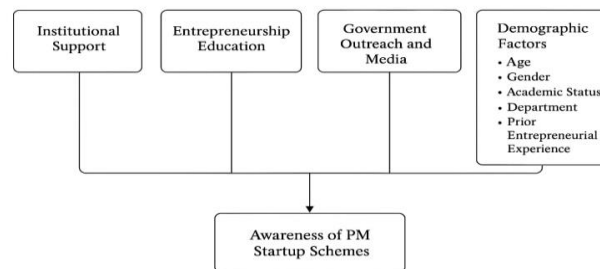
Data was analyzed using SPSS and Microsoft Excel for effective processing, coding, and statistical interpretation.

### 6. Statistical Techniques

The study applied descriptive statistics, correlation and regression analysis to examine relationships between awareness levels and influencing factors.

### 7. Variables

Figure 1



## III.RESULTS AND DISCUSSIONS

### Demographic Characteristics of Respondents

The study included a total of 206 respondents from higher education institutes across Chennai.

Age: The majority (51.9%) of the participants were in the age group of 22–24 years, followed by 25.2% in the 18–21 category, 20.4% aged 25–27, and only 2.4% above 28.

Gender: 66% of the respondents were male and 34% female.

Academic Status: Postgraduate students represented a slightly higher share (52.4%) than undergraduates (47.6%).

Department: Most respondents came from Business & Management (57.8%), followed by Arts & Science (19.4%), Science & Technology (12.6%), Engineering (6.3%), Law (2.4%), and Medicine (1.5%).

Entrepreneurial Experience: A majority (58.3%) had no prior entrepreneurial experience, 27.7% were planning to start a business, 10.7% had been part of a startup team, and 3.4% had started their own business.

### Awareness Level of PM Startup Schemes

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Avg Awareness Score	206	1.00	5.00	2.1861	.94361
Valid N (listwise)	206				

The average awareness score among students, measured on a scale of 1 (very low) to 5 (very high), was 2.19 (SD = 0.94). This indicates an overall low to moderate awareness among respondents regarding PM Startup Schemes.

### Reliability Statistics

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.861	.863	3

The reliability analysis for the awareness scale, which consisted of three items, yielded a Cronbach's Alpha value of 0.861. This indicates a high level of internal consistency, suggesting that the items reliably measure the same underlying construct—student awareness of the Prime Minister's Startup Schemes. The result confirms that the scale is statistically reliable and suitable for further analysis and interpretation.

### Institutional Support and Entrepreneurship Education

To evaluate the influence of institutional support on awareness, a linear regression was performed:

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.546 <sup>a</sup>	.298	.295		.79227	1.909

a. Predictors: (Constant), Institution\_Support\_Score

b. Dependent Variable: Avg Awareness Score

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.485	1	54.485	86.803	.000 <sup>b</sup>
	Residual	128.048	204	.628		
	Total	182.533	205			

a. Dependent Variable: Avg Awareness Score

b. Predictors: (Constant), Institution\_Support\_Score

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.608	.178		3.413	.001
	Institution_Support_Score	.564	.061	.546	9.317	.000

a. Dependent Variable: Avg Awareness Score

A regression analysis showed a moderate positive relationship between institutional support and entrepreneurship awareness ( $R = 0.546$ ). Institutional support explained 29.8% of the variation in awareness levels ( $R^2 = 0.298$ ), and the model was statistically significant ( $F = 86.803$ ,  $p < 0.001$ ).

The analysis further revealed that for every 1-unit increase in institutional support, awareness scores increased by 0.564 points ( $B = 0.564$ ,  $p < 0.001$ ), indicating that higher institutional support is linked to greater awareness.

Inference: There is strong evidence that institutional support significantly contributes to increasing students' awareness of PMSS. Entrepreneurship education, incubation activities, and faculty mentoring appear to be effective mechanisms for awareness generation.

### Government Outreach and Media Influence

#### Correlations

		Avg Awareness Score	Govt_Outreach_Score
Avg Awareness Score	Pearson Correlation	1	.369**
	Sig. (2-tailed)		.000
	N	206	206
Govt_Outreach_Score	Pearson Correlation	.369**	1
	Sig. (2-tailed)	.000	
	N	206	206

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis showed a moderate positive relationship between government/media outreach and awareness: Pearson's  $r = 0.369$ ,  $p < 0.01$ , indicating a statistically significant correlation.

Inference: Government campaigns through social media, awareness workshops, and digital platforms positively influence student awareness, but the correlation is moderate. This suggests that more targeted and interactive outreach strategies could be implemented to improve the effectiveness of existing media efforts.

### **Key Findings**

- The average awareness score of the Prime Minister's Startup Schemes (PMSS) among student entrepreneurs in higher education institutions across Chennai was found to be 2.19 on a 5-point scale. This indicates a generally low to moderate level of awareness among the target population.
- Institutional support played a significant role in raising awareness levels, accounting for nearly 30% of the observed variance. Initiatives such as incubation centers, dedicated entrepreneurship cells, mentorship by faculty, and structured workshops notably contributed to better awareness. In contrast, mere academic advancement without hands-on exposure or institutional engagement had limited impact.
- Outreach initiatives by the government and media had a moderate but statistically significant influence on awareness levels. While tools like social media campaigns, digital promotions, and public workshops helped improve understanding, their reach and engagement remained limited. The findings suggest a need for more tailored and interactive communication strategies targeting student entrepreneurs.
- Effect of Demographic Factors:

Age: Students aged between 25 and 27 showed comparatively higher awareness, potentially due to greater academic exposure and decision-making maturity.

Gender: There was no notable difference in awareness levels between male and female students, indicating that outreach efforts were equally effective across genders.

Academic Background: Students from Business and Management programs demonstrated higher awareness, likely due to curricular focus on entrepreneurship and startups.

Entrepreneurial Experience: Prior involvement in entrepreneurial activities emerged as the strongest predictor of awareness, underscoring the importance of experiential learning in promoting scheme-related knowledge.

### **IV.RECOMMENDATIONS**

- Higher education institutions should establish and strengthen entrepreneurship cells, incubation centers, and innovation hubs to actively promote awareness of Prime Minister's Startup Schemes (PMSS) among students.
- Academic programs should incorporate experiential components, such as startup projects, internships, and live business simulations, to facilitate practical understanding of entrepreneurship initiatives.
- Universities should collaborate with government agencies to conduct workshops, seminars, and webinars specifically focused on explaining the PMSS and its benefits to student entrepreneurs.
- Awareness campaigns should utilize short videos, infographics, podcasts, and social media reels to communicate scheme information in an engaging, accessible manner suitable for student audiences.
- Institutions should encourage student entrepreneurs who have experience with startups or government schemes to mentor and educate their peers through talks, panels, and peer-driven networks.
- Efforts to increase awareness should include students from diverse fields, such as science, engineering, humanities, and arts, not solely those in business or management studies.

### **V.CONCLUSION**

The findings of this study reveal that awareness of the Prime Minister's Startup Schemes among student entrepreneurs in Chennai's higher education institutions is generally low. However, factors such as prior entrepreneurial experience and strong institutional support significantly contribute to higher awareness levels. While government and media outreach efforts were noted, their impact appears limited, highlighting the need for more effective and targeted communication strategies. To foster a well-informed and entrepreneurial student community, it is crucial for educational institutions to integrate practical learning opportunities with comprehensive support systems and to actively promote startup-related policies and initiatives.

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