

Entrepreneurial Intentions among Undergraduate College Students in Mumbai in the Context of Atmanirbhar Bharat.

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Abstract

Entrepreneurship has emerged as a critical driver of economic growth, innovation, and job creation in India, particularly in light of the Atmanirbhar Bharat Abhiyan, which promotes self-reliance and a shift from job-seeking to job-creating mindsets. The purpose of this study is to look into the level of entrepreneurial intention among undergraduate college students in Mumbai, as well as the impact of government initiative awareness on their willingness to establish a firm. The study uses a descriptive design with a quantitative approach. Primary data were acquired from 115 undergraduate students in Mumbai using a standardized questionnaire with a Likert scale. The data was evaluated using descriptive statistical tools such as percentages and frequency distribution to discover patterns in awareness and entrepreneurial desire.

The findings show that students have a moderate level of awareness of government measures supporting entrepreneurship. While a sizable amount of respondents are aware of startup support schemes (56.6%), a large number are unsure about public knowledge (42.6%) or the influence of government policies on entrepreneurship as a career option (41.7%). Despite this, students have a good attitude toward such initiatives, with the majority stating that government programs make entrepreneurship more accessible (60%) and increase their motivation to start a firm (60.9%). Furthermore, a high proportion of respondents reported a readiness to establish a firm if given government assistance, indicating a strong entrepreneurial spirit.

The study concludes that awareness of government initiatives has a positive influence on students' entrepreneurial motivation, thereby supporting the alternative hypothesis. However, the presence of high neutral responses highlights a gap between awareness and active engagement. The study suggests that increasing awareness, strengthening entrepreneurship education, and improving access to support systems are essential to foster entrepreneurial intentions and contribute to the broader goals of *Atmanirbhar Bharat*.

Keywords- Entrepreneurial Intention, Atmanirbhar Bharat, Undergraduate Students, Government Initiatives, Startup Motivation

1. Introduction

Given India's high youth population and ongoing graduate unemployment, entrepreneurship has emerged as a key approach for inclusive growth and job creation. University and college students are widely regarded as a crucial resource of future entrepreneurs, whose intents can lead to new businesses, innovation, and local growth, particularly in urban areas like Mumbai. Entrepreneurial intention students' deliberate purpose to establish a business is widely recognized as the biggest predictor of actual entrepreneurial behavior, based on Ajzen's Theory of Planned Behavior and associated social-cognitive views. Studies in Indian higher education demonstrate that factors such as attitudes toward entrepreneurship, perceived behavioral control or self-efficacy, and supporting social norms strongly affect whether students wish to be entrepreneurs rather than job seekers.

The Atmanirbhar Bharat Abhiyan (Self-Reliant India) policy emphasizes entrepreneurship as a means of self-employment, innovation-led growth, and economic resilience in the post-COVID era. Atmanirbhar Bharat is built on the pillars of economy, infrastructure, systems, demographics, and demand, with skill development and entrepreneurship serving as key drivers of self-reliance. Complementary initiatives such as Startup India, Digital India, and specialized skill and incubator programs have increased financial access, reduced regulatory barriers, and fostered an entrepreneurial culture among young people. The Indian start-up ecosystem has become one of the largest globally, thanks to national programs aimed at shifting the country from a "job-seeking" to a "job-creating" economy.

Undergraduate students in urban regions such as Mumbai play an important role in national policy and ecosystem. According to research on Indian university students, entrepreneurial intention is influenced by entrepreneurial competencies (innovation, risk-taking, self-concept), prior exposure, and family business background, as well as the quality of entrepreneurship education and institutional support available on campus. Government and institutional measures to promote entrepreneurial attitudes, provide experiential learning, and connect students to role models and support programs are also described as directly contributing to Atmanirbhar Bharat's goals. Investigating entrepreneurial intentions among undergraduate college students in Mumbai can thus provide context-specific insights into how national self-reliance policies interact with local ecosystems, higher education practices, and youth aspirations in one of India's most dynamic urban economies.

2. Literature review

(Qamari et al., 2022) The authors of this paper examined the factors that influence undergraduate students' entrepreneurial intentions and discovered that self-efficacy, motivation, risk-taking propensity, entrepreneurial education, and information technology advancements all hasten students' entrepreneurial ambitions.

(Jadaun, 2018b) The writers of this article emphasize the importance of entrepreneurial education in the development of small and medium-sized businesses in India as well as the role that government programs, academic institutions, and business partnerships play in advancing entrepreneurial education.

(Nagvekar, 2024) The study highlights the importance of fostering entrepreneurial mindsets among students in higher education to support **Atmanirbhar Bharat Abhiyan**. It suggests that universities should align entrepreneurship programs with growth sectors and provide practical exposure through innovation hubs and incubation centers to encourage students to become job creators.

(Raghavendra, 2024) This study creates a framework to help Indian university students develop their entrepreneurial potential. It highlights the significance of customized programs, university support, and cultural context in promoting entrepreneurial intentions and identifies self-efficacy, social networks, and structured education as important motivators.

(Singh, 2025) This study investigates students' entrepreneurial qualities and their relationship with entrepreneurial intention in Indian higher education, discovering that certain qualities (proactiveness, need for achievement, passion, and creativity) have a significant influence on entrepreneurial intentions, which is moderated by perceived entrepreneurialism.

(Jahnavi et al., 2025) This study investigates the impact of higher education on entrepreneurial ambitions among Indian adolescents. The findings show that entrepreneurial education and self-

efficacy strongly predict entrepreneurial intention, with mediation effects through attitude and perceived control of behavior.

3. Gap of the study

Existing research has extensively explored students' entrepreneurial intentions, covering aspects such as entrepreneurial education, motivation, self-efficacy, and risk-taking behavior. Several studies have also emphasized the necessity of fostering entrepreneurial attitudes in higher education, as well as the role of national efforts such as the Atmanirbhar Bharat Abhiyan in promoting young entrepreneurs. However, the majority of the research concentrates on general student populations or larger national contexts.

Despite these contributions, limited research has been conducted to precisely examine the amount of entrepreneurial intention among undergraduate college students in Mumbai, as well as their awareness of government efforts supporting entrepreneurship. The influence of awareness about Atmanirbhar Bharat-related programs on students' motivation to start enterprises is particularly understudied. As a result, the purpose of this study is to close this gap by investigating entrepreneurial intents among undergraduate students in Mumbai and studying how awareness of such government programs influences their ambition to start a business.

4. Research Methodology

4.1 Objectives of the study

1. To identify the level of entrepreneurial intention among undergraduate college students in Mumbai.
2. To examine the influence of awareness of government initiatives under the Atmanirbhar Bharat Abhiyan on startup motivation among undergraduate college students in Mumbai.

4.2 Hypothesis of the Study H₀₁ (Null Hypothesis):

There is no significant level of entrepreneurial intention among undergraduate college students in Mumbai.

H₁₁ (Alternative Hypothesis):

There is a significant level of entrepreneurial intention among undergraduate college students in Mumbai.

H₀₂ (Null Hypothesis):

Awareness of government initiatives under Atmanirbhar Bharat Abhiyan has no significant influence on startup motivation among undergraduate college students in Mumbai.

H₁₂ (Alternative Hypothesis):

Awareness of government initiatives under Atmanirbhar Bharat Abhiyan has a significant influence on startup motivation among undergraduate college students in Mumbai.

4.3 Significance of the study

This study is significant as it provides insights into the entrepreneurial intentions of undergraduate college students in Mumbai and their motivation to engage in entrepreneurial activities. Understanding students' attitudes toward entrepreneurship can help educational

institutions identify ways to encourage entrepreneurial thinking and career choices among young individuals. The study also highlights the role of awareness of government initiatives under **Atmanirbhar Bharat Abhiyan** in motivating students to consider starting their own businesses. By examining this relationship, the research can help policymakers and educational institutions understand how such initiatives influence students' entrepreneurial aspirations. Furthermore, the findings of this study may assist universities and colleges in designing more effective entrepreneurship education programs, workshops, and support systems that encourage students to become job creators rather than job seekers. Overall, the study contributes to the broader goal of promoting innovation, self-reliance, and economic development by fostering entrepreneurial mindsets among youth.

4.4 Data collections and methods

Primary data was collected from 115 undergraduate college students in Mumbai using a standardized Google Form questionnaire shared online. The questionnaire included Likert-scale questions (1-5 scale) tailored to the study objectives, which focused on students' entrepreneurial intentions and understanding of government measures fostering entrepreneurship through the Atmanirbhar Bharat Abhiyan.

47% of the respondents were female, while 53% were male students. Regarding the academic year, 44.3% were first-year students, 40% were second-year students, and 15.7% were third-year students. The obtained data was examined using descriptive statistical approaches such as frequency distribution, percentages, and mean scores to find patterns in students' entrepreneurial ambitions and degrees of awareness.

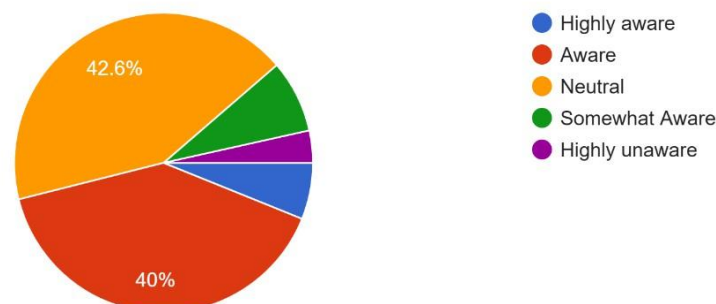
4.5 Research design

The study employed a **descriptive research design** to examine the entrepreneurial intentions of undergraduate college students in Mumbai. This quantitative approach, based on structured Likert-scale questionnaire responses, enables a systematic analysis of students' awareness of entrepreneurship-related government initiatives and their motivation to start a business. The design provides a clear framework for interpreting the findings in relation to the objectives of the study.

5. Data interpretation and analysis

How aware are you about Government Initiatives promoting Entrepreneurship in India?

115 responses



How aware are you about Government Initiatives promoting Entrepreneurship in India?

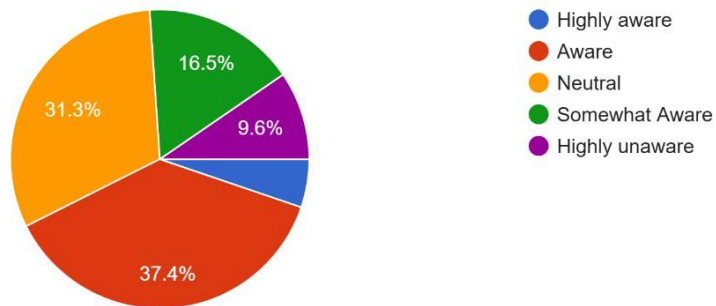
Analysis:

The findings show that the largest proportion of respondents are neutral (42.6%), indicating that many students have only a moderate or unclear level of awareness about government initiatives promoting entrepreneurship in India. A significant percentage are aware (40%) and highly aware (6.1%), suggesting that nearly half of the students possess some awareness. However, a small proportion of students are somewhat aware (7.8%) or highly unaware (3.5%), reflecting limited awareness among a few respondents.

Conclusion:

Overall, the results suggest that students' awareness of government entrepreneurship initiatives is moderate, with many remaining neutral. This highlights the need to improve awareness among undergraduate students.

Are you aware of the Atmanirbhar Bharat Abhiyan and its objectives?
115 responses



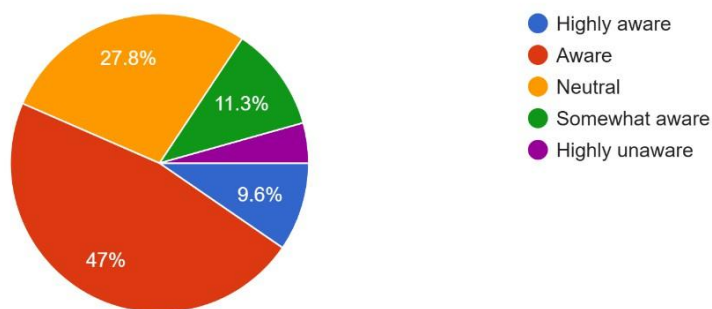
Are you aware of the Atmanirbhar Bharat Abhiyan and its objectives? Analysis:

The results show that 37.4% of respondents are aware and 5.2% are highly aware of the Atmanirbhar Bharat Abhiyan and its objectives, indicating that a noticeable portion of students have knowledge about the initiative. However, a significant percentage remain neutral (31.3%), while 16.5% are somewhat aware and 9.6% are highly unaware, suggesting that awareness is still limited among many students.

Conclusion:

Overall, the findings indicate a moderate level of awareness about the Atmanirbhar Bharat Abhiyan among undergraduate students. This suggests the need for greater awareness and information dissemination regarding the initiative and its objectives.

Are you aware of the startup support schemes provided by the government (such as Start up India, funding programs, etc.)
115 responses



Are you aware of the startup support schemes provided by the government (such as Startup India, funding programs, etc.)

Analysis:

The results show that 47% of respondents are aware and 9.6% are highly aware of startup support schemes such as Startup India funding programs, indicating that a majority of students have some level of awareness. However, 27.8% remain neutral, while 11.3% are somewhat aware and 4.3% are highly unaware, suggesting that awareness is still not strong

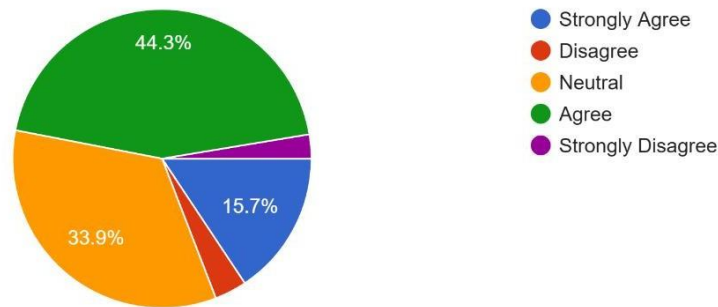
among all students.

Conclusion:

Overall, the findings indicate a moderate to fairly good level of awareness about government startup support schemes among undergraduate students. However, further efforts are needed to increase awareness and understanding of these programs.

Government initiatives make entrepreneurship seem more achievable for young people.

115 responses



Government initiatives make entrepreneurship seem more achievable for young people.

Analysis:

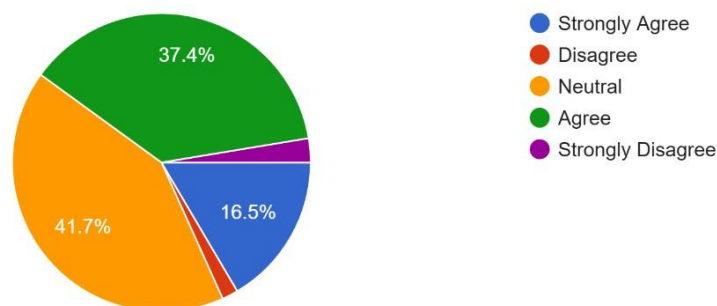
The results show that a majority of respondents agree (44.3%) or strongly agree (15.7%) that government initiatives make entrepreneurship more achievable for young people, indicating a positive perception of such programs. A notable portion remains neutral (33.9%), suggesting uncertainty among some students. Only a small percentage disagree (3.5%) or strongly disagree (2.6%), reflecting minimal negative perception toward these initiatives.

Conclusion:

Overall, the findings suggest that government initiatives are generally perceived as helpful in making entrepreneurship more achievable for young people. This indicates a positive impact of such initiatives on students' entrepreneurial outlook.

How much do you agree that Government policies supporting startups make entrepreneurship more attractive as a career option?

115 responses



How much do you agree that Government policies supporting startups make entrepreneurship more attractive as a career option?

Analysis:

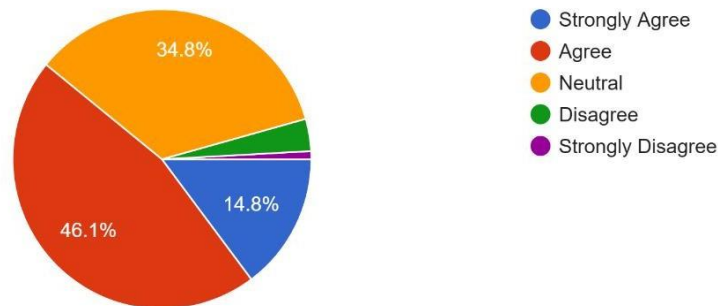
The results indicate that a large proportion of respondents are neutral (41.7%), suggesting that many students are uncertain about the influence of government policies on entrepreneurship as a career option. However, 37.4% agree and 16.5% strongly agree that such policies make entrepreneurship more attractive, reflecting a generally positive perception. Only a small percentage disagree (1.7%) or strongly disagree (2.6%), indicating minimal negative views toward these policies.

Conclusion:

Overall, government policies supporting startups are perceived positively and contribute to making entrepreneurship a more attractive career option for students.

Awareness of government startups initiatives increases my motivation to start a business ?

115 responses



Awareness of government startups initiatives increases my motivation to start a business ?

Analysis:

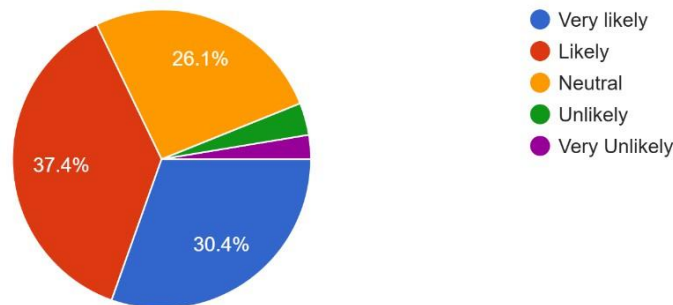
The results show that a majority of respondents agree (46.1%) or strongly agree (14.8%) that awareness of government startup initiatives increases their motivation to start a business. A notable proportion remains neutral (34.68%), while only a small percentage disagree (3.5%) or strongly disagree (0.9%), indicating minimal negative perception.

Conclusion:

Overall, the findings suggest that awareness of government startup initiatives positively influences students' motivation to start a business. This highlights the importance of promoting such initiatives among undergraduate students.

How likely are you to start a startup if you receive support through government schemes?

115 responses



How likely are you to start a startup if you receive support through government schemes?

Analysis:

The results indicate that a majority of respondents are likely (37.4%) or very likely (30.4%) to start a startup if they receive support through government schemes, showing a strong positive inclination toward entrepreneurship. A moderate portion of students remain neutral (26.1%), while only a small percentage are unlikely (3.5%) or very unlikely (2.6%), indicating minimal reluctance.

Conclusion:

Overall, the findings suggest that government support schemes can significantly encourage students to consider starting their own businesses. This highlights the important role of such initiatives in promoting entrepreneurial activity among youth.

6. Limitations of the Study

1. The study was based on responses from 115 undergraduate college students in Mumbai, which may not fully represent the broader student population across different regions of India with diverse socio-economic and educational backgrounds.
2. Most respondents belong to urban colleges in Mumbai, limiting the generalizability of the findings to students in rural or semi-urban areas where exposure to

entrepreneurship and access to resources may differ significantly.

7. Conclusion

The study's findings show that undergraduate college students in Mumbai have a moderate level of awareness about government measures that promote entrepreneurship. While a sizable proportion of students reported being aware of initiatives such as startup support schemes (56.6% aware/highly aware), a large number of respondents remained neutral in several areas, including general awareness of government initiatives (42.6%) and the impact of policies on entrepreneurship as a career option (41.7%). This shows that, while awareness exists, it is not strong enough or pervasive among all students.

At the same time, the findings show a generally positive attitude toward government programs under the Atmanirbhar Bharat Abhiyan. The majority of respondents (44.3%) or strongly agreed (15.7%) that such activities make entrepreneurship more accessible, while 46.1% agreed and 14.8% strongly agreed that being aware of these projects enhances their motivation to start a business. Furthermore, a sizable proportion of students showed a desire to start a business if given government assistance, with 37.4% likely and 30.4% very likely to do so. These findings suggest that, while students have a positive attitude toward entrepreneurship, there is a gap between awareness and full engagement. The data lend support to the alternative hypothesis that undergraduate students' startup motivation is significantly influenced by their awareness of government efforts. However, the substantial number of ambivalent replies emphasizes the importance of raising awareness, making such programs more accessible, and providing practical experience with them.

Overall, the study found that undergraduate students in Mumbai are open to entrepreneurship and are positively influenced by government policies that promote self-reliance. Raising awareness, improving entrepreneurial education, and providing improved access to support networks will be critical in closing the gap between intention and action. This, in turn, will help to achieve Atmanirbhar Bharat's greater goals of encouraging young people to become job creators and active contributors to economic development.

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