
The Entrepreneurial Opportunities available for Youth in Shivamogga - A Study

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ABSTRACT

The main purpose of this research study is to find out the process of designing, launching and running a new business, which is often initially a small business in the Malnad region. This study explains the views on entrepreneurship by the youth of Shivamogga and the possible reasons for being unemployed and what measures, if taken can help them sustain or secure self-employment. It also talks about the sectors wherein the growth of entrepreneurship has seen the most and what sectors would the youth prefer in starting their own enterprise and if whether they still hope to get a job of their choice.

KEYWORDS: Unemployment, Shivamogga, Opportunities, Entrepreneurship.

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