



ENTREPRENEURS- THE MILLENNIALS PERSPECTIVE: A CASE STUDY WITH SPECIAL REFERENCE TO POST GRADUATE STUDENTS IN VISAKHAPATNAM, A.P

¹K. NITHIN SAI

¹Research Scholar

²P. SHOBHA RANI

²Assistant Professor, VIPS College

³K. DEEPIKA

³Assistant Professor, VIPS College

ABSTRACT

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs. By doing this, the pace at which new businesses or ventures are made gets better. On a wider level, this makes room for employment and improves the economy of a business or country. This paper makes an attempt to analyze the perception levels of post graduate students towards entrepreneurship and also to check the awareness levels and finally to suggest the various steps for the promotion of entrepreneurship.

Keywords:- Entrepreneurship, perception, ventures.
