

**ENTREPRENEURIAL ASPIRATIONS AND GOVERNMENT
INITIATIVES- A STUDY ON OPPORTUNITIES AND CHALLENGES IN
START-UP ECOSYSTEM**

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ABSTRACT

Background:

Entrepreneurship is a critical driver of economic growth, innovation, and employment generation. Despite the implementation of multiple government initiatives to promote startups in India, a persistent gap exists between entrepreneurial aspirations and the effective utilization of these schemes.

Aim:

To examine the demographic profile of prospective entrepreneurs in Chennai, assess their awareness of government initiatives, analyse perceived opportunities, and identify the challenges within the startup ecosystem.

Methodology:

The study adopts an analytical research design based on primary data collected from 144 respondents using a structured questionnaire. A purposive sampling technique was employed. Data were analysed using percentage analysis, Chi-square test, and correlation analysis.

Results:

The findings indicate that entrepreneurial aspirations are predominantly concentrated among educated youth. Awareness of government schemes is moderate and unevenly distributed. A statistically significant association was observed between educational qualification and awareness ($p < 0.05$). Additionally, a positive correlation ($r = 0.62$, $p < 0.01$) was identified between awareness and perceived entrepreneurial opportunities.

Findings:

The study reveals that while entrepreneurial intent is strong, procedural complexity, funding

delays, and lack of institutional support remain significant barriers. A clear policy–practice gap exists, emphasizing the need for improved awareness, simplified procedures, and strengthened support systems to enhance the effectiveness of the startup ecosystem.

KEYWORDS: *Entrepreneurship, Government Initiatives, Awareness, Startup Ecosystem, Challenges.*

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