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A STUDY ON AWARENESS AMONGST MANAGEMENT STUDENTS ABOUT ENTREPRENEURIAL OPPORTUNITIES IN HEALTHCARE INDUSTRY

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It is often said that 'Health is Wealth'. The same statement holds true today as well. In today's modern world, the young generation is running after money to have a good life. But when we have a very hectic work schedule and sedentary work, it affects our health tremendously in the long run. The young generation is engrossed either on laptops or on WhatsApp, mobile phones, internet etc. which creates an impact on eyes and body to a great extent. Continuously working on computers, laptops, mobile phones deteriorates health in the long run. Health and healthcare become immensely important and as such we need to look up for measures to take care of our health.

Healthcare deals with maintaining and improving our health or preventing our health from various diseases, physical and mental fatigue and leading a healthy life. There are lots of entrepreneurial opportunities in the health care industry which management students can take up and start their own startup venture. The present research paper is an effort to exhume the level of awareness amongst management students about the entrepreneurial avenues available in the field of healthcare and healthcare services. The primary data is collected through survey with the help of a structured questionnaire from 40 undergraduate students undergoing management education.

Simple random sampling was used and the statistical analysis of data was done incorporating various statistical tools the research exhumes plethora of entrepreneurial avenues for management students like yoga centers, fitness centers, gymnasiums, massage centers like Kerala massage centers, stream bath therapy, mud bath therapy, sauna bath, physiotherapy, reiki techniques, aroma therapy, VLCC centers etc. which provide healthcare facilities to people and help in rejuvenation of their health.

Key words: Entrepreneurial opportunities, Healthcare, Healthcare services, Startup venture, Students.