

# THE ROLE OF DIGITAL MEDIA ENTREPRENEURIAL EDUCATION AND SKILL DEVELOPMENT IN COIMBATORE

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## ABSTRACT:

The rapid evolution of digital media has significantly transformed the landscape of entrepreneurial education and skill development, especially in emerging urban centers like Coimbatore. This study explores the role of digital media platforms—such as social media, e-learning tools, webinars, and online communities—in fostering entrepreneurial mindset and enhancing skill sets among students, aspiring entrepreneurs, and small business owners. In Coimbatore, known for its industrial growth and entrepreneurial culture, digital media has emerged as a powerful enabler, bridging the gap between theoretical knowledge and practical application. The research highlights how accessible online content, interactive learning environments, and networking opportunities contribute to innovation, business planning, marketing, and financial literacy. The paper also examines the challenges faced in adopting digital tools, such as digital literacy and infrastructural limitations, and suggests ways to optimize their use for inclusive and sustainable entrepreneurial development. The findings underscore the potential of digital media to democratize entrepreneurship education and build a skilled, future-ready workforce in Coimbatore.

**Key Words:** Digital Media, Skill Development, Entrepreneurial Education, Startups

## INTRODUCTION:

In the digital age, the intersection of technology and education has opened new avenues for learning and development, particularly in the field of entrepreneurship. Digital media—comprising online platforms, social networks, e-learning modules, podcasts, video tutorials, and virtual communities—has emerged as a vital tool in shaping entrepreneurial education and skill development. This transformation is especially evident in regions like Coimbatore, a rapidly growing city in Tamil Nadu known for its entrepreneurial spirit, industrial base, and educational institutions. As traditional learning methods evolve, digital media is enabling aspiring entrepreneurs and students in Coimbatore to access real-time knowledge, industry insights, and practical business skills at their fingertips. The accessibility and flexibility offered by digital platforms empower learners to acquire essential entrepreneurial competencies such as business planning, digital marketing, innovation, leadership, and financial management.

Moreover, with the rise of startups, government initiatives like *Startup India*, and the increasing emphasis on skill development through *Skill India*, digital media is playing a key role in creating an ecosystem that supports self-employment and economic growth. This paper aims to explore how digital media is being leveraged in

Coimbatore to enhance entrepreneurial education, the types of skills being developed, the benefits reaped, and the challenges that need to be addressed to ensure inclusive and impactful learning.

### OBJECTIVES:

- To analysis the impact of digital media on entrepreneurial education.
- To explore the role of digital tools in skill development.
- To assess the accessibility and effectiveness of digital learning resources.
- To identify the challenges and limitations of digital entrepreneurial education.

### RESEARCH TECHNIQUE:

Creating the research project's design involves defining the research problems. Coimbatore City was chosen to gather data. A practical sample technique is used in this investigation. The researcher chose the sample of respondents based on convenience. A variety of data collection techniques are employed for the investigation. Here, two primary categories of data collection techniques are employed. There are two types of data: primary and secondary. This is the initial collection of primary data. A survey using a carefully crafted questionnaire is used to gather primary data for this investigation Books, journals, and the Internet are the sources of secondary data. A total of 100 samples were gathered from the questionnaire. A straightforward percentage, Anova, and Chi squared.

### REVIEW OF LITERATURE:

**Ashwini Dighe, (2025)** explained that the entrepreneurship skills are essential for daily life, capturing manpower and enhancing living standards. Education equips individuals with tools to create opportunities, solve problems, and drive innovation. Developing these skills from a young age can lead to a democratic vision. Schools should offer entrepreneurship courses that teach foundational concepts like innovation, business planning, financial management, and marketing, emphasizing creativity, problem-solving, and resilience. The rapid changes in economics, socio-culture, and education demand have led to rapid changes in educational structures. The young generation is experiencing job shortages and dissatisfaction in the market without entrepreneurship skills. To sustain businesses, it is essential to blend education with entrepreneurship skills and strategies. This will help create various skills, such as strategic planning, financial literacy, time management, analytical skills, environmental monitoring, problem-solving, decision-making, goal setting, customer relations, negotiating, growth management, and compliance with regulations.

**D. Mehala., (2024)** examined the specific challenges and opportunities within Tamil Nadu, showcasing how digital media helps overcome regional barriers and promotes ventures aligned with local needs and aspirations. These insights deepen our understanding of digital media's role in entrepreneurship and offer valuable recommendations for policymakers, entrepreneurs, and stakeholders seeking to harness this transformative tool for sustainable economic growth in Tamil Nadu. Ultimately, the study emphasizes digital media's transformative potential and pivotal role in shaping Tamil Nadu's entrepreneurial landscape, driving economic growth, job creation, and fostering innovation.

**Aarthy., et.al., (2024)**, motivates entrepreneurs to start an online business and what benefits they gain from doing so. The importance of digital entrepreneurs, business planning and development, as well as their promotional tactics and level of satisfaction, has also been emphasised. There must be a workshop and training programmes on start-up-based business because most of the digital entrepreneurs are facing difficulties because they do not understand the process of starting a business. Continuous efforts should be made to inspire, encourage, -9- motivate, and collaborate with social media entrepreneurs. Despite this, the study is an attempt to know about the social media entrepreneurs and their business strategy.

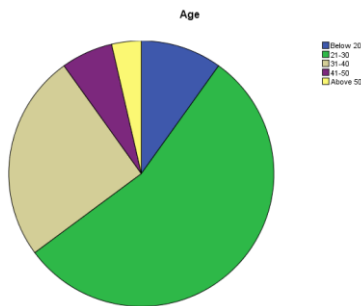
## STATEMENT OF THE PROBLEM:

The city of Coimbatore has a growing entrepreneurial spirit, but there's a lack of clarity on how effectively digital media is being used to educate and develop the necessary skills for aspiring entrepreneurs. While digital tools offer immense potential for learning and networking, it's unclear whether current educational programs are fully leveraging these resources. This raises questions about the accessibility, quality, and relevance of digital media in entrepreneurial education, and whether it's adequately preparing individuals for the challenges of starting and running a business in today's digital age. Therefore, we need to examine the current state of digital media integration in entrepreneurial education within Coimbatore to identify gaps and opportunities for improvement.

## RESULTS AND FINDINGS:

**TABLE 1 SHOWING AGE OF THE RESPONDENTS:**

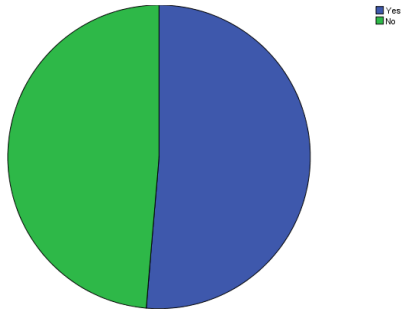
AGE	FREQUENCY	PERCENT
Below 20	11	9.9
21-30	61	55.0
31-40	28	25.2
41-50	7	6.3
Above 50	4	3.6
Total	111	100.0



**TABLE 2 SHOWING INVOLVED IN ANY ENTREPRENEURSHIP TRAINING PROGRAM**

INVOLVED IN ANY ENTREPRENEURSHIP TRAINING PROGRAM	FREQUENCY	PERCENT%
Yes	57	51.4
No	54	48.6
Total	111	100.0

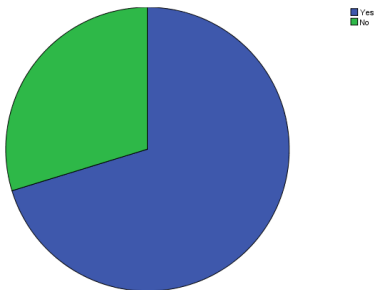
Are you involved in any entrepreneurship training program



**TABLE 3 SHOWING USE A DIGITAL MEDIA FOR SKILL DEVELOPMENT RELATED TO ENTREPRENEURSHIP**

USE A DIGITAL MEDIA FOR SKILL DEVELOPMENT RELATED TO ENTREPRENEURSHIP	FREQUENCY	PERCENT
Yes	78	70.3
No	33	29.7
Total	111	100.0

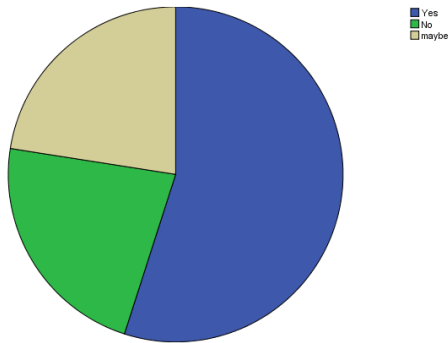
Have you ever used digital media for skill development related to entrepreneurship



**TABLE 4 SHOWING RECOMMEND DIGITAL MEDIA AS A PRIMARY TOOL FOR ENTREPRENEURIAL EDUCATION**

RECOMMEND DIGITAL MEDIA AS A PRIMARY TOOL FOR ENTREPRENEURIAL EDUCATION	FREQUENCY	PERCENT
Yes	61	55.0
No	25	22.5
maybe	25	22.5
Total	111	100.0

Would you recommend digital media as a primary tool for entrepreneurial education to others in coimbatore



### 5. AGE VS, HOW MANY HOURS A WEEK DO YOU SPEND ON DIGITAL MEDIA FOR ENTREPRENEURIAL LEARNING ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.278	4	2.070	2.316	.062
Within Groups	94.713	106	.894		
Total	102.991	110			

#### Multiple Comparisons

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 20	21-30	.02385	.30964	1.000	-.8355	.8832
	31-40	-.23377	.33636	.957	-1.1673	.6997
	41-50	.19481	.45703	.993	-1.0736	1.4632
	Above 50	-1.34091	.55191	.115	-2.8726	.1908
21-30	Below 20	-.02385	.30964	1.000	-.8832	.8355
	31-40	-.25761	.21578	.755	-.8565	.3412
	41-50	.17096	.37722	.991	-.8759	1.2179
	Above 50	-1.36475*	.48788	.047	-2.7188	-.0107
31-40	Below 20	.23377	.33636	.957	-.6997	1.1673
	21-30	.25761	.21578	.755	-.3412	.8565
	41-50	.42857	.39945	.820	-.6800	1.5372
	Above 50	-1.10714	.50526	.191	-2.5094	.2951
41-50	Below 20	-.19481	.45703	.993	-1.4632	1.0736
	21-30	-.17096	.37722	.991	-1.2179	.8759
	31-40	-.42857	.39945	.820	-1.5372	.6800
	Above 50	-1.53571	.59247	.079	-3.1800	.1086
Above 50	Below 20	1.34091	.55191	.115	-.1908	2.8726

	21-30	1.36475*	.48788	.047	.0107	2.7188
	31-40	1.10714	.50526	.191	-.2951	2.5094
	41-50	1.53571	.59247	.079	-.1086	3.1800
*. The mean difference is significant at the 0.05 level.						

On average how many hours a week do you spend on digital media for entrepreneurial learning			
Tukey HSD			
Age	N	Subset for alpha = 0.05	
		1	2
41-50	7	1.7143	
21-30	61	1.8852	
Below 20	11	1.9091	
31-40	28	2.1429	2.1429
Above 50	4		3.2500
Sig.		.864	.092
Means for groups in homogeneous subsets are displayed.			

## FINDINGS:

**AGE:** The Majority of the respondent (55.0%) are between 21-30 years

**INVOLVED IN ANY ENTREPRENEURSHIP TRAINING PROGRAM:** The majority 51.4% of the sample (57 individuals) are involved in some form of entrepreneurship training program.

## USE A DIGITAL MEDIA FOR SKILL DEVELOPMENT RELATED TO ENTREPRENEURSHIP:

Majority (51.4%) of the respondents are responded yes for use a digital media for skill development related to Entrepreneurship

## RECOMMEND DIGITAL MEDIA AS A PRIMARY TOOL FOR ENTREPRENEURIAL EDUCATION:

Majority (55.0%) of the respondents are responded yes for recommended the digital media as a primary tool for entrepreneurial education.

## RELATION BETWEEN AGE VS HOW MANY HOURS A WEEK DO YOU SPEND ON DIGITAL MEDIA FOR ENTREPRENEURIAL LEARNING:

The ANOVA test examined whether there were significant differences in the average number of hours spent on digital media for entrepreneurial learning across different age groups. The results show that there is no statistically significant difference between age groups ( $F(4,106) = 2.316, p = .062$ ). While the between-groups variance suggests some variation, the p-value is greater than the common alpha level of 0.05. Therefore, we fail to reject the null hypothesis, concluding that age does not significantly influence the number of hours individuals dedicate to digital media for entrepreneurial learning.

## CONCLUSION:

In summary, this study highlights the strong preference for digital media in entrepreneurial education, with a majority of respondents recommending it as a primary tool. While age generally doesn't significantly impact digital media usage or perceived knowledge gain, it does influence the use of digital media for skill development, suggesting that targeted strategies for different age groups are needed. Furthermore, although professional status doesn't strongly relate to digital media's future role or recommendation, it does affect opinions on institutional support for digital integration. Therefore, educational institutions should prioritize integrating digital resources into their curriculum, considering diverse professional perspectives. Future research should focus on enhancing digital platform accessibility and developing tailored training programs to address specific skill gaps across various demographics, while also exploring the nuances of digital media usage and its overall impact on entrepreneurial education.

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