



A Study on Awareness Level Among Youth Towards Infopreneurship

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ABSTRACT

The Current age in which we all exist is an information age characterised by abundance of information which is typically across the society, and as a people in a particular society we seek for availability and accessibility of information and indulging those information to keep up with the flow. Also in the past decades, Youth have been suffering from Unemployment opportunities; Infopreneurship will make an individual to be successful and Self-empowered. This study deals with identifying the implications of Infopreneurship among Youth. The study also has identified the various areas where the youth can explore Infopreneurship as their career choice. The study has listed the plethora of challenges faced by the infopreneurs. This study will also give futuristic guidance to enhance the knowledge of Infopreneurship as part of their curriculum. In turn these Young information specialists will be compelled to use new skills and strategies in order to change and survive in this competitive virtual world using social media. The study has recommended some suggestions to flourish as a successful infopreneur.

KEYWORDS: Information, Infopreneur, Youth, Challenges, Employability skills.