

Kidpreneurial Skills of Adolescent Girls in the Entrepreneurial World - A Case Study of Prakasam District

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ABSTRACT Adolescence is a significant period for mental, emotional and psychological development which leads to healthy adult life either it is personal or professional. The basic qualities of confidence and competence, sound money management, leadership qualities, innovative ideas, and communicative skills in adolescents are the indication of entrepreneurial spirit which captures global attention as kidpreneurship. The study found that there is no significant difference between entrepreneurial and non-entrepreneurial families about the adolescents' growth status and embarrassing point is, adolescents' are not maintaining minimum health standards and facing severe anemia in the study area irrespective of families i.e., entrepreneurial and non-entrepreneurial but the adolescents belong to entrepreneurial families are enjoying kidpreneurship qualities which leads to entrepreneurial spirit in future.

Keywords: Sustainable growth, Adolescents, Entrepreneurship, Kidpreneurship, Indian Government Scheme, socio economic conditions.

I. INTRODUCTION

The mind of an entrepreneur is the most equipped to deal with the difficulties of tomorrow and navigate through the ever-changing terrain of modern life. Entrepreneurs helped build this country and these same innovators continue to multiply its potential. A child in the economy can be a part of the new world of Entrepreneurship. The basic qualities of confidence and competence, sound money management, leadership qualities, innovative ideas, and communicative skills in adolescents are the indications of entrepreneurial spirit. Nowadays, this adolescent's entrepreneurial spirit captures global attention.

The quality, productivity and high economic and social development in the economy always depend on the growth status of an adult's life. For sustainable growth of adolescent girls, the Government of India has been taking appropriate measures and providing services through stated below Health programs.

S. No	Ministries and Adolescent Health Programs	Services
1	Ministry of health and family welfare	
	a Adolescent Reproductive and Sexual Health (ARSH)	Preventive, Promotive, curative and counseling services for reproductive and sexual problems.
	b School Health Program	Nutritional interventions, promoting healthy lifestyle, counseling and immunization
2	Women & Child Development	
	a Kishori Shakti Yojana	Services improving health, nutritional and educational status of girls
	b BalikaSamridhi Yojana	Services to raise the age of marriage and to improve enrollment and retention of girls at school
	c Rajiv Gandhi Scheme for Empowerment of Adolescent Girls	Iron and Folic acid supplementation, nutrition & health education, ARSH, life skill education and vocational training for girls aged 16 and above under National Skill Development Program
	d Integrated Program for Street Children	Shelter, nutrition, education, health care and recreation facilities to street children. Child Help Line Service (1098)
3	Human Resource Development	
	a SarvaShikshaAbhiyan	Free and compulsory education to 6-14 years age group
	b MahilaSamakhya Program	Provides equal educational opportunities for women

Source: www.india.gov.in

In this backdrop the present study entitled Kidpreneurial skills of adolescent girls in the entrepreneurial World – A Case study of Prakasam District is more significant.

II. REVIEW OF LITERATURE

1. **Lerner, Richard M. | Damon, William** (2012) examined about the development of entrepreneurship during adolescence. From his research he concluded that nations around the world will have the knowledge to potentially create programs that might enhance the life chances of millions of its young people by linking entrepreneurship to positive or productive development during adolescence.
2. In summary of research of **Martin Obschonka**(2006) The Investigator provided an overview of research on adolescent pathways to entrepreneurship. His findings indicate that adolescence is a crucial developmental phase in entrepreneurial development. Henceopined to intensify efforts to study the fascinating, multi-faceted link between entrepreneurship and adolescent development, through his study.
3. **Bertelsmann Stiftung**, (2007).Opined that nevertheless, in regard to youth that almost all adolescents have favorable attitudes toward entrepreneurs. 12% had a “very favorable “opinion and 87% had a “somewhat favorable” one
4. **Moon-HoRingo, at all** (2018) study stated that conducting entrepreneurship training programs among secondary school students could be an effective means to enhance entrepreneurial competencies among the youth. Specifically, hisfindings highlight the value of entrepreneurial training in improving age-appropriate competencies of entrepreneurial alertness and efficacy.
5. According to **Celia Bonnett and Adrian Furnham**, (1990) internal locus may be developed by encouraging situations which help individuals to perceive the link between effort, performance and performance outcome. It would be interesting to do a follow-up study on this group of subjects to see whether internality increases amongst individuals as a result of their experience.
6. **Laurence Steinberg** (2007) opined that due to the temporal gap between pubertyand the slow maturation of the cognitive control system adolescents take more risks than younger or older individuals. This view of adolescent risk-taking helps to explain why educational interventions designed to change adolescents’ knowledge, beliefs, or attitudes have been largely ineffective and suggest that changing the contexts in which risky behavior occurs may be more successful than changing the way adolescents think about risk.
7. **Heather Cleland Woods and HollyScott** (2016) stated that adolescents who used social media more – both overall and at night – and those who were more emotionally invested in social media experienced poorer sleep quality, lower self-esteem and higher levels of anxiety and depression. Nighttime-specific social media use predicted poorer sleep quality after controlling for anxiety, depression and self-esteem. These findings contribute to the growing body of evidence that social media use is related to various aspects of wellbeing in adolescents. In addition, nighttime-specific social media use and emotional investment in social media are two important factors that merit further investigation in relation to adolescent sleep and wellbeing.
8. **Michael D. Resnick** (1997) from their study concluded that as family and school contexts as well as individual characteristics are associated with health and other skill behaviors in adolescents which ultimately assist health and social service providers, educators, and others in taking the first steps to diminish risk factors and enhance protective factors for our young people.
9. **Hila J. Spear, at all** (2001) Opined that the majority of the studies were descriptive and cross-sectional, and they dealt with a specific health behavior of a group of behaviors such as eating, sleeping, and exercise. Primary factors related to health behavior included gender, family structure, ethnicity, knowledge, and attitudes. Increased knowledge of factors that impact adolescent health behaviors is essential so that public health nurses (PHNs) and other health professionals can be more responsive to developmental and lifestyle factors influencing the health of youth within families and communities.
10. In opinion of **Damon & Lerner** (2008) Little is known about how individuals develop the capacities to become successful entrepreneurs, especially during adolescence, when there are some theoretical ideas suggesting that entrepreneurship skills are first developed.

From the literature it is very clear that the development of entrepreneurial skills during adolescence is needed to mold the adolescent to a successful entrepreneur. However investigators found a very little studies were carried on this area. Hence the present study is important in the present context.

III. OBJECTIVES

The specific objectives of the present study are

1. To find out the growth status of the adolescent girls in the study area.
2. To examine the kidpreneurial skills of adolescent girls in entrepreneurial and non-entrepreneurial families.

IV. HYPOTHESIS

To study the objectives the following hypotheses were formulated.

1. There is no significant difference between the Educational, Life Skill and Health growth status of

adolescent girls in entrepreneurial and non-entrepreneurial families in the study area.

- There is no significant difference between the Kidpreneurial skills between the adolescent girls of entrepreneurial and non-entrepreneurial families in the study area.

V. METHODOLOGY

The present study is exploratory in nature. The data relevant for the proposed study was collected from primary sources. Adolescent girls who were enrolled in the educational institutions for the academic years 2017-2018 Prakasam District of Andhra Pradesh form population. From this sample frame, adolescent girls belong to five towns viz., Ongole, Yerragondapalem, Kandukuru, Chirala and Markapuram are considered as sample for the study. A sample of 200 respondents were considered for the study among them one hundred adolescent girls from entrepreneurial and one hundred adolescent girls from non-entrepreneurial families were selectively chosen for the study. To collect the data from the respondents a well structured questionnaire was prepared and circulated.

For studying the growth status, the variables Education, Life Skill and Health were considered. Similarly to study the growth status of Education, five components were included viz., Grade in Class, Team Management Skills, Interaction with teachers, girls performance in sports/cultural activities and Literary performance. To study the growth in life skills, the components like Self-confidence, Decision-making power within their school arena, Communicative skill, Sound money management

and innovative ideasto measure life skill growth status in the study area were considered. Similarly, to study the growth in health, the components like their dietary intake, personal hygiene, knowledge about their menstrual cycle, knowledge about reproductive and sexual health and knowledge about HIV and other deceases were considered. All the components associated with different variables of the present study were measured with the help of five point likert scale. All the variables were weighted equally with the score of five each and total score of 25 is considered the maximum growth score. To find out the kidpreneurial skills of the adolescent girls in the study area, components included in Educational growth and Life Skill growth were considered as these indicators were highly required for entrepreneurship. The data was analysed by using the simple statistical tools like average, percentages to find out the relationship between the demographic variables in the present study. Data was also analysed by using Chi-Square test to find out the significance difference between the different growth status of adolescent girls in entrepreneurial and non-entrepreneurial families in the study area.

VI. RESULTS AND DISCUSSION

Table -1 shows the details of adolescent girls who were enrolled in the educational institutions for the academic years 2017-2018 in the district of Prakasam. It is very clear that the adolescent girls whose age was in between 15 to 18years are enrolled with 49.62% followed by 11 to 14 years age group and drop out group respectively with 49.36% and 1.02%. These drop out girls' share 2 % in the age group 11 to 14 years.

Table-1 Number of Enrolled adolescent girls in the educational institutions for the academic years 2017-2018 in the study area.

Age (in years)	Adolescent girls		
	Details	In Number	In Percent
11-14	Educated	68605	49.36
	Drop outs	1417	1.02
15-18	Educated	68965	49.62
Total		138987	100.00

Source: Department of WP&CW, Ongole.

6.1 ADOLESCENTS SOCIO-ECONOMIC CONDITION

Tables 2 to 5 are describing the demographic details of respondents in the study area. In the community category, the dominant community in the study area is BCs with 49.00% followed by OCs, SCs and STs with 20.50%, 19.50% and 11.00% respectively. The study found that nearly half of the respondents are belonged to BCs.

Table-2 Community details of respondents in the study area

Variables	Details	Frequency	%
Community	OC	41	20.50
	BC	98	49.00
	SC	39	19.50
	ST	22	11.00
	Total	200	100.00

Source: Field survey

In the marital category, dominant respondents are unmarried girls with 98.00%, married respondents are 1.50% and only 0.50% of them are widows in the study.

Table-3 Marital status details of respondents in the study area

Variables	Details	Frequency	%
Marital status	Married	3	1.50
	Unmarried	196	98.00
	Widow	1	0.50
	Total	200	100.00

Source: Field survey

Parental care is very important in adolescent age, so living with parents is the most important variable. Predominantly 89.50% of the respondents are living with both mother and father followed by living with mothers only with 6.00% while as with relatives and fathers only are 3.50% and 1.00% respectively.

Table-4 Living with details of respondents in the study area

Variables	Details	Frequency	%
Living with	Mother only	12	6.00
	Father only	2	1.00
	With both	179	89.50
	With Relatives	7	3.50
	Total	200	100.00

Source: Field survey

In parental monthly income, dominant respondents' parental monthly income is in between Rs.10001- 20000 with 58.50% followed by Rs.20001-30000, Rs.30001- 40000, Rs 40001-50000 Rs5001-10000, and above Rs 50000 with 9.50%,5.50%,3.50%,2.50% and 0.50% respectively. Hence the study found that nearly three-fifth of respondents' parental monthly income is bellowed Rs.20000.

Table-5 Living with details of respondents in the study area

Variables	Details	Frequency	%
Parental monthly income (in Rupees)	Below 5000	0	0.00
	5001 to 10000	5	2.50
	10001- 20000	117	58.50
	20001-30000	59	29.50
	30001-40000	11	5.50
	40001-50000	7	3.50
	Above 50000	1	0.50
	Total	200	100.00

Source: Field survey

6.2 ADOLESCENCE GROWTH STATUS

The study estimates the adolescence growth status of 11 to 13 years' age group and 14 to 16 year age group from the entrepreneurial and non-entrepreneurial families, through respondents' educational, health and life skill growth status.

Table - 6 shows that the educational growth status of the respondents in the study area. The study has taken five key components as recommended Attendance (1), Grade in class (2), Team management/class leader (3), Interaction with teachers (4) and Performance in spots/cultural activities/Literary competitions(5) to measure educational growth status.

For educational growth status, 11 to 13 years respondents got 20.18 scores from entrepreneurial families and 14.78 score from non-entrepreneurial families and 14 to 16 years respondents got 17.02 scores from entrepreneurial families and 18.34 scores from non-entrepreneurial families. On the overall level, respondents' educational growth status score in the study area was 17.58, from entrepreneurial families it was 18.60 and from non-entrepreneurial families 16.56. Hence the study found that there is no significant difference between entrepreneurial and non-entrepreneurial families about respondents' educational status with chi-square value 2.742 is less than 'p' value 3.84.

Table-6 Educational growth status scores of the respondents in the study area

S.No	Age (in years)	Adolescents from Entrepreneurial Families	Adolescents from Non-Entrepreneurial Families	Average Scores
1	11-13	20.18	14.78	17.48
2	14-16	17.02	18.34	17.68
	Total	18.60	16.56	17.58
Chi- value				2.742
P- value				3.84

Source: Field survey, Scores range is 5- 25

Table -7 shows that life skill growth status of respondents in the study area. The study has taken 5 key components as Self-confidence (1), Decision-making power within their school arena (2), Communicative skill (3), Sound money management (4) and innovative ideas(5) to measure life skill growth status in the study area.

For life skill growth status, 11 to 13 years respondents got 7.50 scores from entrepreneurial families and 5.78 scores from non-entrepreneurial families and 14 to 16 years respondents got 11.52 scores from entrepreneurial families and 8.64 scores from non-entrepreneurial families. On the overall level, respondents' life skill growth status score in the study area was 8.36, from entrepreneurial families it was 9.51 and from non-entrepreneurial families 7.21. Hence the study found that there is no significant difference between entrepreneurial and non-entrepreneurial families about respondents' life skill status with chi-square value 2.081 is less than 'p' value 5.99.

Table-7 Life skill growth status of the respondents in the study area

S.No	Age (in years)	Adolescents from Entrepreneurial Families	Adolescents from Non Entrepreneurial Families	Average
1	11-13	7.50	5.78	6.64
2	14-16	11.52	8.64	10.08
	Total	9.51	7.21	8.36
Chi- value		0.994		
P- value		3.84		

Source: Field survey, Scores range is 5- 25

Table -8 shows that Health growth status of the respondents in the study area. The study has taken five key components as recommended Dietary intake (1), Personal hygiene (2), Knowledge about menstrual cycle (3), Knowledge about reproductive & sexual health (4) and Knowledge about HIV & Other deceases (5) to measure Health growth status.

For Health growth status, respondents in the age group of 11 to 13 years got 6.20 scores from non-entrepreneurial families and 5.00 scores from entrepreneurial families and 14 to 16 years respondents got 6.66 scores from non-entrepreneurial families and 5.38 scores from entrepreneurial families. At overall level respondents health growth status score in the study area was 5.81, while as from non-entrepreneurial families it was 6.42 and from entrepreneurial families 5.11. Hence the study found that there is no significant difference between entrepreneurial and non-entrepreneurial families about respondents' health growth status with chi-square value 1.000 is less than 'p' value 3.84.

Table-8 Health growth status of the respondents in the study area

S.No	Age (in years)	Adolescents from Entrepreneurial Families	Adolescents from Non Entrepreneurial Families	Average
1	11-13	5.00	6.20	5.60
2	14-16	5.38	6.66	6.02
	Total	5.11	6.42	5.18
Chi- value		1.000		
P- value		3.84		

Source: Field survey. Scores range is 5- 25

Table-9 shows the family wise overall growth status of the respondents. Respondents' total growth score is 10.56 but it was 11.07 from entrepreneurial families and 10.06 from non-entrepreneurial families. From the entrepreneurial and non-entrepreneurial families, overall level respondents registered higher growth in education status followed by life skill status and health status.

Hence the study found that respondents were very poor in health growth status from the entrepreneurial and non-entrepreneurial families and there is no significant difference between entrepreneurial and non-entrepreneurial families about the respondents' growth status with chi-square value 2.081 is less than 'p' value 5.99.

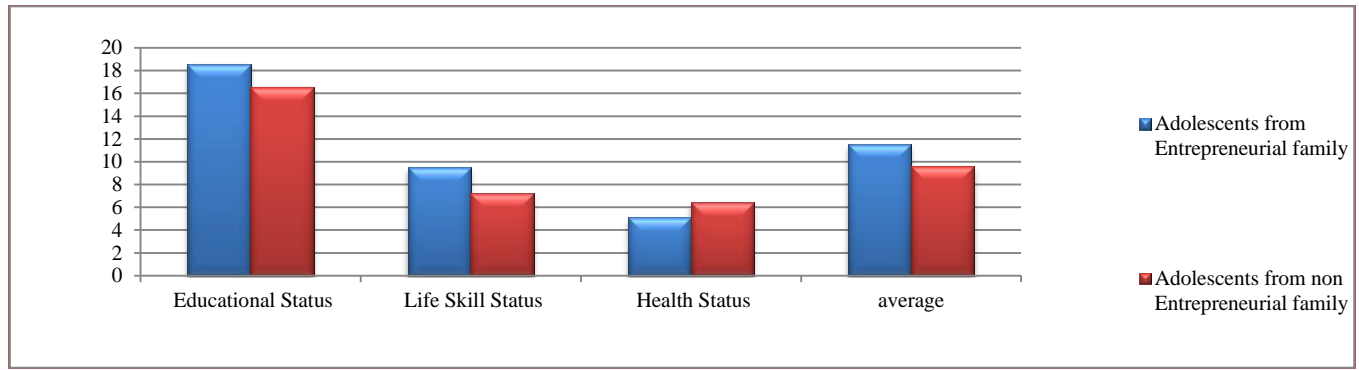
Table-9 Family wise growth status of respondents in the study area

S.No	Growth Status	Adolescents from Entrepreneurial Families	Adolescents from non Entrepreneurial Families	Total
1	Educational Status	18.60	16.56	17.58
2	Life Skill Status	9.51	7.21	8.36
3	Health Status	5.11	6.42	5.81
	Average Score	11.07	10.06	10.56
Chi- value		2.081		
P- value		5.99		
Significance level		95.00		
Degree of freedom		2		

Source: Field survey, Scores range is 5- 25

The family wise growth status of respondents in the study area is showing in the below figure-1

Figure-1 Area wise growth status of respondents in the study area



Source: Field survey

6.3 KIDPRENEURIAL SKILLS OF ADOLESCENTS

Kidpreneural skills of adolescent girls of entrepreneurial and non-entrepreneurial families in the study area is presented in the Table-10. It is crystal clear from the table that the adolescent girls hailing from entrepreneurial families shows the traits of Kidpreneurship more comparatively to the adolescent girls hailed from non-entrepreneurship families in the present study.

Table-10 Kidpreneural skills of adolescent girls

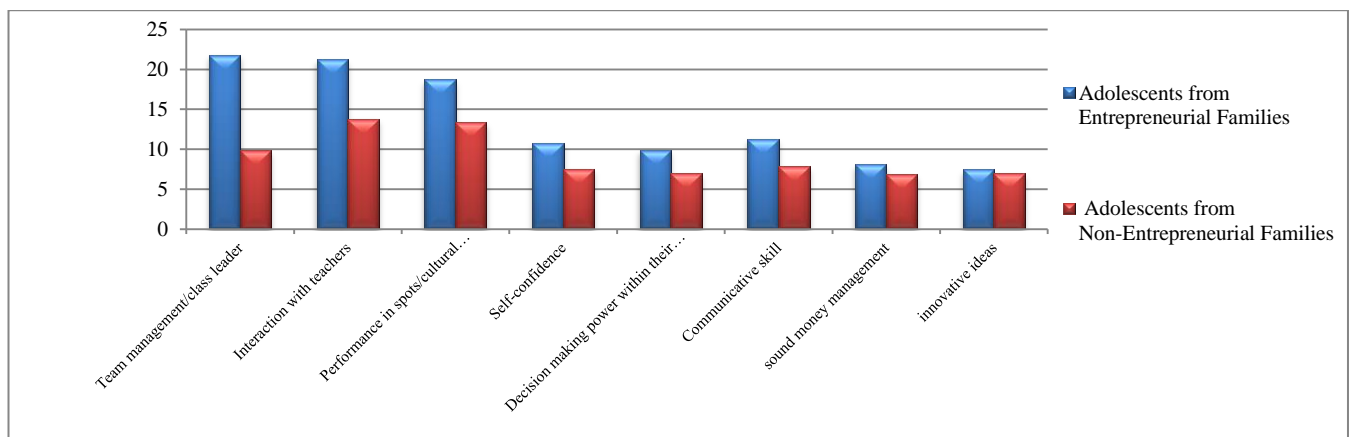
S.No	Growth status	Kidpreneural Components	Adolescents from Entrepreneurial Families	Adolescents from Non-Entrepreneurial Families	Average Scores
1	From Educational Growth Status	Team management/class leader	21.78	9.85	15.82
2		Interaction with teachers	21.25	13.76	17.51
3		Performance in spots/cultural activities/Literary competitions	18.73	13.37	16.05
4	From Life Skill Growth Status	Self-confidence	10.77	7.52	9.15
5		Decision making power within their school arena	9.91	6.97	8.44
6		Communicative skill	11.28	7.81	9.55
7		sound money management	8.08	6.85	7.47
8		innovative ideas	7.47	6.92	7.19
Total			13.66	9.13	11.40
Chi- value					0.08
P- value					15.50

Source: Field survey, Scores range is 5- 25

However, the study could not found statistically any significant difference between the traits of adolescent girls of entrepreneurial and non-entrepreneurial families as the chi-square value is less than the p-value. Hence it is concluded that there is no significant difference between the skill of adolescent girls of entrepreneurial and non-entrepreneurial families in the present study.

The family wise kidpreneural skills status of respondents in the study area is showing in the below figure-2

Figure-2 Kidpreneural Skills status of respondents in the study area



Source: Field survey

VII. FINDINGS AND CONCLUSIONS

Adolescence is a significant period for mental, emotional and psychological development. Adolescence represents a window of opportunity to prepare for healthy adult life either it is personal or professional. The quality, productivity and high economic and social development in the economy always depend on the growth status of an adolescent's life.

To improve adolescent growth status government of India taking measures and providing services through KishoraBala and Rajiv Gandhi Scheme for Empowerment of Adolescent Girls in the Prakasam district. For the academic years 2017-2018, nearly 138987 adolescents are studying in different public and private among this number nearly 1417 adolescents were a dropout from schooling. Nearly 77383 girls belong to the age groups 11-14 years and 15-18 years registered under government projects of Kishore Bala and Gandhi Scheme for Empowerment of Adolescent Girls.

The study found that the dropouts registered are two percent of sample in the age group of 11 to 14 years and in the entire sample is 1.02 percent. Interestingly among the sample respondents, The study found that above four-fifth of adolescents belongs to lower communities, the respondents belong to BCs, SCs and STs represented more than their proportional representation in the population viz, BCs representation is 49.00 percent against 27 percent, SCs representation of 19.50 percent against 10 percent and STs representation of 11.00 percent over 7.5 percent. Nearly 2.00 % of adolescents' married before 18 years it means still child marriages are doing in the study area.

Nearly one-tenth of adolescents were living with either mother or father or relatives it means it may effect on the adolescents thinking and mind set. Three-fifth of adolescents parental monthly income was bellowed Rs.20000.

The investigators found that nearly 60 percent of respondents' parental monthly income is below Rs.20000 i.e, Rs 700 per day. It seems the most vulnerable section in the study area is students from the families with their parental monthly income is below Rs.5000. No respondent is available in the sample means these children do not have access to the educational institutes.

Adolescents' total growth status score is 10.56 for 25 it indicates the adolescents' vulnerable condition in the study area. So it is very clear to say that adolescents leading poor status in the study area. The very embarrassing point was adolescents are not maintaining minimum health standards and facing severe anemia problems in the study area irrespective of families i.e., entrepreneurial and non-entrepreneurial.

The study could not found statistically any significant difference between the traits of adolescent girls of

entrepreneurial and non-entrepreneurial families as the chi-square value is less than the p-value. Hence it is concluded that there is no significant difference between the skill of adolescent girls of entrepreneurial and non-entrepreneurial families in the present study. Hence it is concluded that the entrepreneurial families should involve their wards in the activities of entrepreneurship and to provide them an opportunity to extend their ideas so as to equip them for taking right decision which may pave the way for the progressive inclusion of entrepreneurial skills to become a successful entrepreneurs in the future. In addition to the same, vibrant government initiation in developing the kidpreneurial skills in adolescent girls both in entrepreneurial families and non-entrepreneurial families is required in the present context to strengthen entrepreneurship in the study area.

VIII. SUGGESTIONS

The investigators suggest that the policy makers need to initiate some stringent measures to bring down the dropout rates to absolute zero to promote educational growth among the needy individuals in turn for national development. For which needy relaxations may be given from existing rigid rules of academic institutions viz., a little concession in attendance, construction of privacy rooms, providing transportation with security, more free ships etc.

Physical, Mental Psychological and skill developmental programs for adolescent girls in India are fragmentary at present and there are comprehensive programs haven't been carried out. Lack of accurate information, absence of proper guidance, parent's ignorance, lack of skills and insufficient services are the prime barriers for adolescents. So teachers, as well as government, should focus on the above points and provide services from the root level for attaining required growth among adolescent girls and also initiate proper steps to improve and inculcate moral values through advertisement in print and electronic media.

ACKNOWLEDGMENT

I thank profusely the Coordinator, Department of Economics, Acharya Nagarjuna University, Ongole Campus, Ongole, Prakasam, Andhra Pradesh for providing necessary facilities. I am equally thankful to the authorities of UGC, New Delhi for providing me financial assistance in the form of UGC-RJNF fellowship. Last but not least I would thank to Department of WP&CW, Ongole and finally I thank to head masters, anganwadi workers and aasha workers who given their cooperation to collect primary information from the adolescents.

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