

## A STUDY ON ENTREPRENEURIAL DEVELOPMENT PROGRAMS NURTURES ENTREPRENEURIAL CAREER

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### ABSTRACT

*Entrepreneurs are the backbone of the economy in the present time. The aim of this paper is to make the comparison between the trained and the untrained entrepreneurs. The purpose of this study is to assess the effectiveness of the entrepreneurship development program on the overall efficiency of entrepreneurs. Thus, entrepreneurial efficiency helps in identifying a significant difference in the entrepreneurial performance of the entrepreneurs before and after training. Entrepreneurship helps in solving economic problems like unemployment, and help in creating job opportunities for the youth. State government has come up with various schemes for small and medium scale enterprises. Entrepreneurship training has been described as one of the most imperative steps for entrepreneurship development. The findings of the study reveal that entrepreneurship training has considerable effect on performance of entrepreneurs.*

**KEYWORDS:** *Entrepreneurs, Entrepreneurship Development Program, Training, Performance.*

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### Introduction

The Entrepreneurial revolution has taken hold across the nation in the present scenario of pandemic of COVID-19. Entrepreneurship has developed its importance in the last few years. Entrepreneurship is considered as self-employment tool and is regarded as increasing motivational level in potential entrepreneurs. With improvement in the performance of work. Entrepreneurship development programs play a very crucial role and inculcate qualities like proactive and innovative actions and create better entrepreneurial opportunities for the individual. Some of the areas of entrepreneurship development programs help in building confidence level, proactive capacity and building risk taking quality. These areas are useful traits for the potential entrepreneurs and helpful for significant growth and development of business. Entrepreneurial development Programs help potential entrepreneur to act in a strategic oriented either in its processes, methods or decision styles which indirectly help him to attain his expected benefits. EDPs help potential entrepreneur understand about entrepreneurial initiatives and provide link between their intentions and attitude. In India the challenge for the government is confrontation of the twin snags of mass poverty and extensive unemployment which has pierced the majors of society through rapid growth of industrial sector. India has vast natural resources and copious mineral wealth. The country has rich reservoirs of mineral wealth, if exploited to its bursting range can escort new economic revolution, which can utterly form modification in the fate of the people of country.

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### Literature Review

In the early 1960's entrepreneurship development programmes (EDPs) came into being. Continuous attempts have been made to evaluate their effectiveness and impact since the last few years. Across the world entrepreneurship programs have been designed in such a way that leads to enhancements in the skill and style of identifying business opportunity; analytic and problem solving ability; creativity; network relations; risk-taking; business start-up and management among owners/managers of small businesses. Further, to apprise them with basic facts and information regarding legal and regulatory environment and business start-up, nurturing and harvest. Entrepreneurship development skills among the SME managers lead to profitability.

**Morris (2001)** studied that entrepreneurship is a step-wise process affected by both exogenic and endogenic factors like occurrence of businessfriendly environment, required factor grants, capability to obtain essential resources, and application and management of business concept.

**Drucker (1985) and Gorman (1997)** exposed that entrepreneurship education leads to the success of entrepreneurship.

**Alarape (2007)** defined entrepreneurial learning as "the improvement of insights, knowledge, and associations between past actions, the effectiveness of those actions and future actions".

**Watson, (1998)** highlighted that for effective endeavor creation; personal background, motivation for start up and growth orientation are essential.

**Upton (1995)** found that 40 per cent of those who attended courses in entrepreneurship had started their own businesses.

**(McMullan et al., 2001)** concluded that in order to endorse and inspire entrepreneurs governments can and have mediated in various ways. However these Entrepreneurial assistance programs being resource intensive and expensive not only in terms of money and other resource commitments but also in terms of the entrepreneur's

**(Maqbool, 2006)** Presence of supportive and encouraging environment and the quality of education provided leads to the generation of highly growth oriented and innovative entrepreneurs

**McClelland & Winter (1969)** concluded that Trained group of entrepreneurs have improved in all indicators of economic success and was more successful than Control Groups. Need for achievement increased. Increase of achievement motivation caused increase in success.

**Kolvereid and Meon (1997)** Most of the studies support the statistic that entrepreneurship development programmes have significant influence on entrepreneurial activities.

### Objectives of the Study

The major objectives of the study are:

- To measure the role of EDP's in elevation of entrepreneurs.
- To scrutinize the role and impact of training on the entrepreneurship key competence.

### Research Methodology

An exploratory and descriptive research design is carried to study the topic. Secondary Data is used to for exploratory research and necessary parameters around which an Entrepreneurship Development Program revolves are identified. The parameters are organized in a structured scheduled questionnaire and responses are recorded on a five point scale for further analysis.

Information through schedule technique is used to collect the data to avoid problem of low response, language barrier and partial information. The results are presented descriptively and inferentially.

But it is also suspected that EDP's can make transformation in someone's attitude towards the entrepreneurship. Therefore, it turn out to be important to determine the effectiveness and impact of EDP's on the success of enterprises because a substantial amount of resources are invested in EDP's. Thus following hypothesis has been framed;

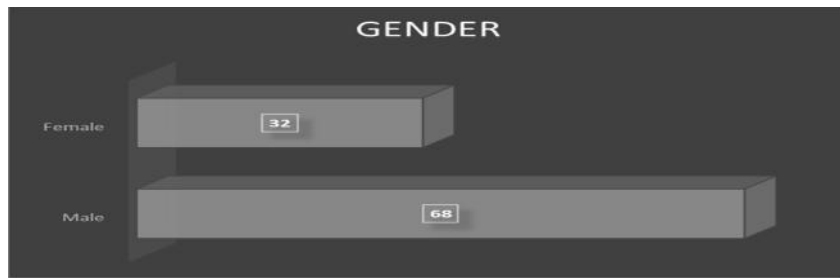
**H<sub>1</sub>:** Entrepreneurship development programs play significant role in the development of entrepreneurial career.

**Data Analysis and Interpretation**

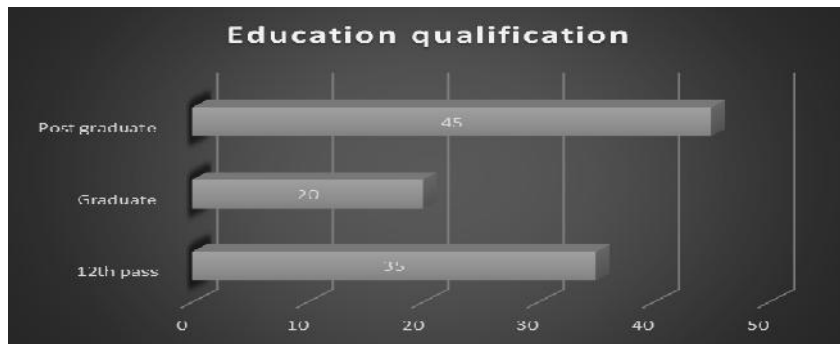
Subject to the prerequisite of study the respondents are separated under certain demographics. These demographics are age, sex, education, and family background. The watchful selection of demographics is prepared on the basis of physiological variation in undergoing Entrepreneurship development programs. As age play an important role in taking any training program, with increase in variable of age the thought procedure become in your prime and the overall insight changes Likewise gender plays an important role in perusing anything. It has been verified that difference in perception is major with respect to gender. Education plays an important role in training programs of such kind. As education increases, the expectation from a training program becomes slender. Family background is another important aspect of undertaking Entrepreneurship development program. An entrepreneur coming from a business family background will expect higher consultation from Entrepreneurship development programs while a first - generation entrepreneur coming from a service family will expect simplicity on fundamental business aspects from Entrepreneurship development programs. An appropriate distribution of demographics is maintained while picking respondents for the study.

Following table shows the distribution of sample on demographics.

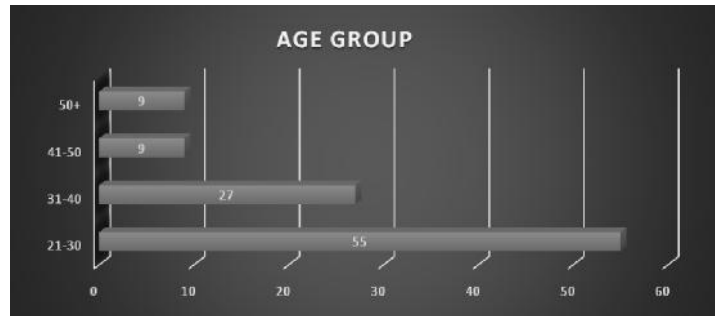
Gender	
Male	68
Female	32
	100



Education Qualification	
12th pass	35
Graduate	20
Post graduate	45
	100



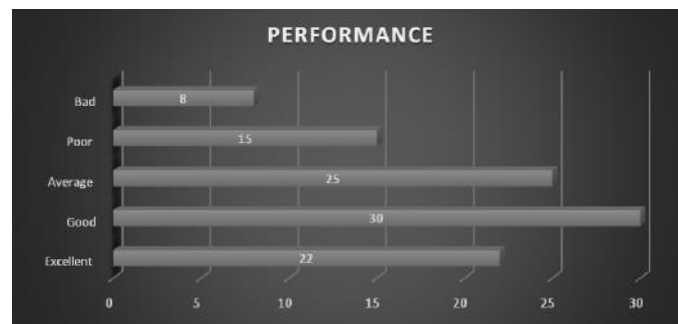
Age Group	
21-30	55
31-40	27
41-50	9
50+	9
	100



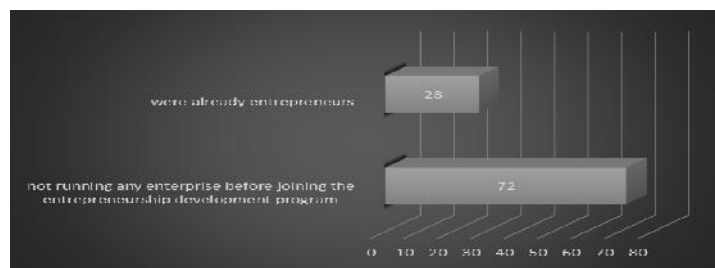
In order to know prospect of attendees from Entrepreneurship Development Program, respondents were asked about the significance of the program on various parameters like market research, skill traits, risk taking etc. The question frame was, "I shall be skilled with qualities of various parameters by attending the program."

Expectations of respondents are always high when one undergoes training.. Often EDP's do not convey as per potential. Hence it became extremely essential to examine gap between hope and deliverance. Therefore, later analyze significance was collected from responses on same parameters after completion of entrepreneurship development program. A five point scale for meeting the opportunity is used to compute the gap for parameters .

Excellent	22
Good	30
Average	25
Poor	15
Bad	8
Total	100

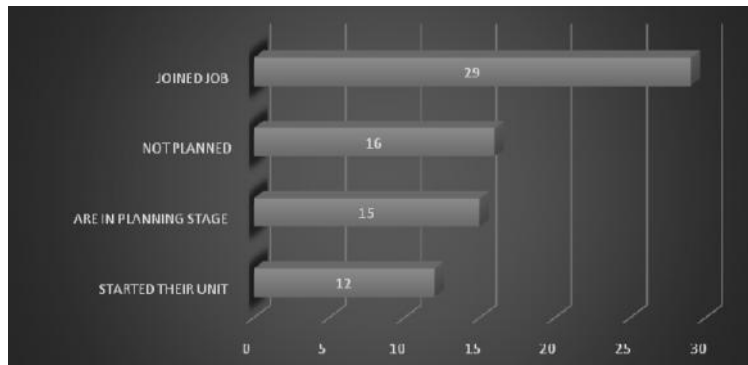


We have observed that there is a matter of chance between the recognized and real output of the programs undertaken by entrepreneurship development institute. The next objective was to analyse the motivational level of the participants of entrepreneurship development programs. Therefore the respondents were question that what was their previous work profile before attending the entrepreneurship development programs. Did they have their own enterprise or were employed or engaged in other work.



The above figures show that 72 respondents were not running any enterprise before joining the entrepreneurship development program. Therefore, first generation entrepreneurs or people who want to set up their own business are seeking guidance from such programs. Only 28 people joined the program who were already entrepreneurs. Some of them may have started their venture in unsystematic way, hence they came to learn the efficient way to run the enterprise. These 29 respondents may also include people who came to take the knowledge from EDP so that they can acquire success for their business .an can enhance better horizon for the enterprise.

In all 72 people out of 100 had not established any enterprise. So it became very important to know how many out of 72 non-entrepreneurs attendees who started their own enterprise after undergoing the program.



It was very annoying to find that only 12% respondents started their own enterprise after attending Entrepreneurship Development Programs .and only 15 % are in planning stage, whereas 16% have no plans and 29% joined job. The scope of research may be the very short time from the response may be few may have taken initial steps now. only 12 out of 72 attendees mobilized and started their enterprise or business unit. Hence the figure is too small as compared to population we can conclude that the program must be aimed for more adaptation.

### Conclusion

This study is based on the primary data and is used for knowing

- The gap between the recognized as well as actual output of the entrepreneurship development program.
- The motivational level of the entrepreneurs.
- Entrepreneurship development helps to nurture the Entrepreneurial career.

We have analyzed that there is a huge gap between the traits of entrepreneurship development programs and thus more of uphill struggle is required and thus the purpose of the program could be attained. But to some level proper feedback and follow up should be taken for upliftment of other new entrepreneurs with the help of government schemes and paper work.

The government also takes active participation by starting various campaigns for development of our economy. The government predicted a promotion package and financial assistance to facilitate the setting up of new units or the growth of present line of activities. The package consisted of incentives, subsidies, concessions, infrastructural facilities, technical and managerial guidance, etc., through a system of organizations for supporting entrepreneurship development with new policy of Atmanirbhar Bharat Abhiyan.

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