

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP) COMPLEMENTS TO DEVELOP FIRST- GENERATION ENTREPRENEURS

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ABSTRACT

A person who started his own business without a family history is known as a first-generation entrepreneur. In fact, the business chosen by the individual is totally different from his or her family background. However, how this person came up with the ideas, starts a business and get the success it is very important to study who is playing the most important role behind it. Actually, the first generation entrepreneurs are completely unaware of the process of entrepreneurship development. In that case, the role of an Entrepreneurship skills development training programmes is very helpful in identifying, polishing, shaping, and developing the necessary skills is a concern for entrepreneurship development. The study revealed that these training programmes are the most effective in demonstrating the correct direction for entrepreneurship development. The push factor appears to be playing a crucial role in the current era of competition. All these studies show that the Entrepreneurship Skills Development training program is playing a role as a push factor. Trainees are given ideas on how to start their own business activities through these training programs. Moreover, expand the current business activity as a result of employment generation in society.

KEYWORDS: *Entrepreneurship, Entrepreneur, Entrepreneurship Development Programme (EDP), First Generation Entrepreneurs, Employment Generation, Maharashtra Centre for Entrepreneurship Development (MCED).*

Introduction

Entrepreneurship is the process of starting a new venture by an individual. Entrepreneurship is the divisible skills that are inclusive of different qualities and capabilities, such as risk taking, innovation, will power, leadership, problem solving, directing, coordination, and control.

An entrepreneur is someone who takes the initiative enthusiastically to start their own business venture. This individual initiates his or her own business activity by compiling ideas, knowledge, experience, data from training programs, discussions with subject matter experts, etc. In this study, the researcher identifies two types of entrepreneurs such as first generation entrepreneurs and second generation entrepreneurs.

First-generation entrepreneurs lack a business background (personal and family background) that relates to the business activity chosen by them from the required alternatives. The researcher's objective in this study is to identify the types of factors that play a role in generating first-generation entrepreneurs.

On the other side, there are second-generation entrepreneurs who have a business background (both personal and family). The primary objective of these entrepreneurs is to expand their current business activities. The process of business expansion involves expanding the area of the business while also increasing the output (Financial and Non-financial) of the business. This type of business was initiated by grandparents, fathers, mothers, brothers, and any other relatives in the past, but now it includes the present generation. These entrepreneurs have a wide range of options to guide them and they are determined to grow their business.

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Entrepreneurship Skills Development Training Programmes

- **Entrepreneurship Development Programmes (EDPs)**

Entrepreneurship activities were initiated in India in 1962 through the Small Industry Extension and Training Institute (SIET) in Hyderabad. Small Industry Extension and Training Institute (SIET) is collaborating with Prof. David C. McClelland. Through valuable guidance under the guidance of Prof. David C. McClelland, we developed an effective and efficient methodology for generating entrepreneurs in society. This methodology, it is also known as Entrepreneurship Development Programmes (EDPs). Entrepreneurship Development Programmes (EDPs) is a programme meant to develop entrepreneurial abilities among the Individuals. The EDP movement push based on the theory and belief well-grounded on historical experience that entrepreneurs are not only born but also can be trained and developed.

Gujarat Industrial Investment Corporation (GIIC) has been the corporation to start Entrepreneurship Development Training Programmes since 1970 and then so many institutes are involved in an area of entrepreneurship development, just like the Entrepreneurship Development Institute of India (EDII), National Small Industries Corporation (NSIC) , Small Industries Development Organization (SIDO), Khadi and Village Industries Commission (KVIC), National Science and Technology Entrepreneurship Development Board (NSTEDB), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Micro Small and Medium Enterprise (MSME), District Industries Centers (DIC), State Financial Corporation (SFC), State Industrial Development / Investment Corporation (SIDC / SIIC), State Small Industrial Development Corporation (SSIDC), Small Scale Industries Development Bank of India (SIDBI), National Bank For Agriculture and Rural Development (NABARD), Dr. Babasaheb Ambedkar Research and Training Institute (BARTI), Maharashtra Centre For Entrepreneurship Development (MCED), Maharashtra Industrial and Technical Consultancy Organization (MITCON) through this programme learn to acquire skills and necessary capabilities for play the role of an entrepreneur. This programme also guides the individuals on how to start a business and effective ways to sustain it successfully. Entrepreneurship Development Programmes (EDPs) focused on training education, reorientation and creating of healthy environment for the entrepreneurship.

- **Entrepreneurial Skill Development Programmes (ESDPs)**

This training programmes were organized skills of perspective entrepreneurs, existing workforce and also develop skills of new workers and technicians of medium and small entrepreneurs by organizing various technical cum skill development training programmes with the basic objectives to provide training for their skills up gradation and to equip them with better and improved technological skills of production.

- **Management Development Programme (MDP)**

Management Development Programme (MDP) learn how to manage the business, make the right management decision, how to obtain higher productivity and profitability. Training in 60 disciplines is covered under the programme. The duration of this programme is short and the programme is designed based on the needs of the industry and is customized, if required by the clients. The MDP focuses mainly on financial and management. Enhancing efficiency and leadership qualities at work will be beneficial from this course. The focus of recent trends, practices, and development was on the basis of the entire management area.

- **Industrial Motivation Campaigns (IMCs)**

The primary objective of the Industrial Motivation Campaigns (which last for a period of 1 or 2 days) is to identify and motivate individuals. Traditional and non-traditional entrepreneurs have the potential to develop MSEs that will lead them to self-employment. IMC also leads to raise awareness about entrepreneurship development as a result of job creation in the country. The educated unemployed, women, disadvantageous groups, and weaker sections will be inspired by the IMCs to enter the area of Entrepreneurship Development.

- **Vocational and Educational Trainings (VETs)**

The regional testing centers, field testing stations and Autonomous bodies like Tool rooms and Technology Development Centers (TDCs) of the Ministry conduct long term, short term, trade specific and industry specific tailor made courses as well as vocational training programmes.

- **Benefits of Entrepreneurship Development Programmes (EDPs)**

- To describe the whole area of entrepreneurship and the role of the individual.
- Individuals can start their own business unit by identifying and evaluating their capabilities.

- Idea generation is covered in EDP training programmes, which covers all the important factors that will help you generate your own ideas for employability skill development.
- The EDP will provide knowledge and information from the generation of ideas for successful entrepreneurs in society and job creation from their own business unit.
- To explain the role of various government and non-government institutions/training centers in promoting entrepreneurial skills development in addition to assisting individuals who want to enter the field of entrepreneurship.
- Technological upgradation is the most important factor implemented in the EDP's training programmes.
- Suggest the marketing platform for our production and services that they want to sell into the market.
- Industrial visit, it is very beneficial for knowing and understanding the practical practices carried out in the workplace.
- Conduct sessions through the relevant subject matter expert.
- To hold follow-up meetings to learn about the trainees' current status, identify problems, and address them in a proper manner.

Literature Review

This study finds out the impact of Rural Entrepreneurship Programmes (REP) on socially disadvantaged groups in north India. The researcher was selected the five government entrepreneurship development institutes in India and potential entrepreneurs belonging to socially backward groups registered for training were also considered as sampling unit. The sample size for the study is finalized through non-probability sampling method- Quota sampling. The result of the study shown that there is a positive impact on the Rural Entrepreneurship Programme (REP) on technical skills and managerial abilities of the potential entrepreneurs. (Prof. Dr. Vij Sanket, 2018)

The fundamental objectives of this study are to know the past, present and future approaches integrate by the students for conducting entrepreneurial activities and outcomes. The role of the entrepreneurship education in encouraging the student to set up own business activity. (Lubis, 2014)

In this case study, explore the impact of on the job training courses on the staff performance. The total population is 9967 employees are working at all organizational levels in Foundation Martyrs and Veterans of the country. The non-probability sampling method have been implemented and collected data through questionnaire, interview and discussion. There are two types of respondents are considered for the study first is Manager and second is employed. Finally, this types of training courses make the impact of the staff (Manager and Employee) but the impact was not great. There is some suggestion of research study training courses will designed for each employee related to the working area and after completion of this course need to evaluate the training courses for doing a SWOT analysis. (Nader Barzegar, 2011)

To present the all over process of entrepreneurship development in India. The government and non-government organizations take the initiative for developing and expanding the area of entrepreneurship development. The role of the Entrepreneurship Development Programme (EDP) is beneficial for developing entrepreneurial skills and its result in generating employment in the society. (P.K., 2019)

Objectives of the Study

- To study the impact of Entrepreneurship Development Programme (EDP) on developing first generation entrepreneurs.
- To understand the implementation process of Entrepreneurship Development Programme (EDP)
- To know the perception of the trainees about Entrepreneurship Development Programme (EDP)
- To make the suggestion of trainees and training organisation about Entrepreneurship Development Programme (EDP)

Research Questions

- To explore the dimensions related to the benefits of Entrepreneurship Development Programme (EDP)

- To study the changes that have taken place through the Entrepreneurship Development Programme (EDP)
- How this training programme make an impact on the behaviour of the trainees about entrepreneurship

Justification of Sample Size

- **Research Methodology**

Factors	Description
Type of research	Analytical
Research method	Survey method
Research scope	In and around Pune city
Sampling method	Simple random sampling
Universe / Population	160
Sample size	72
Primary sources of data collection	Structured questionnaire, G-form, interview, discussion, observation, physical verification
Secondary sources of data collection	Books, Journals, Magazines, research papers, articles, Newspapers, thesis, dissertations and websites.
Data analysis tools	Microsoft Excel

Total No's of Training Programmes held in and around Pune City by MCED	Categories of Trainees				Total No's of Trainees
	Successful trainees (Entrepreneurs)		Successful Trainees (Servant)	Unsuccessful Trainees	
	First Generation Entrepreneurs	Second Generation Entrepreneurs			
05	72	11	37	40	160

Hypothesis

- H₁:** The Entrepreneurship Development Programme (EDP) is complementary to generate first generation entrepreneurs.
- H₀:** The Entrepreneurship Development Programme (EDP) is not complementary to generate first generation entrepreneurs.

Limitations of the Study

- This study is limited to in and around Pune city.
- The Entrepreneurship Development Programme (EDP) training programmes that took place from 2015 to 2019 were selected for the study.
- The Maharashtra Centre for Entrepreneurship Development (MCED) training centre in Pune was chosen for the study.

Data Analysis and Interpretation

Through structured questionnaires, telephonic interviews, observation, discussion, and physical verification, the researcher gathers data from the respondents. Collected profiles of EDP trainees from the Maharashtra Centre for Entrepreneurship Development (MCED). The personal information of the trainees, i.e. name, contact number, email address, qualification, address, age, duration of the EDP, etc., are mentioned in the profiles. From these information categories, trainees are classified based on their current status, such as setting up business activities, expanding existing businesses, finding jobs, or none of these (unsuccessful). For the purpose of study, only successful trainees (Entrepreneurs) are selected from the entire population. Finally, the successful trainees (Entrepreneurs) are divided into two groups: first generation entrepreneurs and second generation entrepreneurs.

The questionnaire consists of three parts 1. Personal profile 2. Business activity and 3. EDP's training. There are 30 questions asked to the respondents through a structured questionnaire related to the business start-up and its viability. Out of that Q. No. 13 pertains to the entrepreneur's generation. Which is either first or second generation. Q. No. 26 pertains to a factor that will help in stating their own business activity. The table and graphs provided below are a representation of this data.

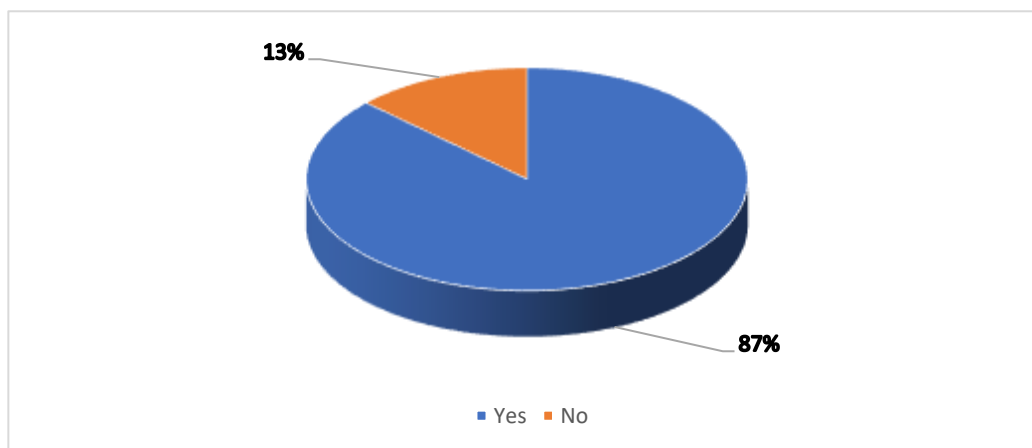
Q.1) You have first generation entrepreneur?

The question is asking the respondents to determine which category they belong to, which is first-generation or second-generation entrepreneurs. Two choices are provided in that instance first, yes, I am a first-generation entrepreneur and then the second is no. it means it's a second generation entrepreneur attend the Entrepreneurship Development Programmes (EDPs) training program held by the Maharashtra Centre for Entrepreneurship Development (MCED) in Pune.

Table 1: First Generation Entrepreneur

First Generation Entrepreneur	Frequency	Percentage (%)	Valid Percentage (%)
Yes	72	87	87
No	11	13	13
Total	83	100	100

Source- Data collected by the researcher himself

Graph No. 1: First Generation Entrepreneur

(Source Table 1 - First generation entrepreneur)

Interpretation

It is revealed that 87% of the respondents belong to the first generation of entrepreneurs, while only 13% belong to the second generation entrepreneur's category. Most of the respondents found it beneficial to start their own business unit after completing the Entrepreneurship Development Programmes (EDPs) training programme. It is evident that EDPs are instrumental in the development of first-generation entrepreneurs.

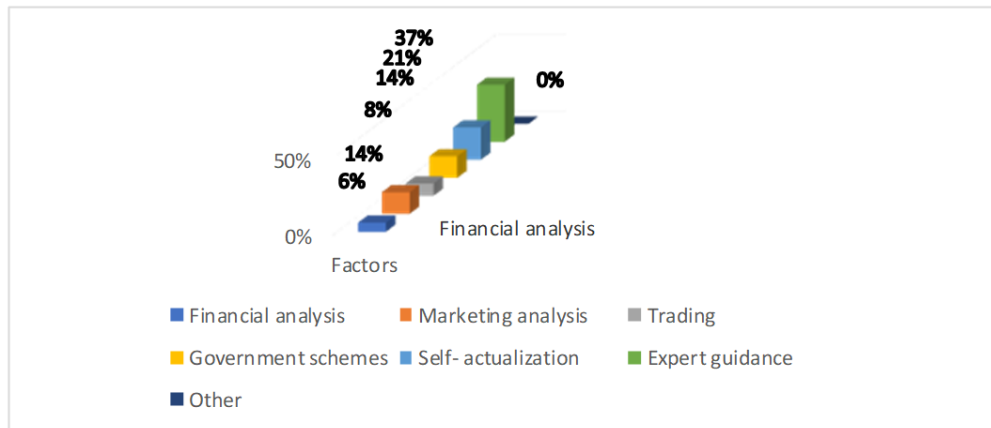
Q.2) During the EDP training programme, which factor was most helpful for starting their own business activity?

The main purpose of asking this question to the respondents is to know which factor has the most impact on setting business activities. In fact, there are so many factors available in the area of enterprise development, and finding the most suitable factor is a very complicated task. This study will enable us to identify and implement these factors in the future in a proper manner.

Table 2: Factors

Factors	Frequency	Percentage (%)	Valid Percentage (%)
Financial analysis	4	6	6
Marketing analysis	10	14	14
Trading	6	8	8
Government schemes	10	14	14
Self- actualization	15	21	21
Expert guidance	27	37	37
Other	0	00	00
Total	72	100	100

Source: Data collected by the researcher himself

Graph 2: Factors

Source: Table 2 - Factors

Interpretation

As regards the factors that will be helpful in starting the business activity, financial analysis is 6%, marketing analysis is 14%, trading is 8%, government schemes is 14%, self-actualization is 21%, expert guidance is 37% and other is 0%. It is clear that expert guidance and self-actualization are the most helpful factors for starting their own business activity.

Conclusion

The study has shown that, Entrepreneurship Development Programmes (EDPs) are the most beneficial for developing, improving and enhancing the necessary skills and abilities is required for making successful entrepreneurs in society. Actually the fully blind people means that they have no any ideas and knowledge of entrepreneurship development. This person attends the Entrepreneurship Development Programmes (EDPs) training programmes and started their own business activities as well as expanded existing business activities and generate employment opportunities in society. This kind of initiative plays a very important role in making the society better and the nation a more advanced nation. As a result, the Entrepreneurship Development Programme (EDP) is complements the development of first-generation entrepreneurs in society.

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