



A Study on the Impact of Entrepreneurial Development Programmes on the Entrepreneurs in Coimbatore City

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ABSTRACT:

The concept of entrepreneurship development involves making a person equipped with the required information and knowledge that is used for enterprise building and enhancing his entrepreneurial skills. These days, entrepreneurship development programmes are considered as an important tool of industrialisation, and a solution to the unemployment problem of India. Entrepreneurship poses to be a critical element of dynamism into an economic system. The process of globalization & liberalization has introduced a set of changes. The Aim of the article is to elucidate the history of entrepreneurship, its development stages This paper makes an attempt to study the Entrepreneurship Development (ED) process in India and the role of entrepreneurship development programme in the economic growth of a nation. The data used for the purpose of study are mainly from secondary source.

Keywords: Entrepreneurship, Entrepreneurship development, Entrepreneurship development programmes

INTRODUCTION

Entrepreneurial development programmes an important task in influencing potential individual to lead the new start up opportunities and establish new business ventures. EDP will help both new individuals as well the existing entrepreneurs to improve their skills or solve particular business problems. Entrepreneurial Development Programmes (EDP) is primarily concerned with enabling a person in developing and strengthening his entrepreneurial skills, motives and capabilities which are so essential for playing his entrepreneurial role more effectively. EDP is a technique intended at development of human resources helps in utilization of resources, more employment generation and promotion of small scale units and with overall development. Entrepreneurial development is a systematic and organized activity. It acts as a catalytic mediator for the development of an industry. EDP results in the overall improvement in the personality of an individual, revolution of point of view and ideas getting translated into actual enterprise. Entrepreneurship has become an important area of study. Entrepreneurship is a solution for creating wealth, generating employment and providing new and better goods and services. Developing the entrepreneurship among the youth has become Without any job security.

STATEMENT OF THE PROBLEM;

As our economy faces a huge problem of poverty and illiteracy, EDP helps in setting up platforms for the entrepreneurs which lead to a rise in production level of the country. These further results in increase of consumption level and income flow of the economy. So, per capita income and the national income will rise. India is still a developing country so; it needs a big push to develop itself into a self reliant economy. Hence, an attempt has been made to find out the impact of EDP Programme on the entrepreneurs with the following questions: 1. What is the socio-economic background of the sample respondents?

- What are the factors influencing to attend the EDP Program?
- What are the impacts of EDP program?
- What are the problems encountered by the sample respondents in participating EDP program?

OBJECTIVES OF THE STUDY

- To study the socio - economic background of the sample respondents in the study area.
- To ascertain the factors influencing the sample respondents to attend the EDP program.
- To identify the problems encountered by the sample respondents in participating EDP program.

SCOPE OF THE STUDY:

In the present study, an attempt is made to analyze the impact of EDP Programme on the entrepreneurs.

LIMITATION OF THE STUDY

The quasi-experimental nature of the study may have contributed to the smaller effect possible that the training program may have been presented slightly differently by the trainers and/or teachers from the various schools. Future studies can consider employing the same trainers across every program to establish uniformity across schools to have a better control over potential confounding trainer effects. The number of time-points can also be increased with longer follow-up periods to verify the stability and changes in the effects of the training program. A true experimental study can be conducted with all the confounding variables controlled in the future. The lack of training effect on the associate and connect dimension of entrepreneurial alertness presents a possible avenue for future research.

RESEARCH METHODOLOGY:

SAMPLING DESIGN

Universe of the present study is infinite. Hence it is decided to use convenient sampling method. Originally, it was planned and collected the data from 150 sample respondents. Due to incompleteness and contradictory information it was possible to have only 110 sample respondents as final sample size.

TOOL TO ANALYSIS

- Simple percentage Analysis.
- Rank analysis

SOURCE OF DATA COLLECTION

The present study is based on the survey conducted through Coimbatore city with the help of both primary and secondary data.

PRIMARY DATA

In the primary data, the data has been collected through the questionnaire. Questionnaire were filled by the respondents.

SECONDARY DATA

Secondary data was collected by going through journal, websites which have been collected by someone else and which have already been passed through the statistical process.

REVIEW OF THE LITERATURE

- **Himani Maggo Kumar (2017)** explains the role of EDP towards the growth of entrepreneurship in India and the need of these programmes for the industrial as well as economic development of the country. The national level and state level institutional and government efforts which provide assistance are also mentioned. There are various techniques used to make successful entrepreneurial development programme.
- **Dileep Kumar S. D., Dr. Giridhar K. V. (2017)** mentions the importance of EDP's in rural development. The study also explains the need of EDP and the challenges that are Entrepreneurship and Economic Development of India 78 faced in promoting entrepreneurial development. The various programme that are run in India are discussed with their impact on economic development. The Start-up Village Entrepreneurship Programme (SVEP) is also discussed in the paper.
- **Ms. Indira Kumari (2014)** reported the relevance of entrepreneurship development in the process economic growth of a country and discusses the National Institute for Entrepreneurship and Small Business Development (NIESBUD) that assists the entrepreneurs by providing them training and consultancy services. The Entrepreneurship Development process in India and its impact on the economic development of the country has also been discussed in detail.

SIMPLE PERCENTAGE ANALYSIS

GENDER

S.NO	PARTICULARS	RESPONSES	PERCENTAGE
1.	Male	61	55.5
2.	Female	49	44.5
	TOTAL	110	100%

INTERPRETATION

The above table 4.1 shows that gender of the respondents. Out of 110 responses ,55.5% of responses are male, 44.5% of responses are female.

RANK ANALYSIS:

FACTORS INFLUENCING TO ATTEND THE EDP PROGRAMME

Factor	I (5)	II (4)	III (3)	IV (2)	V (1)	Total	Mean Score	Rank
	High influences	Somewhat influences	Neutral	Less influences	Very Less			
To get educated with the business idea	35	19	30	17	9	110	3.50	VI
	175	76	90	34	9	384		
To familiarize with governments schemes	45	28	25	10	2	110	3.94	I
	225	112	75	20	2	434		
To get acquainted with various types of acquittance from the government	56	18	15	7	14	110	3.86	IV
	280	72	45	14	14	425		
To get satisfied about the assumes of business	45	26	25	8	6	110	3.87	III
	225	104	75	16	6	426		
To get to know the marketing techniques	23	33	40	12	2	110	3.53	V
	115	132	120	24	2	389		
To know the export and import potentials of the product proposed to be produced	33	21	30	17	9	110	3.47	VII
	165	84	90	34	9	382		
To create a network relationships	40	34	22	11	3	110	3.88	II
	200	136	66	22	3	427		

INTERPRETATION:

It is revealed from the above table 4.2.1 shows that factors influencing to attend the EDP programme were To familiarize with government schemes (rank 1), To create a network relationships (rank 2), To get satisfied about the assumes of business (rank 3), To get acquainted with various types of acquittance from the government (rank 4), To get to know the marketing techniques (rank 5), To get educated with the business idea (rank 6) and To know the export and import potentials of the product proposed to be produced (rank 7)

Most of the respondents selected to familiarize with government schemes with rank 1

SUGGESTIONS

It is important to develop achievement motivation amongst prospective entrepreneur through proper training and conducive environment to create right type of impact of training. Entrepreneurs should be helped ideas into reality. The success of EDPs depends upon the stimulating, supporting and sustaining activities. Stimulating activities includes entrepreneurial education, publicity of entrepreneurial facilities, motivational training and assistance in the identification of viable projects, creating a common platform for entrepreneurs, where they can share their problems, experiences and success.

CONCLUSION

It is a fact that individuals can be developed, their outlook can be changed and their ideas can be given true shape of enterprise through an organized and systematic training programme. Entrepreneurial training aims at arousing and reforming the entrepreneurial behaviour in the day to day activities and helping them develop their own ventures or enterprises as a result of their learning or training. Development of an entrepreneur means inculcating entrepreneurial traits in a person, imparting requisite knowledge, developing the technical, managerial, financial and marketing skills and building the entrepreneurial attitude. The process of entrepreneurial training involves equipping a person with the information needed for enterprise building and sharpening his entrepreneurial skills.