

The perceptual study of Entrepreneurship Development through EDP Training

In the present scenario, 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. Entrepreneurship is to find new opportunities to do things better. With changes like globalization, open competition and technology Entrepreneurship has set a strong foundation and become an entrepreneurial society. In an entrepreneurial society, individuals have to face a tremendous challenge. An entrepreneur can be motivated through training and development. Entrepreneurship competency is the key characteristics which will help the successful entrepreneurs to perform effectively. Entrepreneur's behavioral competencies will be developed through EDP Trainings. One of the important areas of economic development is to bring hidden talents and cherish a strong entrepreneurial spirit in individuals.

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 Programme (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.

'Entrepreneurs are not only born but can also be trained and developed'. Entrepreneurial development is an organized and continuous process. The vital point of entrepreneurial programme is to influence the potential persons and motivate them to take entrepreneurship as their career. Entrepreneurs can be developed through training, education and development. Inculcating entrepreneurial skills for setting up and operating business enterprise can be called development of entrepreneurs. Entrepreneurial development prefers to enhance the skill and knowledge of entrepreneur through training and development.

EDP is not merely a training program but it is the process of –

1. Enhancing the motivation, knowledge and skills of potential entrepreneurs.
2. Reforming the entrepreneurial behaviour in their day- to-day activities.
3. Encouraging them to develop their own ventures.

Stages in Entrepreneurial Development Programme:

There are three stages

1. Preliminary stage
2. Training and development hub and
3. The follow-up

1. Preliminary stage:

This stage mainly initial one which focuses on creating awareness about the entrepreneurial opportunities. It consists of activities and preparations required to organize and conduct training programs.

2. Training and development hub:

This stage focuses on the training of the potential entrepreneurs. Under this training programme the durations are mostly for six weeks or depends on the planned schedule, a package of training inputs is provided to the new entrepreneurs.

The three main categories of training inputs are:

- (I). Need for Motivation training,
- (II). Guidance in Business opportunities and support
- (III). Enhancing Management abilities.

3. The Follow up:

The third stage is to follow up in which follow-up services are undertaken for various activities like:

1. Follow-up on loan application for finance
2. Facilitating infrastructure such as land, factory shed and power
3. Trouble shooting.

This continuous follow-up programmes aims at finding out the practical difficulties faced by the entrepreneurs while interacting with various financial and promotional agencies. This activity will provide encouragement to the entrepreneurs to continue their effort towards the achievement of their goal.

Institutions supporting Entrepreneurs through EDP:

- Small Industries Development Organization(SIDO)
- National Small Industries Corporation Ltd.(NSIC)
- State Small Scale Industries Development Corporations(SSIDCs)
- Small Scale Industries Board (SSIB)
- India Investment Centre(IIC)
- Small Industries Services Institutes(SISIs)
- District Industries Centres (DICs)
- National Institute for Entrepreneurship and Small Business Development (NIESBUD), New Delhi.
- Central Institute of Tool Design (CITD), Hyderabad.
- Central Tool Room and Training Centres (CTTC).
- Central Institute of Hand Tools (CIHT)
- Institute for design of Electrical Measuring Instrument (IDEMI). Mumbai.
- National Institute of Small Industries and Extension Training (NISIET), Hyderabad
- Technical Consultancy Organizations(TCOs)
- Institute for Entrepreneurship Development (IEDs) and Centres for Entrepreneurship Development(CEDs)
- Central Silk Board
- The Coir Board
- Entrepreneurship Development Institute of India (EDI), Ahmedabad.
- Rural Development and Self – Employment Training Institute (RUDSETI).

- National Bank for Agriculture and Rural Development (NABARD).
- Export – Import Bank of India (EXIM Bank)
- Regional Rural Banks(RRBs)
- National Industrial development Corporation Ltd (NIDC).
- Commercial Banks.
- Khadi and Village Industries Commission (KVIC).

Objectives of the Study:

- To understand the concept EDP on Entrepreneurs
- To study the impact of Entrepreneurship Development Training Programme on income and employment generation
- To ascertain the factors which facilitate the establishment and development of enterprise

Need for Entrepreneurial Development Programme:

Entrepreneurial development programme (EDP) is an powerful human resource development programme. The entrepreneurial development will motivate the person for entrepreneurial career and to make individuals able for perceiving the opportunities and exploiting them successfully for setting up his own enterprise. One trained and successful entrepreneur will set correct example for others. Trained entrepreneurs become productive members one who implement new technology, develop new processes and acquire new markets. Entrepreneurship increases national production, balances area development and dispersal of economic power.

Entrepreneurship development programme is more necessary in the case of first generation entrepreneurs. They may not be successful unless a proper training is given. So, they need a continuous process of motivation. Motivation is not an inherited but a personal eminence and it can be through education. Entrepreneurs can solve many of their problems through proper training. Entrepreneurial development programme, may not solve all the problems but it will give confidence to the entrepreneurs and make them to face and solve variety of problems.

Literature Review

Taylor (1961) elaborated the meaning of training as follows :

Training is the means to bring about a continuous improvement in the quality of work performed by the staff and the individual. It should equip the leader with necessary knowledge, skills or abilities and attribute to perform his job.

Hawley (1882) saw risk taking as the distinguishing attribute of the entrepreneur and ranked this as a factor in production on par with land, labour and capital. According to **Dannof (1949)** an entrepreneur is primarily concerned with changes in the formula of production over which he has full control. The entrepreneur is an economic man, who strives to maximize his profits by innovations.

Lucy Mair (1984) in her article “*Enterprise and Entrepreneur*” gave a description of an entrepreneur as an innovator or an individual who makes improvement in technique of some new

method. She highlighted that entrepreneur has a role not only in the capitalist societies but also in the non-industrial societies.

Mario Rutton (1994), the article states “*The study of entrepreneurship in India: In need of a comparative perspective*” highlighted the different perspectives in studying the Indian entrepreneurship i.e., cultural perspectives, structural perspectives and comparative perspectives (integrated perspective). He discussed cultural perspective as the dominant approach to the study of Indian entrepreneurship in the 1950’s and 1960’s.

Chaudhari (1999) opined that entrepreneurship development programmes (EDPs) is the novel approach for entrepreneurship development in women and the process of EDP ranges from identification of appropriate candidates to impart necessary skills and knowledge about financial, technical and managerial aspect of business and also for developing motivation and giving infrastructural support for establishing new business enterprise.

Udayakumar and Sreedhara (2002) in an analysis of entrepreneurship development programmes stated that EDPs are an integral part of economic development programmes and they are directed towards developing entrepreneurship with the objectives of increasing the number of entrepreneurs who start new business units.

Entrepreneurship Development Model for 21st century explains Entrepreneurs are those who (1) Learn and listen (2) Take risk and responsibility (3) Know their own uniqueness and hence are innovative, creative in their own way (4) Are free from fear of failure or success (5) Always add value to what they produce .

James J Berna has listed the following competencies in a successful entrepreneurial.

1. He is an enterprising person.
2. He is always growth oriented.
3. He welcomes the introduction of advanced and improved technology.
4. He looks for any change like a watch dog.

B.C. Tandon highlights the following four qualities in a successful entrepreneur

1. He is enough risk bearer.
2. He is ready to adopt change, if the situation warrants.
3. He has ability to Manage the resources at his command.
4. He is a good organizer as well as a good manager.

Observation from the review of literature

From the above study the following observation can be made regarding the dynamic of entrepreneurship development:

1. The entrepreneurial spirit is not lacking among the people of the country, irrespective of their religion, caste, community and region, etc.
2. There is the overlapping social and cultural networking among the entrepreneurs for creating the entrepreneurial atmosphere which is influenced by social norms, values, customs, beliefs, ethos, etc. So, it becomes a self-regulating mechanism.

3. The entrepreneurship development strategy of the region should be placed on development of entrepreneurship among the people as human resource development that will ultimately resolve unemployment, economic problems, social problems and also bringing the widening of social network.
4. The entrepreneurial and managerial needs, the nature and extent of their support system, action programmes for entrepreneurship development in the backward region should be encouraged.
5. In developing entrepreneurial activities, the most important problems among the rural entrepreneurs are the accessibility of capital investment, supply of raw materials, marketing problems, etc.

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.

References:

- Awasthi.D.N (1989), The Missionaries: A Study of Entrepreneurs – Trainer – Motivators in India, EDI, Ahmadabad.
- Anwar, S. A., 2004, Evaluation of entrepreneurship development programmes. *Southern Economist*, **42**: 11-13.
- Banrasi Lal and Vikas Tandon 2011, Impact of vocational training programmes on knowledge gain by the rural youths. *Journal of Community Mobilization and sustainable Development* 6(2):174-176.
- Ganeshan G., 2001, Entrepreneurship development. *Kisan World*, 28 (6):50-51.
- Khanka.S.S (2007), Entrepreneurial Development, S. Chand & Co. Ltd, New Delhi.
- Renu Arora and Sood.S.K (2004), Entrepreneurial Development, Kalyani Publishers, Luthiana.