

“A Utility Analysis on RUDSETI Training for sustainable future with reference to Belthangady Taluk”

Entrepreneurship development tackles the problems of unemployment, poverty and regional imbalances in the development progress. This intended to generate a new class of vibrant entrepreneurs from all walks of life. For now, the number of organizations engaged in entrepreneurship development has increased considerably. Apart from government agencies, the NGOs are also playing an active role in inculcating entrepreneurial spirit in different target groups. The present study focused on evaluating the effectiveness of entrepreneurship development training programmes. For this purpose, the training programmes of Rural Development and Self-employment Training Institute, RUDSETI, Ujire, and the respondents of Belthangady Taluk was analysed.

OBJECTIVES OF THE STUDY

To carry out the empirical research, the following objectives were identified for the study:

1. To study the structure and the skill development training offered by RUDSETI.
2. To assess the effectiveness of the skill development training programme of RUDSETI.
3. To suggest measures for making the training programme more effective.

HYPOTHESIS

- Ho The entrepreneurial success is more influenced by training under different phases provided by RUDSETI.
- H1 The success of starters is more influenced by effective training provided to the entrepreneurs.
- H2 The training programme of RUDSETI lays more emphasis on managerial strategies.

RESEARCH METHODOLOGY

This study is an empirical study both the primary and secondary data sources. The secondary data was used to emphasize the conceptual analysis and review of literature. The sources of secondary data for the study were the reports of the RUDSETI and government schemes. The necessary details were also collected by holding discussions with the officials of RUDSETI. The primary data was collected to analyze the effectiveness of training programmes based on the responses of trainee entrepreneurs. The study focused on a comparative analysis of perceptions of trainees on EDPs conducted by Rural Urban Development Self-employment Training Institute (RUDSETI) Ujire. The selection of respondents was based on the criterion of trainee starters and non-starters. Hence the selection of respondents was based on stratified random sampling. The framework of the study centered on the trainees of RUDSETI in two stages. One is at the initiation stage, where the trainees were classified into starters and non-starters and thereby eliciting the opinions on training effectiveness by both starters and non-starters. And at the performance stage, the starters were then classified into successful and unsuccessful entrepreneurs based on their performance and thereby measuring the

entrepreneurial performance among successful and unsuccessful trainee entrepreneurs of RUDSETI. The sample size chosen is 381. It is found that of the 8325 candidates trained in the RUDSETI Ujire .

The choice of trainees for the study was made through purposive sampling method from the records of the Rudseti centre. The trainees selected were from among those who had undergone training in the institute in the ten years period April 2007 to March 2017 Data collected are analyzed using SPSS and statistical techniques of mean and chi-square are utilized for analysis and drawing inferences.. The overall success of the trainees is measured using an index developed for the purpose taking into account four parameters, viz., business venture started/ not started, business venture surviving/ not surviving, growth in turnover and growth in employment..

LIMITATIONS OF THE STUDY

In carrying out the present study, the following were the limitations:

- It was a micro level study covering only one RUDSETI out of seven.
- The study was confined to Ujire; and
- The effectiveness of EDPs was analyzed covering the entrepreneurs trained for the period between 2007 to 2017.

MAJOR FINDINGS OF THE STUDY

The major findings of the study have been presented under the following: (i)Entrepreneurship Development; (ii) Impact of Training; and (iii) Entrepreneurial Performance.

(i) Entrepreneurship Development:

The following were the major findings on the pattern of entrepreneurship development:

1. 59.5 percent were starters and 40.5 were nonstarters.
2. The distribution pattern varied with respondent's age. There was difference in the age of starters of RUDSETI which indicated 6.3percent was of 20-25 age group,45.8 percent was 26-30 age group ,28.8 percent was31-35 age group,12.3 percent was of 36-40 age group and 6.8 percent was of 40 years and above.
3. Majority of the respondents had low level of education with the percent of 68.9 and high level percentage was 31.1.There was significant difference in educational background in starters of RUDSETI.
4. 78.8 percent were from rural area, 7.3 percent was from urban and 13.9 percent was from semi-urban.
5. Majority of the non-starters of RUDSETI was females with the percentage of 70.1 and 29.9 percent were the female starters.
6. The percentage of successful entrepreneurs stood at 65.3 as against unsuccessful entrepreneurs constituting 34.7 percent.
7. The successful and unsuccessful entrepreneurs of RUDSETI, where majority of the entrepreneurs constituting 65.3 percent were early entrants into entrepreneurship.
8. Majority of the successful entrepreneurs were large investors as against small investors in case of unsuccessful entrepreneurs and their percentage stood at 78 and 40 respectively. There was significant difference in the investment pattern in successful and unsuccessful entrepreneurs of RUDSETI.
9. 67.1 percent of respondents were engaged in service sector 25.7 percent of respondents engaged in manufacturing activity and 7.2 percent of respondents are engaged in trading. There was significant difference in the nature of activity between successful entrepreneurs of RUDSETI because most of the successful entrepreneurs of RUDSETI were engaged in service sector.

(ii) Impact of Training:

The impact of training focused on perceptions on the effectiveness of EDPs covering management inputs, entrepreneurial traits and follow-up programmes. The findings of the study are:

1. 63.33 percent of respondents are self-motivated by joining the RUDSETI training for entrepreneurship.
2. 47.12 percent of the respondents, the source of awareness on EDP was found to be newspapers. The ED organization, ex-trainees, word of mouth and public meetings did not have much influence on the knowledge of EDP.
3. There was significant difference in perceptions on duration on EDP by starters and non-starters. 57.45 percent of the trainees who underwent training in RUDSETI felt that period of the training was normal.
4. The contents of EDP were assigned more weightage by the trainees of RUDSETI. 64.57 percent of respondents were satisfied with the contents.
5. The total effectiveness of teaching methods was assigned more weightage by the trainees of RUDSETI. 53.36 percent of the respondents respond was favorable. But could find that there was a gap in the effectiveness in non-starters of RUDSETI.
6. The forty entrepreneurial characteristics were broadly grouped into six categories namely: innovation, managerial strategies, risk bearing, achievement orientation, leadership and networking. The overall percentage of all the six categories of entrepreneurial traits was evidenced higher in the RUDSETI training.

(iii) Entrepreneurial Performance:

1. 53.36 percentages of the respondents stated that easiness in setting up a venture with financial support by RUDSETI.
2. 58.73 percent of the respondents revealed that RUDSETI played a major role in product/business selection for starters.
3. 63.35 percent of the respondents depended on the RUDSETI training to acquire technical knowledge.
4. Majority of 61.03 percent of the successful entrepreneurs perceived the importance of moral support by the RUDSETI.
5. 60.05 percent of the respondents perceived the strategy of expanding their enterprises.

On the total, all the hypotheses proposed in the study were proved positively. The performance of the trainees of RUDSETI was influenced by the quality of training rather than other factors. The focus of EDPs should be on innovation and management of small enterprises.

SCOPE FOR FURTHER RESEARCH

In the background of the relevance of entrepreneurial training, the following areas have been identified for further research:

- (i) An extension of the present study covering all the branches of RUDSETI.
- (ii) A study of effectiveness of training for trainees settled may be taken up.
- (iii) A comparative study of effectiveness of training provided by RUDSETI focusing on male and female entrepreneurs; and
- (iv) An in-depth analysis of effectiveness of training with a focus on managerial inputs.

SUGGESTIONS

Based on the above empirical findings, the following major suggestions have been made:

- (1) EDP technology can be used as an effective means for entrepreneurship promotion as well as self-employment generation.
- (2) Training programmes are to be assessed frequently to improve the quality of training on the basis of feedback received during the training as well as at follow-up stage.
- (3) The choice of candidates is to be made more careful so that the scarce resources are not wasted.
- (4) While selecting women candidates, the family members are also to be included for familial support.
- (5) Officials of sponsoring banks are to be sensitized about the RUDSETI concept so that the honest trainees are not denied with bank finance.
- (6) The effectiveness of post-training phase can be further improved by means of providing consultancy support, single window scheme, project assessment wing, library facilities, making use of voluntary effort and promoting an association of trainees.
- (7) The EDPs must provide sufficient inputs not only to start or setup a business enterprise but also to sustain it during hard times.
- (8) In order to raise the performance level, there is a need to cultivate managerial skills besides entrepreneurial skills.
- (9) In the teaching methodology, concentrating on lecture method must be avoided. More of practical sessions must be conducted. These are necessary to bring out the trainee involvement, their learning and the transferability of learning to practice.
- (10) Continuous appraisal must be followed by marks or ranks.
- (11) The importance must be given on Post training for the sustainability of the enterprise.

THE EPILOGUE

Learning is a continuous process. Training adds depth to this continuous process. Entrepreneurship development is now recognised as critical link in economic development of an economy. Entrepreneurial activity can be a natural process of evolution in a given socio-economic milieu, the finding of the 21st century is that entrepreneurial activities can be nurtured and promoted through a variety of means, both by the government and non-government organisations. The need and relevance of entrepreneurship development activities is high in India, which is characterised by low level of entrepreneurial activity and high level of mass unemployment coupled with the traditional preference for paid job as the preferred career option among the people. Entrepreneurship development training is now increasingly accepted as an instrument of promoting entrepreneurship in a country. Entrepreneurship training can kindle entrepreneurship spirit, develop entrepreneurship skills and build entrepreneurship personalities, equipped with mental orientations, practical skills and strategic visions required for success in entrepreneurial activities.

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