

Factors Influencing To Attend Entrepreneurship Development Programmes

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ABSTRACT

An entrepreneurship development programme (EDP) seeks to equip the participants with all the skills required for the establishment and smooth running of business ventures. The ultimate objective is that the participant under training should establish his/her own venture. EDP helps in dispersal of economic activities in different regions by providing training and other support to local people. It provides opportunities for self-employment and entrepreneurship careers. EDP develops motivation, competence and skills necessary for successful launching, management and growth of the enterprise. It inculcates entrepreneurship capabilities and skill in the trainees, creates a new generation of entrepreneurs. The urge to achieve is one of the most significant variables connected with economic development. People with high need for achievement tend to be more successful entrepreneurs as compared to people who are with low need for achievement.

Keywords: Business venture, Innovation, Invention

INTRODUCTION

Entrepreneurship development program is designed to help a person in strengthening and fulfilling his entrepreneurship motive and in acquiring skills and capabilities necessary for playing his entrepreneurship role effectively. Towards this end it is necessary to promote his understanding of motives, motivation patterns, and their impact on behaviour and entrepreneurship value. A programme, which seeks to do this, can qualify to be called as EDP.

STATEMENT OF THE PROBLEM

Entrepreneurship Development Programme means a programme conducted to help a person in strengthening his entrepreneurship motive and in acquiring skill and capabilities required for promoting and running an enterprise efficiently. It is a programme which is conducted with a motive to promote potential entrepreneurs, understanding of motives, motivational pattern, their impact on behaviour and entrepreneurship value is termed as entrepreneurship development programme. In this study, the factors influencing the entrepreneurs to attend the entrepreneurship development programmes in Bangalore city.

SCOPE OF THE STUDY

The present study focus on the respondents who reside in Bangalore District and the EDP organised in the same y only.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To study the socio-economic profile of the respondents
2. To examine the factors influencing the respondents to attend entrepreneurship development programmes
3. To give suggestions on the basis of findings of the study

RESEARCH METHODOLOGY

Research methodology include the data collection, tools used for data collection, sources of data collection, sample design, tools used for analysis and area of the study.

The study is based on both primary and secondary data. The primary data has been gathered from 600 respondents who attended EDP programmes. The primary data was collected from the respondents through structured questionnaire. The questionnaire is given to 20 respondents for pre-testing. The opinions and suggestions given by them are updated in the questionnaire. The secondary data has been collected from books, journals, magazines, report & websites. Convenience sampling techniques has been applied for selection of sample customers.

The following statistical tools are used for analysis of primary data

1. Percentage analysis
2. Mean score analysis

ANALYSIS AND DISCUSSION

In this section, Socio-economic profile of the respondents and the factors influencing the respondents to attend entrepreneurship development programmes are taken into account.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Here, five socio-economic variables viz., gender, age, marital status, education and monthly income are studied.

Gender wise Classification of the Respondents

Table 1 points out the gender wise classification of the respondents.

Table 1 Gender wise Classification of the Respondents

Gender	No. of Respondents	Percentage
Male	397	66.17
Female	203	33.83
Total	600	100.00

Source: Primary data

It is clear from Table 1 that out of 600 respondents, 397 (66.17%) are male and the remaining 203 (33.83%) are female.

Age wise Classification of the Respondents

Table 2 spells the data regarding age wise classification of the respondents.

Table 2 Age wise Classification of the Respondents

Age (in years)	No. of Respondents	Percentage
Less than 15	83	13.83
16 -30	189	31.50
Above 31	328	54.67
Total	600	100.00

Source: Primary data

It is noted from Table 2 that out of 600 respondents, 328 (54.67%) are in the age group of above 31 years, 189 (31.5%) fall under the age group of 16-30 years and 83 (13.83%) come under the age group of less than 15 years.

Marital Status wise Classification of the Respondents

Table 3 depicts the information regarding marital status wise classification of the respondents.

Table 3 Marital Status wise Classification of the Respondents

Marital Status	No. of Respondents	Percentage
Married	501	83.5
Unmarried	99	16.5
Total	600	100

Source: Primary data

It is clear from Table 3 that out of 600 respondents, 501 (83.5%) are married and the remaining 99 (16.5%) are unmarried.

Educational Qualification wise Classification of the Respondents

Table 4 depicts the educational qualification wise classification of the respondents.

Table 4 Educational Qualification wise Classification of the Respondents

Educational Qualification	No. of Respondents	Percentage
Primary	50	8.33
High school	81	13.50
Diploma	67	11.17
Degree	219	36.50
Masters and above	183	30.50
Total	600	100.00

Source: Primary data

Out of 600 respondents, 219 (36.5%) are degree holders, 183 (30.50%) are having master degrees, 81 (13.50%) have completed their education upto high school, 67 (11.17%) are diploma holders and 50 (8.33%) have finished their education upto primary school.

Monthly Income wise Classification of the Respondents

The information regarding monthly income wise classification of the respondents are given in Table 5.

Table 5 Monthly Income wise Classification of the Respondents

Monthly Income (in Rs.)	No. of Respondents	Percentage
Below 10,000	149	24.83
10,001-25,000	245	40.83
25,001-50,000	118	19.67
Above 50,000	88	14.67
Total	600	100.00

Source: Primary data

Out of 600 respondents, 245 (40.83%) have earned Rs. 10,001 – Rs. 25,000 per month, 118 (19.67%) have earned RS 25,001 – Rs. 50,000, 149 (24.83%) have earned below Rs. 10,000 and 88 (14.67%) have earned above Rs. 50,000.

Factors influencing to attend the EDP

Table 6 points out the factors influencing the respondents to attend the EDP.

Table 6 Factors influencing to attend the EDP

Statements	Very less influence	Less influence	Neutral	Some what influence	More influence	Total
To know the formalities in connection with formation of business	180 (30.00)	137 (22.83)	107 (17.84)	96 (16.00)	80 (13.33)	600 (100.00)
To get educated with the business idea	135 (22.51)	108 (18.00)	122 (20.33)	77 (12.83)	158 (26.33)	600 (100.00)
To familiarize with the government schemes	123 (20.50)	112 (18.67)	138 (23.00)	121 (20.17)	106 (17.66)	600 (100.00)
To get acquainted with various types of assistance from the government	205 (34.17)	163 (27.17)	112 (18.67)	74 (12.33)	46 (7.66)	600 (100.00)
To get sensitized about the avenues of business expansion	137 (22.83)	150 (25.00)	151 (25.17)	100 (16.67)	62 (10.33)	600 (100.00)
To get to know the marketing techniques	143 (23.83)	149 (24.83)	124 (20.68)	98 (16.33)	86 (14.33)	600 (100.00)
To know the export or import potentials of the product proposed to be produced	223 (37.17)	127 (21.17)	104 (17.33)	64 (10.67)	82 (13.66)	600 (100.00)
To create a network/relationship with the participants for conducting venture successfully	72 (12.00%)	92 (15.33)	95 (15.83)	110 (18.33)	231 (38.51)	600 (100.00)
To explore the scope for creativity and innovation if any that could be incorporated in the venture	52 (8.68)	56 (9.33)	65 (10.83)	134 (22.33)	293 (48.83)	600 (100.00)
To know the legal aspect of business venture	234 (39.00)	142 (23.67)	96 (16.00%)	40 (6.67)	88 (14.66)	600 (100.00)
Fulfillment of passion to start venture	82 (13.67)	131 (21.83)	119 (19.83)	138 (23.00)	130 (21.67)	600 (100.00)

Earning social status as entrepreneur	86 (14.33)	75 (12.51)	95 (15.83)	132 (22.00)	212 (35.33)	600 (100.00)
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Source: Primary Data

Figures in parenthesis indicates percentage to total

Mean score analysis has been used to analyse the most significant factor which influence the respondents to attend EDP programmes. The results are displayed in Table 7.

Table 7 Factors influencing to attend the EDP – Mean Score Analysis

Statements	Very less influence	Less influence	Neutral	Some what influence	More influence	Total score	Mean score
To know the formalities in connection with formation of business	180	274	321	384	400	1559	2.60
To get educated with the business idea	135	216	366	308	790	1815	3.03
To familiarize with the government schemes	123	224	414	484	530	1775	2.96
To get acquainted with various types of assistance from the government	205	326	336	296	230	1393	2.32
To get sensitized about the avenues of business expansion	137	300	453	400	310	1600	2.67
To get to know the marketing techniques	143	298	372	392	430	1635	2.73
To know the export or import potentials of the product proposed to be produced	223	254	312	256	410	1455	2.43
To create a network/relationship with the participants for conducting venture successfully	72	184	285	440	1155	2136	3.56
To explore the scope for creativity and innovation if any that could be incorporated in the venture	52	112	195	536	1465	2360	3.93
To know the legal aspect of business venture	234	284	288	160	440	1406	2.34
Fulfillment of passion to start venture	82	262	357	552	650	1903	3.17
Earning social status as entrepreneur	86	150	285	528	1060	2109	3.52

Source: Primary data

Most of the respondents have attended EDP ‘To explore the scope for creativity and innovation if any that could be incorporated in the venture’ with the mean score of 3.93 followed by ‘To create a network/relationship with the participants for conducting venture successfully’. Third position goes to the statement ‘Earning social status as entrepreneur’.

SUGGESTIONS

Some suggestions are offered to improve the attendance of entrepreneurship development programmes.

1. Government has to offer short term EDP programmes to enhance the participants to attend the programme.
2. It has to fix the coaching people who are expert in the entrepreneurial fields.
3. Modern technologies, innovations and inventions are taught to the participants.

CONCLUSION

Government both state as well as central have organised more EDP programmes for making our country as skilled one. They gave training for knowledge updation, skill updation and talent development. Many people do not know how to attend the programme and register the programme. The EDP agencies have disseminate the information to vast group of people. This will make our country as an entrepreneurial country.

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