

A STUDY ON ROLE AND RELEVANCE OF ENTREPRENEURIAL DEVELOPMENT PROGRAMME FOR A VIBRANT INDIA

Abstract

Many developing countries including India are going through a transition phase. They are looking for overall economic development through industrialization. This may become possible with the emergence of a multitude of a small-scale and rural enterprise in all parts of the nation. It demands for developing entrepreneurial behavior among a wider base of population in the society. Entrepreneurship development is regarded as a prerequisite for the development of economy of any country. In our country India, mix economy system prevails which ensures involvement of both private and public sector. This study has intended to assess the role and relevance of Entrepreneurship Development Programme required for making a vibrant India. Data are collected from secondary sources both from published and unpublished sources. Entrepreneurial development programme is the need of the hour. Drowning economy of the country in the post Covid era, can be revamped with a boom in new and vibrant entrepreneurial development that can be achieved through promotion of EDP among the prospective small and large investors across the country.

Keywords: Entrepreneurial Development Programme, Entrepreneurship, Entrepreneur.

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I. INTRODUCTION

Many developing countries including India are going through a transition phase. They are looking for overall economic development through industrialization. This may become possible with the emergence of a multitude of a small-scale and rural enterprise in all parts of the nation. It demands for developing entrepreneurial behavior among a wider base of population in the society. Entrepreneurship development is regarded as a prerequisite for the development of economy of any country. In our country India, mix economy system prevails which ensures involvement of both private and public sector. Entrepreneurial development is an effective tool used in the process of industrialization and an optimal solution to the problem of unemployment.

II. OBJECTIVE OF THE STUDY

The primary objective of the study is to assess the role and relevance of Entrepreneurship Development Programme required for making a vibrant India.

III.METHODOLOGY

Data are collected from secondary sources both from published and unpublished sources.

IV.ENTREPRENEURIAL DEVELOPMENT PROGRAMME

Entrepreneurial development Programme helps entrepreneurs in improving their entrepreneurial competency, skills, motives and other aspects which in turn results in creating successful business firms.

“Entrepreneurship development Programme is an attempt to develop persons as entrepreneur through structural training. The main purpose of such entrepreneurship development programme is to widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills among the less privileged sections of the society”. **NISIET, Hyderabad**

“Entrepreneurship Development Programme is designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively.....” **N.P.Singh,**

V. NEED FOR ENTREPRENEURIAL DEVELOPMENT PROGRAMME

There was a time, people used to consider entrepreneur as ‘Gifted Personalities’ who possesses qualities and skills much needed for building a successful and profitable business. In las few years, evolution and growth of number of business houses has proved a fact that entrepreneurs are not born rather grown and developed. At present, the market for doing new business is open. It provides scope to all those having any sorts of interest in business to start and operate their ventures easily. In this process EDP plays an important role in developing these aspirants of business in to trained and skilled entrepreneurs. EDP is regarded as an effective mechanism for enhancing entrepreneurial competencies among people in the society. It helps in creating opportunities for employment, opens the door for innovative

business forms, facilitating the process of industrialization and ultimately the development of the economy. It has become highly essential for the first-generation entrepreneurs to get adequate knowledge and skills in the form of special training to have an edge in this globalized market environment. It can be seen as a constant source of motivation for entrepreneurs engaged in the active business system. Success of an EDP largely depends on effective training to the participants. It enables proprietors of different business entities to get updated about different business dimensions. It ultimately provides them an edge in solving many business-related issues. EDP is a systematic and organized effort made by the business enterprises for promoting industrialization and developing economic conditions. By use of such programme, entrepreneurs can use various innovative ideas and techniques in to perfection. It brings reform in the behavioral aspects of entrepreneurs to develop their business operation.

VI. OBJECTIVES OF EDP

Entrepreneurial development programme is highly required for developing human skills and knowledge horizon of entrepreneurs and for enhancing the entrepreneurial competencies and opportunities in diversified areas like electronic, medicine, food technology, packaging etc. According to National Institute of Entrepreneurship and Small Business Development (NIESBUD), a sound training programme should aim at selecting deserving entrepreneurs providing them required entrepreneurial skills for selection and formulation of projects, helping them understanding the set-up procedures of a new business and to learn various pros and cons of entrepreneurship.

On the basis of the above broad observations, it can be said that the following are the major objectives of the Entrepreneurship Development Programmes (EDPs) are:

1. To provide proper training to the potential entrepreneurs.
2. To acquaint them with basic managerial techniques to be used in business.
3. To give required knowledge and skills to the parties involved.
4. To assist by providing guidance in post training session.
5. To enhance the entrepreneurial competence
6. To help to analyze several environmental factors related to the business.
7. To help in selecting right project and product.
8. To understand the process, procedure and rules and regulations for setting up the project.
9. To know the pros and cons of being an entrepreneur.
10. To enable entrepreneurs for facing the uncertainty and risk involved in a business.
11. To help in taking various managerial decisions on his own.
12. To ensure an effective and proper means of communication.
13. To formulate a system for an effective and profitable project work.
14. To know the sources of help and incentive and subsidies from government.
15. To subscribe to the industrial democracy.
16. To build a clear idea about the business.
17. To become a part of modern industrialization.
18. To develop passion for integrity and honesty towards business.
19. To learn the compliance with law.
20. To ensure an environmental analysis of the small industry and business projects.

VII. ROLE AND RELEVANCE OF EDP

EDP has been contributing significantly in the process of economic development of any country. The primary objective of this program is to induce people for pursuing entrepreneurship as carrier and utilizing the opportunities for setting up new business. For being successful in any field, knowledge and training are indispensable. In case of entrepreneurship, Entrepreneurship development programme provides adequate training to the upcoming entrepreneurs of the country. So EDP has become a much needed programme for all the developed and developing countries around the world. This programme helps in the elevation of poverty and unemployment, promotes balanced regional development, helps in reducing industrial slums, and facilitating utilization of locally available resources and settling social disputes.

There are number of ways that enables entrepreneurs in stimulating and sustaining the progress of economic development specified below:

VIII. CREATION OF EMPLOYMENT OPPORTUNITIES

Employment has remained a challenge for the nations irrespective of their economic strength across the world. The program adopted for development of entrepreneurs in a country may prove immensely helpful for creating quite good number of employment opportunities in the country by making people self-employed/Self Dependent. It has emerged as a career option for many in the society. Entrepreneurship not only provides livelihood to the owner but also to many needy people looking for better job opportunities. It has shaped a new and dynamic platform to earn and make others earn in the society. This unique program designed for creating and developing entrepreneurs have been supported at government level consistently. It is evident from the contribution of National Rural Employment Programme, Integrated Rural Development Programme and 20-point program etc. organized and operated as a part of government initiative. The fundamental target of all these schemes implemented by the government are to reduce poverty and creating good number of employment opportunities in the country.

IX. EFFECTIVE UTILIZATION OF FUNDS

It is always important to have sufficient funds for setting up a new business unit and its smooth operation. Entrepreneur has to arrange the financial requirements of the business from several sources i.e. own funds and borrowed funds. It is the responsibility of the entrepreneurs to mobilize public investments and use in a productive manner. There are number of development banks like ICICI, IFCI, IDBI, and SFCs provides extended support towards promotion of entrepreneurship. Financial support and assistance provided to new entrepreneurs are productivity put to use for value addition by him.

X. BALANCED REGIONAL GROWTH

The programme designed for entrepreneurial development helps in accelerating growth rate of industries in the country with a special focus on underdeveloped regions. It leads towards decrease in the monopolistic competition in the market and exclusive privilege of few people enjoying concentrated economic power. EDP enables small scale industries up

to a significant extent located at remote areas using available resources that ensures balanced regional development. But this process is not applicable for other form of industrial sectors due to the reduction of disparities in income and wealth of the people.

XI. ENSURES EFFECTIVE UTILIZATION OF RESOURCES

It is always a cushion for the entrepreneurs to use the regionally available resources in the process of business. It helps in building a better business that ultimately march towards economic development with a rapid industrialization process. EDP helps in reducing industrial slums with introduction of new and innovative several schemes such as incentive schemes, subsidies allowed and better option for infrastructure for setting up of new business firms at remote locations. Application of EDP may prove useful for effective utilization of local resources providing proper guidance, support and training to the prospective entrepreneurs.

XII. INCREASED PER CAPITA INCOME:

Possible opportunities in business can be assessed by entrepreneurs and prepare effective plan of action to make the most of it. In this process of establishing new business unit, there are number of factors related to production taken into consideration. It helps in increasing the productivity and per capita income of the people. EDP plays the role of a guide especially for the new entrepreneurs in setting of their enterprises and attaining their organizational objectives.

XIII. ISSUES CONNECTED WITH IMPLEMENTATION OF EDP

Nothing in this world is free from issues and challenges. EDP and its effective implementation has also remained a challenge and major issue. Some of these issues are highlighted below:

- 1. Absence of National Policy:** Though entrepreneurship is a burning issue in the country but no specific policy has yet been framed in this regard. In the absence of a policy framework for entrepreneurship, it has become a challenge to strat up a new venture and promote the same in India, It is an alarming situation that demands for formulation of a national policy for entrepreneurship to ensure promotion of entrepreneurship along with balanced regional development.
- 2. Issues during Pre-Training Phase:** It is a major concern for many emerging entrepreneurs to explore possible business opportunities, identifying target customer base, selection of trainee and trainers to provide adequate training during entrepreneurial pre-training phase.
- 3. Wrong Estimation of Skill of Trainees:** It has be witnessed in some cases that agencies providing EDP failed to estimate accurately the skills and capabilities of the educated youth to become entrepreneur which creates many adverse issues for its proper implementation.

4. **Time Limit:** Time fixed for an EDP is a major issue. Generally, such programme is designed for a duration of 4 to 6 weeks. It may sometimes good enough for developing entrepreneurial skills in the participants.
5. **Lack of Infrastructural Facilities:** Infrastructure is one of the most important aspects affecting entrepreneurial development plans. EDPs organized in remote areas may get affected due to unavailability of proper infrastructure to provide training, boarding and lodging of guest speakers etc.
6. **No Standardized Procedure:** There are no standard procedure and course inputs followed for the Entrepreneurship Development Programme. The agencies involved in this process mostly not carrying a clear idea about their targeted performance.

XIV. STAGES IN ENTREPRENEURIAL DEVELOPMENT PROGRAMME

EDP is basically prepared to induce motivation and competence in the prospective entrepreneurs. Entrepreneurship Development Programme should be designed to cover the following aspects:

- It will provide basic information about entrepreneurship.
- It will train and motivate the prospective entrepreneurs.
- It will work for enhancing managerial skill of the entrepreneur,
- It helps the entrepreneur in gaining expert knowledge on several support systems and procedure of the business.
- It may provide basic idea on project feasibility study.
- It advocates the programme of plant visit among entrepreneurs to provide them practical knowledge.

There are three different stages involved in the process of EDP which are discussed below:

- Pre-training phase
- Training phase
- Follow-up phase

1. **Pre-Training Phase:** It is considered as the first phase of EDP. It contains numerous activities required for the effective launch of the training programme for the prospective entrepreneurs. Pre-training phase of EDP includes the following activities:

- Preparing the course curriculum and time table.
- Selection of prospective entrepreneurs for the training programme.
- Selecting the place for providing training.
- Finalizing the list of guest faculty for the programme from education industry and banks.
- Taking required steps for the inaugural function of programme.
- Formation of a selection committee to select trainees from the programme.
- Making all arrangements for publicity and campaigning for the programme.

2. Training Phase: Training is highly required to upgrade, update and motivate the aspiring entrepreneurs to accept entrepreneurship as a career option and to develop the required skill or competency. In this process optimum care should be taken for imparting both theoretical and practical knowledge to various trainees. The training phase of EDP includes the following points:

- Administration of the career curriculum.
- Acceptance of entrepreneurship as a career by the prospective entrepreneur.
- Providing guidelines to the trainee for behaving like an entrepreneur.
- Ensure dissemination of adequate knowledge on resources and technology to the prospective entrepreneur.
- Steps taken for set up of major entrepreneurial traits.

3. Follow-up Phase: This is treated as the post-training phase in this journey. The primary target of this phase is to create entrepreneurial competencies among the entrepreneurs which will become immensely useful for them in future to start up their own business ventures. Post-training phase or follow up phase is treated as a review phase of training programme. It consists of reviewing of work in the following respects:

- Review of pre-training phase
- Review of actual training programme undertaken
- Review of post training programme to evaluate the cost effectiveness of the current programme.

XV. CONCLUSION

Entrepreneurial development programme is the need of the hour. Drowning economy of the country in the post Covid era, can be revamped with a boom in new and vibrant entrepreneurial development that can be achieved through promotion of EDP among the prospective small and large investors across the country.

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