

**EXPLORING THE INFLUENCE OF ENTREPRENEURIAL SKILL DEVELOPMENT  
PROGRAMMES ON ENTREPRENEURIAL DEVELOPMENT THROUGH THE  
ENTREPRENEUR'S LENS.**

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**Abstract-** Because entrepreneurship serves as a reviving instrument in the growth and development of a country, especially a developing country like India, therefore, we have seen the recent decade passionately devoted to entrepreneurial development. Thus, the government aiming at bringing regional equalities, poverty alleviation, employment generation, achieving higher standard of living and a higher GDP etc., has framed various schemes and implemented various skill development programmes to promote entrepreneurship development. Bearing in mind the eminence and essentiality of entrepreneurial development, especially in the Indian context, the researcher focused on exploring the influence of entrepreneurial skill development programmes on entrepreneurial development through the entrepreneur's lens. The respondents were classified into two groups, namely- potential entrepreneurs and existing entrepreneurs. For the purpose of achieving the objective, first hand data was collected through the tool of questionnaire. The data was analyzed with the help of chi-square analysis using SPSS 20. The results of the study revealed that as per the potential entrepreneurs, ESDPs have high influence in improving the skills and knowledge of entrepreneurs, while existing entrepreneurs consider high influence of ESDPs on people taking up entrepreneurship as their career. Further, detailed discussion and suggestions have been provided in the paper.

**Keywords-** Skill Development Programme, Influence, MSMEs, Entrepreneurs

### **1.1 Research Context**

Entrepreneurship is about a process of creation. It is about enjoying the profits and bearing and managing the risks coming out as a result of establishment of a new enterprise. It comes with the power to reform the society and the country at large through its various functions. As such, promoting and supporting entrepreneurship and encouraging the spirit of entrepreneurship have become a new hype. As such, in a country where entrepreneurship comes as a remedy to multifaceted issues like unemployment, poverty, gender inequality, regional imbalances etc., the acknowledgement and commitment to entrepreneurial development and skill development programmes becomes but obvious. Various government policies and programmes are made aiming at entrepreneurial development. One such initiative is Entrepreneurial Skill Development Programme (ESDP) by the ministry of MSME

ESDP is an important and integral programme/initiative by the Ministry of MSME to boost, support and cultivate entrepreneurship in the country.

The programme aimed to fulfill the following three main objectives--

- To encourage people belonging to different walks of life especially, the youth of the country, which can turn into valuable assets for the country to choose entrepreneurship as one of the career options and become self-employed.
- To promote new enterprises and helps in building capacity of already established MSMEs.
- To instill the spirit of innovativeness and inoculate the entrepreneurial culture in the country

### 1.2 Statement Problem

Entrepreneurship has become a widespread remedy for the economic and socio-cultural evils prevailing in the country. The thrust of entrepreneurship in the Indian economy is seen as a way to growth and development. As such, many initiatives have been taken to boost the entrepreneurship culture of the country. But the real question behind such initiatives is how far the initiatives and programmes aimed at boosting entrepreneurship have been successful and how the influence of these programmes is perceived by the entrepreneurs themselves. Therefore, the researcher pursued to find answers to it in a scientific manner.

### 1.3 Research Objective

1. To study the difference in opinion of potential and existing entrepreneurs towards the influence of skill development programmes on entrepreneurial development.

### 1.4 Justification and Significance of the research

In a country where entrepreneurship comes as a remedy for economic growth and development, the acknowledgement and commitment to entrepreneurial development and skill development programmes becomes but obvious. Since developing the manpower is developing the economy therefore, encouraging the spirit of entrepreneurship, inculcating the entrepreneurial culture, enhancing the entrepreneurial skills, increasing the number of entrepreneurs are few of the objectives of the EDPs and ESDPs. Therefore, the present research aimed to examine the end results i.e. what the end users of these programmes are receiving and how they are perceiving it.

## 2 Literature Review:

### 2.1 Literature Review-Entrepreneurship

According to **Amit, (2014)**, It is argued by economists that following three factors-

- Foreign Investment,
- Economic Development And
- Financial Development

have catalyzing effect in encouraging entrepreneurship.

Entrepreneurship according to **Namusonge,M & Mokaya, O,S (2012)**, is an energetic and dynamic process of making additional wealth by people who shoulder risks of different kinds.

**Manocha,S, (2012)** said in his research work that without the accurate skills and innovative ideas and its implementation, the process of entrepreneurship will not be able to handle the ever increasing and changing demand and supply of goods and services . Entrepreneurship, thus, is not only the main facilitator for business and economic development but many people have chosen entrepreneurial careers as it helps to give bigger economic and psychological rewards than does the large company route. No consumer demand will be satisfied completely without new business ideas and technologies.

### 2.2 Literature Review- Influence of Entrepreneurial Development Programmes

**Kumari, I (2014)** mentioned some important role of the Entrepreneurial Development Programme (EDP) in her research findings. She claimed further that in the process of developing entrepreneurship, and as one of the aim of running EDPs, the process leads to the economic development and growth of the country. Her study results revealed that through EDPs, the country's unemployment regional disparities could be solved. Moreover, such skill development programmes aimed at accelerating the industrial pace in the backward areas and also helps in removing industrial slums.

Further, **Kumari, I (2014)** also claimed in her study that through export promotion and import substitution, entrepreneurs are in a better place to yield and save large amount of money in the form of

foreign exchange, which is crucially important for the economic and overall betterment of a country. This wealth creation further aids in increasing income per head of the residents and hence people start to enjoy better life style patterns.

While, **Vijayakumar, A. and Jayachitra, S (2013)**, highlighted the role of media in entrepreneurial development and found that media has a very vital and dominant role to play in developing the nation by developing entrepreneurship. The media do so by building and then stressing and throwing light on all such platforms developed for entrepreneurship growth. This move by media can actually bring out the creative instinct of people and motivate them to execute their innovative ideas. In this way it can be said that media help to cultivate entrepreneurship culture within the society.

As such **Vijayakumar, A. and Jayachitra, S., (2013)** pointed out in their study that for the developing countries to grow, the role of women in economic growth should be recognized and their participation in entrepreneurship should be encouraged and paved ways considering the unexploited business opportunities and large women workforce. As such women are themselves seen enthusiastically willing to exploit business opportunities and be a part of nation's growth. With the passage of time the women have showed the world their role and importance in economic growth, and therefore, proper measures are taken so that more and more women takes up entrepreneurship as a career. Talking about the same ground **Vijayakumar, A. and Jayachitra, S., (2013)** stated that women as an entrepreneurs must be imparted with requisite skills and traits for successful entrepreneurship so that they can meet the ever changing trends and also be able to sustain the challenging global markets (**Vijayakumar, A. and Jayachitra, S., 2013**)

### 3. Research Methodology

The study is exploratory, descriptive and cross-sectional based on primary data, collected through the tool of a well-drafted questionnaire. The questionnaire constructed on a five-point Likert scale (5- Very High Influence, 4- High Influence, 3- Moderate Influence, 2- Low Influence, 1- Very Low Influence) was emailed to 342 entrepreneurs (Potential and Existing) of Uttar Pradesh which constituted the sample size of the study. The study chose the convenience sampling technique method. Further, data were analyzed with chi -quare analysis using SPSS 20.

### 4 Data Analysis and Interpretation

#### 4.1: Chi-Square Analysis

**Null Hypothesis-1:** There is no association between **Type of Respondents** and variable- **Enhanced the skills and knowledge of entrepreneurs.**

Table 4.1- Crosstab: Type of Respondents: Enhanced the skills and knowledge of entrepreneurs.

		Crosstab					Total		
		Enhanced the skills and knowledge of entrepreneurs							
Type of respondent	Potential Entrepreneurs	Count	Very Low Influence	Low Influence	Moderate Influence	High Influence	Very High Influence		
				20	40	30	40	70	200
			% with in	10.0%	20.0%	15.0%	20.0%	35.0%	100.0%
	% of	5.8%	11.7%	8.8%	11.7%	20.5%	58.5%		

	Existing entrepreneurs	Total						
		Cou nt	24	40	39	6	33	142
	% with in	16.9%	28.2%	27.5%	4.2%	23.2%	100.0%	
	% of Total	7.0%	11.7%	11.4%	1.8%	9.6%	41.5%	
Total	Cou nt	44	80	69	46	103	342	
	% with in	12.9%	23.4%	20.2%	13.5%	30.1%	100.0%	
	% of Total	12.9%	23.4%	20.2%	13.5%	30.1%	100.0%	

**Interpretation:**

- ❖ **Potential Entrepreneurs:** Out of 200 respondents, 10.0% respondents said that ESDP had a **very low influence**, 20.0% respondents said that ESDP had a **low influence**, 15.0% respondents said that ESDP had a **moderate influence**, 20.0% respondents said that ESDP had a **high influence**, and 35.0% respondents said that ESDP had a **very high influence** on improving the skills and knowledge of entrepreneurs.
- ❖ **Existing entrepreneurs:** Out of 142 respondents, 16.9% respondents said that ESDP had a **very low influence**, 28.2% respondents said that ESDP had a **low influence**, 27.5% respondents said that ESDP had a **moderate influence**, 4.2% respondents said that ESDP had a **high influence**, and 23.2% respondents said that ESDP had a **very high influence** on improving the skills and knowledge of entrepreneurs.

**Table 4.2- Chi-Square Tests**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.015 <sup>a</sup>	4	.000
Likelihood Ratio	33.396	4	.000
Linear-by-Linear Association	15.330	1	.000
N of Valid Cases	342		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.27.			

**Interpretation & Findings:** From the table, it was found that asymptotic significance for Pearson Chi-Square comes out to be less than 0.05, so we **reject null hypothesis** at 5% level of significance. Hence it can be concluded that **two variables are associated**.



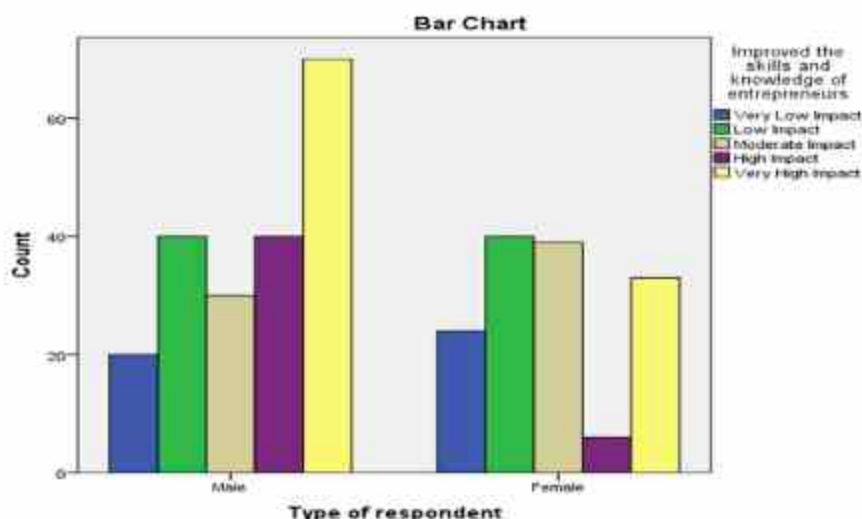


Table 4.3- Summarized Chi-Square Test Results

Null Hypotheses	Asymptotic significance for Pearson Chi-Square	Interpretation		Conclusion
		Accept	Reject	
Null Hypothesis-1: There is no association between Type of Respondents and variable- Enhanced the skills and knowledge of entrepreneurs.	.000	-	Rejected	Two variables are associated.
Null Hypothesis-2: There is no association between Type of Respondents and variable- Intensified the number of entrepreneurs	.000	-	Rejected	Two variables are associated.
Null Hypothesis-3: There is no association between Type of Respondents and variable- Encouraged youth representing to consider entrepreneurship as a career option	.000	-	Rejected	Two variables are associated.
Null Hypothesis-4: There is no association between Type of Respondents and variable- Supported new enterprises	.000	-	Rejected	Two variables are associated.
Null Hypothesis-5: There is no association between Type of Respondents and variable- Instilled entrepreneurial culture in the country	.000	-	Rejected	Two variables are associated.
Null Hypothesis-6: There is no association between Type of Respondents	.000	-	Rejected	Two variables are associated.

and variable- Assisted rural enterprise development				
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## 5 Discussions and Conclusion

The data analyzed through chi-square analysis gave some realistic and interesting results. The study results revealed that compared to potential entrepreneurs, existing entrepreneurs were less likely to opine that ESDPs have high influence in improving skills and knowledge of entrepreneurs. While moving on to the results, it showed that more than potential entrepreneurs, existing entrepreneurs were more likely to perceive the high influence of ESDPs on increasing the number of entrepreneurs and promoting new enterprises. It can be attributed to the growing campaigns and various awareness programmes aiming at promoting entrepreneurship. Therefore, existing entrepreneurs perceive that these programmes have encouraged more people to take entrepreneurship as their career option, increasing the number of enterprises and entrepreneurs. Moreover, both the respondents more or less perceived the high influence of ESDPs in inculcating entrepreneurial culture in the country. Further, as per existing entrepreneurs, the influence of ESDPs was moderate on rural enterprise facilitation, whereas the percentage of potential entrepreneurs was slightly lower than existing entrepreneurs in reporting the same.

### Inferred Suggestions

- ESDP's should be conducted for the potential entrepreneurs for part-time/ short-duration so that they can avail the service even if they are not in a position to take part in these programs regularly.
- More awareness regarding entrepreneurial development and skill development programs should be spread, especially in rural areas.
- In order to boost entrepreneurial culture in the country, ground-level work should be done to include people of all gender.
- Counseling and mentoring focusing on entrepreneurial development should be provided to potential entrepreneurs.
- Entrepreneurship oriented education should be encouraged rather than just a formal education system.

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