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## ENTREPRENEURSHIP DEVELOPMENT THROUGH ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES: AN EMPIRICAL STUDY FROM MANIPUR

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### ABSTRACT

*It is a known fact that entrepreneurship is the engine of economic growth and development of a nation. No society can flourish without the development of entrepreneurship. The idea of entrepreneurship development involves equipping an individual with the necessary information, knowledge, skills used for establishing an enterprise and enriching his entrepreneurial abilities. A programme known as the Entrepreneurship Development Programme is one such flagship programme of the Government of India which focuses on development of entrepreneurs in the country. Entrepreneurship Development Programme may be defined as that developmental programme which is designed to help a person in building up his/her entrepreneurial motive, and also in developing the necessary skills and abilities which will help facilitate the person in playing the role of an entrepreneur effectively. The present paper aims to study the impact of Entrepreneurship Development Programme on entrepreneurship development in Manipur. For the study, 161 respondents who are the trained participants of Entrepreneurship Development Programme have been studied with duly filled questionnaire constructed for the present paper. Simple random sampling has been used to select the samples required for the study. The data collected were analysed using Statistical Package for Social Sciences English Version 20. Simple tools such as frequency and percentages are used for data analysis and interpretation. The results revealed that one out of every three trained participants have started their own business after being trained from Entrepreneurship Development programmes and that the training have effectively enhanced their entrepreneurial knowledge, skills and abilities. However, there are some areas where this training programme would require improvements. It is therefore suggested that the stakeholders of Entrepreneurship Development Programmes may put out advertisements to create awareness, increase the duration of the programmes, conduct follow-ups, and such to increase the impact of Entrepreneurship Development Programmes on the entrepreneurship development of Manipur.*

### KEYWORDS

Manipur, EDP, entrepreneur, entrepreneurship, entrepreneurship development programme.

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### INTRODUCTION

There is an abundance of literature on the role and importance of entrepreneurship development in a society. Entrepreneurs shape the economic fate of a nation by providing goods and services, creating employment opportunities, generating revenue for the government, and raising the standard of living of people among other benefits. Entrepreneurship is the art and science of risk taking, innovating, implementing, and managing in order to create wealth. The success of any enterprise depends upon the qualities an entrepreneur possesses viz., knowledge, hard work, risk taking ability, managerial abilities, optimism, foresightedness and such. Therefore, governments and interested stakeholders all over the world strives to magnify the supply of capable and globally competitive entrepreneurs for their respective countries. The development of a person to an entrepreneur which constitutes a systematic and an organised way of development is referred to as entrepreneurship development. In the recent years, entrepreneurship development has been widely exemplified in advocacy, teaching, research studies and there has been a growing recognition of entrepreneurship training all over the globe. With this growth, the research on the impact of Entrepreneurship Development Programmes has also increased manifold. The basis of Entrepreneurship Development Programmes is based on the notion that entrepreneurs are not born but can be made. Entrepreneurship Development Programme also known as EDP, may be defined as that developmental programme which is designed to help a person in building up his/her entrepreneurial motive, and also in developing the necessary skills and abilities which will help facilitate the person in playing the role of an entrepreneur effectively. This programme includes inculcating all the entrepreneurial skills into an individual; provision of necessary information and knowledge; development of the technical, managerial, financial, business planning, marketing, and in enhancing the entrepreneurial attitude and behaviour. EDP's play a huge role in the development of business enterprises and industry in India. They are not merely just training programmes, but rather a holistic approach which helps individuals enhance their entrepreneurial capabilities at the optimum level.

### REVIEW OF RELATED LITERATURE

**Dinesh Awasthi and Jose Sebastian (1996)** in their study titled, "Evaluation of Entrepreneurship Development Programme" reveals that Entrepreneurship Development Programmes have been instrumental in creating first generation entrepreneurs since the 1980s. Further mentioned that such programmes have achieved considerable success in creating entrepreneurs from non-business communities and castes.

**Mali (1999)** in his study stated that development activities in the north-east region of India was quite slow due to the slow industrial and entrepreneurial development in the region. The author suggested that development of entrepreneurship through entrepreneurial training was of the urgent need to develop the whole region. Further, governments should look into the EDP conducting organisations so that the trainings could be held more effectively.

**S.S. Khanka (2005)** from his study revealed that one in every four trainees start their enterprise after undergoing EDP. About 10 percent trainees were found to be blocked in the setting up of enterprise due to various reasons, while 17 percent did not start their business enterprise after undergoing EDPs.

**Khan A. (2005)** in his study reviewed the previous studies which was conducted on Entrepreneurship Development Programme, and critically enumerated the advantages of this programme. the study revealed that EDPs are increasingly being taking place all over India and because of such a beneficial programme, entrepreneurship is getting a shape in the nation.

**Satheesan (2012)** in his study on EDPs in Kerala, revealed that one of the important outcomes of EDP was the self-employment of around 30-40 percent of trainees in micro, small businesses, trading, or service enterprise. Further, EDPs have helped trainees to enhance their entrepreneurial skills and abilities which have helped further their entrepreneurial career.

**Vinisha (2013)** in her study stated that EDPs are considered an effective instrument for developing entrepreneurship in the rural parts of India. Though hundreds of EDPs are conducted all over the country, these programme often do not yield results. The author provided suggestions and recommendations to improve EDPs. **Gielnik et al. (2016)** studied about the positive impact of entrepreneurship training on entrepreneurial behaviour. The study revealed that entrepreneurship training enhances entrepreneurship among youths by creating jobs and leading to income generating self-employment opportunities.

**Bhat (2021)** in his study involving sixty trained participants of the EDP from two different institutes, revealed that different approaches of training have different impact on the mindset and performance of the trained participants.

### NEED AND IMPORTANCE OF THE STUDY

Training without evaluation is just an expense. All trainings must be examined to see its impact on the desired outcome. Entrepreneurship Development Programme is basically a training for the development of entrepreneurship in India. Therefore, this training programme must also be evaluated/ examined to study its impact on the development of entrepreneurship in India. Thus lies the importance of conducting this present study.

### STATEMENT OF THE PROBLEM

The state of Manipur is seeing a stage of growth in its entrepreneurial activities. Various Schemes and Programmes to support this growth are being undertaken by the government at the central level and the state level. Entrepreneurship Development Programme is one such flagship programme wherein potential entrepreneurs as well as existing entrepreneurs are trained to promote and develop entrepreneurship in the country. Various research papers are being published all around the world focusing on this particular topic of studying the impact of entrepreneurship trainings. However, a very few studies are undertaken in India and almost non-existent in the state of Manipur. Therefore, to bridge the gap, this particular study was conducted to have better insights in the said area.

### OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To investigate the role of Entrepreneurship Development Programme in the establishment of enterprise of the trainees.
2. To understand the demographic profile of the entrepreneurs of Manipur trained from Entrepreneurship Development Programme institutions.
3. To examine the effectiveness of Entrepreneurship Development Programme in transforming entrepreneurial knowledge and skills of the participants.

### RESEARCH METHODOLOGY

#### POPULATION AND SAMPLE

The population of the present study comprises of the trainees of Entrepreneurship Development Programmes of Manipur and the sample size came out to be 385, using Cochran formula however only 161 trainees made up the sample size of the study at the due to various reasons which are stated below. Simple Random Sampling technique was used for collecting the data from the respondents.

#### DATA COLLECTION AND DESIGN

For the present study, primary data were collected using the questionnaire method and face-to-face interview. Trainees were first approached through a telephonic calls and consent for participation in the research study was enquired. Initially, 385 trainees were taken as the sample for this study, however only 193 could be reached telephonically and only 161 consented to fill our questionnaire for the study. The questionnaire consisted of 19 questions; the contents of the questionnaire were designed to collect the relevant information needed for the study. The face-to-face interview consisted of an unstructured question regarding the problems or issues the respondents faced during and after the EDP training. The data is administered using SPSS English Version 20.0 for analysis. Simple tools such as frequency and percentages are used for the analysis and interpretation.

### RESULTS & DISCUSSIONS

Against the backdrop of the objectives of the study, the responses were elicited from 161 trained respondents of EDPs held in Manipur through a structured questionnaire. The analysis and interpretation of data has been presented accordingly with the objectives.

**Objective No. 1:** To investigate the role of Entrepreneurship Development Programme in the establishment of enterprise of the trainees.

Table 1 presents the entrepreneurial status of trainees from their viewpoint of establishment of enterprise. The number of respondents establishing and managing their business units stood at 62 representing 38.51 percent as against 99 respondents representing 61.49 percent who did not start their business units.

TABLE 1: EDP's ROLE IN ESTABLISHMENT OF ENTERPRISE OF THE TRAINEES

Parameter	Frequency	Percentage
Trainees who established their enterprise after EDP training.	62	38.51
Trainees who did not establish an enterprise after EDP training.	99	61.49
Total	161	100

Source: Primary Data

**Objective No. 2:** To understand the demographic profile of the entrepreneurs of Manipur trained from Entrepreneurship Development Programme institutions.

Table 2 presents the demographic profile of the entrepreneurs of Manipur who were trained from EDP institutions. There was a total of 93 male trained respondents and 68 female trained respondents. Most of the respondents were of the age between 31-40 years, whereas majority respondents studied till class 12 and graduation level. The respondents were mainly from rural places, and their occupation are focussed on agriculture.

TABLE 2: SHOWING THE DEMOGRAPHIC PROFILE OF THE ENTREPRENEURS OF MANIPUR TRAINED FROM EDP INSTITUTIONS

Parameters		Frequency	Percent
Gender	Male	93	57.7
	Female	68	42.3
Age	20-30 years	62	38.5
	31-40 years	75	46.5
	Above 41 years	24	15.0
Educational Background	Illiterate	3	2.0
	Class 10	34	21.0
	Class 12	59	36.0
	Graduation	46	29.0
	Others	19	12.0
Place of Residence	Rural	112	69.4
	Urban	49	30.6
Family Background	Employment	37	22.98
	Business	21	13.04
	Agriculture & Allied	73	45.34
	Others	30	18.64
Pre-EDP status	Studying	30	18.63
	Unemployed	38	23.60
	Running own Business	19	11.81
	Farming	57	35.40
	Others	17	10.56
Total		161	100.00

Source: Primary Data

**Objective No. 3:** To measure the effectiveness of Entrepreneurship Development Programme in transforming entrepreneurial knowledge and skills of the participants.

Table 3 presents the effectiveness of EDP in transforming entrepreneurial knowledge and skills of the trained respondents. 81.37 percent of the respondents agree that EDP has helped enhanced their knowledge about establishing a business enterprise while only 3.1 percent of the respondents stated that EDP did not enhance their knowledge regarding securing loans for their business. 62.12 percent of the respondents stated that EDP training has enhanced their knowledge of preparation of project report, while 30.43 percent of the trainees stated that EDP did not enhance their knowledge about receiving infrastructure support. 40.37 percent of the trainees stated strongly that EDP training has helped in enhancing their skills regarding product/ business selection. 87.58 percent of the respondents stated that skills about market survey and marketing of products / services has been increased due to EDP training. 53 out of 161 respondents were neutral about the enhancement of technical skills due to EDP training. Regarding various other skills enhancement: 78.19 percent (Marketing skills), 63.35 percent (leadership skills), 77.65 percent (Risk taking ability), 70.8 percent (creativity and innovativeness) were all stated to be positively enhanced due to EDP.

TABLE 3: SHOWING TRANSFORMATION OF ENTREPRENEURIAL KNOWLEDGE AND SKILLS

Statements	Scale	Frequency	Percentage
Did the EDP training you attended enhanced your:			
a) Knowledge about establishing a business enterprise.	Strongly Disagree	2	1.24
	Disagree	17	10.56
	Neutral	11	6.83
	Strongly Agree	58	36.02
	Agree	73	45.35
(b) Knowledge about securing loan for starting own venture.	Strongly Disagree	1	0.62
	Disagree	4	2.48
	Neutral	2	1.24
	Strongly Agree	76	47.20
	Agree	78	48.46
(c) Knowledge of preparation of project report.	Strongly Disagree	10	6.21
	Disagree	21	13.04
	Neutral	30	18.63
	Strongly Agree	43	26.71
	Agree	57	35.41
(d) Knowledge about receiving infrastructure support.	Strongly Disagree	49	30.43
	Disagree	40	24.85
	Neutral	15	9.32
	Strongly Agree	25	15.5
	Agree	32	19.87
(e) Skills about product/ business selection.	Strongly Disagree	16	9.93
	Disagree	17	10.56
	Neutral	10	6.21
	Strongly Agree	65	40.37
	Agree	53	32.93
(f) Skills about market survey and marketing of products / services.	Strongly Disagree	3	1.86
	Disagree	9	5.59
	Neutral	8	4.97
	Strongly Agree	65	40.37
	Agree	76	47.21
(g) Technical Skills.	Strongly Disagree	22	13.66
	Disagree	17	10.56
	Neutral	53	32.92
	Strongly Agree	23	14.29
	Agree	46	28.57
(h) Managerial Skills.	Strongly Disagree	15	9.32
	Disagree	21	13.04
	Neutral	12	7.45
	Strongly Agree	63	39.13
	Agree	50	31.06
(i) Leadership skills	Strongly Disagree	23	14.29
	Disagree	19	11.80
	Neutral	17	10.56
	Strongly Agree	73	45.34
	Agree	29	18.01
(j) Risk taking ability	Strongly Disagree	13	8.07
	Disagree	18	11.18
	Neutral	5	3.10
	Strongly Agree	58	36.02
	Agree	67	41.63
(k) Creativity& Innovativeness	Strongly Disagree	14	8.70
	Disagree	16	9.94
	Neutral	17	10.56
	Strongly Agree	61	37.89
	Agree	53	32.91
Total		161	100.00

Source: Primary Data

**FINDINGS**

Following are the brief findings of the study:

- We have seen from the study that many trained respondents started their business enterprise after attending EDP trainings. This reveals the positive impact EDPs have on entrepreneurship development of Manipur.
- There is not much difference regarding the gender wise participants so we can state that both the gender is quite active in the participation of such training programmes.
- Majority of the trainees are between the age of 31-40 years which reveals that youths are participating in this process of entrepreneurship development which shows a positive sign for growth and development of Manipur's economic future.
- We have seen from table 3 that majority of the participants agree or strongly agree about the enhancement of their entrepreneurial knowledge, skills and abilities. However, some areas like knowledge about infrastructural support, technical skills need to be looked upon by the EDP training institutions, as these areas seem inadequate for the trainees' required knowledge and skills.

- From the face-to-face interviews of the respondents as well as from the open-ended questions mentioned in the questionnaire, the researchers also came to know about some problems faced by the trainees regarding the programme they attended such as; less awareness among the people regarding EDPs being held, the short duration of the training programme, financial issues, very few practical or field visits exposure, no follow up or no grievances cell available.

### RECOMMENDATIONS / SUGGESTIONS

The central as well as the state government, EDP organising institutes, EDP conducting institutional bodies as well as other interested stakeholders may note the following suggestions to increase the positive impact of EDP on entrepreneurship development in Manipur. They are as follows-

- To create awareness about the upcoming EDP trainings so that maximum people can take the advantage of an EDP programme, there is a need to increase advertisements, publicity, awareness campaigns and such.
- To increase the effectiveness of such programme, it is imperative that the duration of EDP trainings be increased and that there is a regular follow-up of the trained participants.
- Exposure of these participants to various field visits and real-life scenarios will give awareness and will prepare the trainees for their future entrepreneurial journey.

### CONCLUSION

Entrepreneurs are the backbone of the society and the economic destiny of our nation lies in their hands. Various literature all around the world revealed that entrepreneurs are not born but are made, and that entrepreneurial skills and attitude can be developed through training. Thus, there is a need to train individuals through programmes such as Entrepreneurship Development Programmes. The present study "Entrepreneurship Development through Entrepreneurship Development Programme: An Empirical Study from Manipur" is important to understand the extent to which these training programmes are developing the entrepreneurs of our state, Manipur. The present study revealed that there is indeed a positive impact of EDPs on entrepreneurship development of Manipur. The researchers believe that with the proper guidance and support from various stakeholders, this impact can be further enhanced.

### LIMITATIONS OF THE STUDY

The present study faced a major limitation in the data collection part as the desired number of trainees could not be reached for collecting the primary data. The researchers aim to reduce this limitation in the future researches. Another limitation is the area where this research was conducted. The present study could not be conducted in all the sixteen districts of Manipur and only relied upon four districts of Manipur namely Imphal East, Imphal West, Bishnupur and Kakching districts.

### SCOPE FOR FURTHER RESEARCH

The study was restricted to only those EDPs which are being conducted by governmental organisations. However, for future researches EDPs conducted by non-government organisations (NGOs), and private organisations can be taken as the population of the study, which will lead to a more generalizable result. Further, research can also be done on cross-comparison of Entrepreneurship Development Programme of the North-eastern states. This will help in the development of entrepreneurship in the whole region.

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### APPENDIX/ANNEXURE



Dear Sir/Madam,

I am a Ph.D., Research Scholar at the Department of Commerce, Manipur University. I have undertaken a study on Entrepreneurship Development Programme. For this study, I request you to kindly provide me a few minutes of your valuable time and co-operate in filling out the questionnaire in the following pages. Doing so will help my research work, the results of which will ultimately be useful to the Government of India and Manipur, the academic world and the society at large.

Please respond to all the questions sincerely. I assure you that your details will be kept confidential and will be used for academic purpose only.

Thanking You,

**Alice Mongjam**

JRF, Research Scholar,  
Commerce Department,  
Manipur University, Imphal

QUESTIONNAIRE

Q.1. Name (Optional): \_\_\_\_\_

Q.2. Mobile no: \_\_\_\_\_

Q.3. Gender

- Male
- Female

Q.4. Age

- 20-30 years
- 30-40 years
- Above 40 years

Q.5. Educational Background

- Illiterate
- Class 10
- Class 12
- Graduation
- Others

Q.6. Family Background (Father's/ Mother's/ Husband's /Wife's occupation)

- Employment
- Business
- Agriculture & Allied
- Others

Q.7. What was your occupation before the EDP training?

- Studying
- Unemployed
- Running own business
- Farming
- Others

Q.8. What is your present occupation?

- Unemployed
- Employed
- Student
- Business/ Trade/ Manufacturing
- Profession/ Service
- Farming

Q.9. From which Institute did you attend EDP? \_\_\_\_\_

Q.10. When did you attend the EDP training? \_\_\_\_\_

Q.11. Did you attend any other EDP? Yes \_\_\_\_\_ No \_\_\_\_\_

Q.12. How did you come to know about the EDP training you attended? \_\_\_\_\_

Q.13. Kindly state some problems about the EDP training you attended: \_\_\_\_\_

Q.14. The following statements are given on a five-point Likert scale. Kindly make a tick mark in the appropriate column. Here, SD= Strongly Disagree, D= Disagree, N= Neutral, SA= Strongly Agree, A= Agree.

Sl. No.	Statements	SD	D	N	SA	A
a.	Attending EDP training has enhanced my knowledge about establishing a business enterprise					
b.	Attending EDP training has enhanced my knowledge about securing loan for starting own venture.					
c.	Attending EDP training has enhanced my knowledge of preparation of project report.					
d.	Attending EDP training has enhanced my knowledge about receiving infrastructure support.					
e.	Attending EDP training has enhanced my skills about product/ business selection.					
f.	Attending EDP training has enhanced my skills about market survey and marketing of products / services.					
g.	Attending EDP training has enhanced my technical Skills.					
h.	Attending EDP training has enhanced my managerial Skills.					
i.	Attending EDP training has enhanced my leadership skills.					
j.	Attending EDP training has enhanced my risk-taking ability.					
k.	Attending EDP training has enhanced my creativity& innovativeness.					

Q. 15. Any Suggestions/ Comments about the EDP programme you attended: \_\_\_\_\_

Thank you for your valuable response

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