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Entrepreneurial training effectiveness with special reference to district industrial Centre, Tiruchirappalli

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Abstract

Entrepreneurs can start their industrial unit or a business or a service, if proper inputs in the form of training are given. The making of an entrepreneur depend upon conducive environment. The development of entrepreneurship is predicated upon human factor and environment. In India, where human resource is found in plenty, individual with requisite entrepreneurial skill can be identified. It was in 1950 in India that the need for the entrepreneurial development was first felt and since then a substantial amount of research has gone into this sphere. Based on the belief that potential entrepreneurs can be identified and trained, the entrepreneurship development program has been in 1970 to tap the latent talent. Initially, this program was run by the Gujarat industrial and established corporation, and its basic elements and characteristic were crystallized through repeated experiments. In 1978 Gujarat's financial institutions and industrial, promotion agencies jointly sponsored a separate Center for Entrepreneurship development, to administer the program, The Center's success in turn convinced. National financial institutions of the relevance of the program and in 1983 it was empowered to conduct research, offer consultancy and training, and assist state-level agencies in carrying out their programs.

Keywords: Tiruchirappalli, Entrepreneurial training substantial

Introduction

An entrepreneur is basically a risk taker, and monitors and controls the business activities. The entrepreneur is usually a sole proprietor or a partner, or the one who owns the majority of shares in an incorporated venture. According to Economist, Joseph Alois Schumpeter (1883-1950), entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success. Schumpeter discovered that they greatly value self-reliance and strive for distinction through excellence.

District industrial Centre

Industrial policy announced by the Government of India on 1977 laid special stress on the development of Small Scale, Village and Cottage Industries. The policy statement indicated that the District would be the main focus of efforts and the agency for promotion of small scale, village and cottage industries would be a new organization called "District Industries Centre". The 'District Industries Centre' (DICs) programme was started by the central government in 1978 with the objective of providing a focal point for promoting small, tiny, cottage and village industries in a particular area and to make available to them all necessary services and facilities at one place. The finances for setting up DICs in a state are contributed equally by the particular state government and the central government. To facilitate the process of small enterprise development, DICs have been entrusted with most of the administrative and financial powers. For purpose of allotment of land, work sheds raw materials etc., DICs functions under the 'Directorate of Industries'. Each DIC is headed by a General Manager who is assisted by four functional managers and three project managers to look after the following activities.

Objectives of district industries Centre

The important objectives of DICs are as follow

- Accelerate the overall efforts for industrialization of the district.
- Rural industrialization and development of rural industries and handicrafts.

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- Attainment of economic equality in various regions of the district.
- Providing the benefit of the government schemes to the new entrepreneurs.
- Centralization of procedures required to start a new industrial unit and minimization-of the efforts and time required to obtain various permissions, licenses, registrations, subsidies etc.

Objectives of the Study

- To examine the performance of the District Industries Centre.
- To assess the Entrepreneurial Development Program.
- To identify the Scope of the Training.
- To estimate the satisfaction level of entrepreneurship training.
- To analyze the overall satisfaction of EDP training program.

Research Methodology

Entrepreneurial Development Program offered by the District Industries Centre, Tiruchirappalli was taken for the study. There were 1000 trainees during the study period which formed the population of the study. District Industries Centre provides training to three different schemes, Self Help Group, trainees under Prime Minister Rozgar Yojana (PMRY) and technically qualified persons. District Industries Center has a target of giving training to 150 members of self-help groups per year. Self-help groups are connected through Mahalir Thittam, and NGO's act as facilitators, helping District Industries Centre in collecting the list of members of Self Help Groups. District Industries Centre has collected the list of technically qualified persons, from Employment Exchange of Tiruchirappalli. Business people or unemployed, who wish to avail loan and concession given under PMRY scheme, must apply to District Industries Centre.

The applications received by the District Industries Centre are scrutinized and qualified candidates are selected for training. Out of 1000 trainees, 300 trainees were members of self-help group, 300 trainees were from PMRY scheme and 400 were technically qualified persons. Out of the 1000 trainees only ten percentage of the respondents were covered in the study. Twenty five from self-help group, 35 from PMRY scheme and 40 technically qualified persons were identify by the stratified random sampling method and structured questionnaires were administered to the sample. In addition ten trainees were interviewed.

Limitations of the Study

- The study period was limited to 45 days only.
- It was a micro level study and the findings could be applicable only to trainees from DIC.
- Since the study was based on primary data, collected through questionnaire, the results of the study would be subject to all limitations of primary data.
- The findings of the study might not be applicable to other categories of trainees.

Analysis and Interpretation

Table 1: Income of the Whole Sample

Income	Total	Percentage
Up to 25000	43	43.0
25001-50000	40	40.0
50001-75000	14	14.0
Above 75001	3	3.0
Total	100	100.0

Table No.1 shows that 43% of the respondents earned an the income level of below 25000, 40% of the respondents were from the income level of 25001-50000, 14% of the respondents belonged to the income level of 50001-75000 and three percentage earned an income of above 75000. It was evident that from the table that majority respondent earned less than 25000.

Table 2: Sources of Training

Sources	Total	Percentage
NGO	15	15.0
Lions Club	11	11.0
Rotary Club	6	6.0
Friends	6	6.0
Training Institute	62	62.0
Total	100	100.0

Table, 2 shows that 15% of the respondents joined the training program through NGO, 11% of the respondents joined the training program through Lions Club, 6% of the respondents joined the training program through Rotary Club, 6% of the respondents joined the training program through friends and 62% of the respondents joined the training program through training institutes. It was found from table 2 that majority of the respondents joined the training program through Training Institutes.

Table 3: Overall Satisfaction

Satisfaction	Total	Percentage
Extremely Satisfied	21	21.0
Satisfied	65	65.0
Undecided	11	11.0
Dissatisfied	2	2.0
Extremely Dissatisfied	1	1.0
Total	100	100.0

Table, 3 shows that 21% of the respondents were extremely satisfied with the training program, 65% of the respondents were satisfied with the training program, 11% of the respondents were Undecided with the training program, 2% of the respondents were dissatisfied with the training program and 1% of the respondents were extremely dissatisfied with the training program. In other words majority of the respondents were satisfied with the training program.

Age and its impact on various factors of Training Evaluation

The age of the respondent was classified into four

categories, namely less than 25 years, 26-35 years, 36-45 years, and more than 46 years. Only significant factors were taken into consideration and insignificant factors were left out, i.e., factors such as objective and relevance, programme content, method of presentation, instructional materials,

facilities and trainer as facilitator were taken into consideration. The influence of this independent categorization was analyzed against various factors, affecting entrepreneurial training effectiveness. The result, obtained by ANOVA, is presented in the following Table.

Table 4: ANOVA Age and its impact On the Factors Affecting Training Evaluation

Factors	One way analysis	Sum of Square	Df	Mean Square	F	Sig.
Relevance to Subject	Between Groups	383.33	3	127.77	8.17	.000
	Within Groups	7595.43	97	15.62		
Content of Programme	Between Groups	391.52	3	130.50	11.11	.000
	Within Groups	5717.22	97	11.73		
Presentation Techniques	Between Groups	368.76	3	122.92	5.56	.000
	Within Groups	10765.15	97	22.10		
Training Materials	Between Groups	99.51	3	33.17	9.46	.000
	Within Groups	1707.24	97	3.50		
Facilities Provided	Between Groups	394.01	3	131.33	8.63	.000
	Within Groups	7407.49	97	15.21		
Trainer's Role	Between Groups	598.23	3	199.41	14.67	.000
	Within Groups	6619.80	97	13.59		

Table, 4 reveals the impact of age on various factors of influence on training, according to the F values of relevance (F=8.175, P=0.000), programme content (F=11.116, P=0.000), method of presentation (F=5.560, P=0.00093), training material (F=9.462, P=0.000), facilities provided (F=8.634, P=0.000), trainer role (F=14.670, P=0.000) they did not differ significantly with respect of age, at 5% level. This made the Researcher to explore mean-wise comparison of independent variables and their categories. The descriptive table clearly shows that there was significant difference between the respondents' objective and relevance among different age groups. Regarding the programme content and method of presentation they were statistically significant among the different age groups. In similar way it is noted that regarding instructional materials and facilities there was significant difference among the different age groups. Regarding the factor trainer role, it was statistically significant among different age groups. From this one can conclude that H₀ can be rejected at 5% level. In other words perceptions on various factors of training evaluation, among age groups, were not the same.

Major findings of the study

- Majority of respondents (53%) were female.
- Majority of (52%) of respondents were married.
- Majority of respondents (34%) reported higher secondary level education.
- Majority of respondents to (52%) were unemployed at the time of attending EDP.
- Majority of respondents (37%) were from the backward class community.
- Majority of respondents (75%) were Hindu.
- Majority of respondents (43%) were in the income group of below 25000.
- Majority of respondents (75%) had invested less than Rs 100000.
- All trainees did not have any previous business experience.
- No part time training program is conducted by DIC among 100 trainees who were taken as the sample and no trainee attended any other training program other than the training provided by DIC.

- 67% of respondents stated that the course content was useful and practicable.
- 49% of respondents stated that the relevancy of the topics covered by the course material was fair.
- 69% of respondents suggested distributing the course materials during the program.
- The awareness of government rules and regulations was ranked first, developing self confidence was ranked second and developing business contact was ranked third.
- 11% expressed that the trainers covered cash management, 30% reported that the trainers covered production management, 18% recorded that the trainers covered inventory control management, 15% reported that the trainers covered marketing and sales management, 8% pointed out that the trainers covered personnel management and 18% recorded that the trainers covered general management.

Educational implications

- Entrepreneurial education should be started from the school level.
- Training program must be formulated in such a way that they really match the type and level of entrepreneurial moves to be achieved.
- More emphasis should be placed on behavioral training. Sensitivity training, communication and interpersonal skills, time management, etc should be adequately provided.
- A training program should aim at helping the trainees to identify their needs for further development of capabilities as entrepreneurs. Need based training should also be available.
- A training program should aim at strengthening inherent positive competencies.
- Finally duration of the training period should be increased wherever necessary.

Conclusion

Entrepreneurial development is the only way to tackle unemployment problems and to use the untapped human resources. Development without a proper training is impossible; Entrepreneurship is the process of increasing

knowledge and skills of an entrepreneur to do entrepreneurial activity. It must motivate the entrepreneurial spirit of the trainees. Institution involved in this process, should take it seriously and evaluate the existing system, its strength and weakness and reengineer the existing system to create innovative entrepreneurs. The solution lies in developing positive linkage between education and entrepreneurial development.

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