

# Need for Training Strategies of Entrepreneurial Development Programs Develop the Entrepreneurial Skills amongst Self Help Groups

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**Abstract:** *Entrepreneurship Development Programme is structured training programs. The objective of these programs is to impart and enhance the skill set of the trainee, which results in increased self-employment. Entrepreneurship Development Programme endeavours to change, educate and equip a person to become a successful entrepreneur; assisting them in developing and starting their ventures. It aims at arousing and reforming entrepreneurial behaviour in their daily chores. The Entrepreneurship Development Programme process involves enhancing the individual's motivation, skills, and behaviour. These programmes are useful to impart technical and non-technical skills to the members of Self Help Group [SHG]. Mumbai considered the second-fastest-growing market in Asia, is always special to the people who want to explore their strategies in small business ventures and develop themselves as entrepreneurs. It has become the heart of the city as it is the most populous among all metro cities. Not only is it the largest city by population, but it is also the financial and commercial capital of India. Hence, an entrepreneur with creative ideas and strategies has great potential for entrepreneurial development in this city. According to the Ministry of the rural development website, Maharashtra has a total of 5,24,300 self-help groups, one of the largest whiling compared to other states' self-help groups. Hence there is welcome scope for enhancing entrepreneurial skills among the Self Help Group Members through adopting proper training strategies, which leads to their empowerment of Self Help Group members.*

**Keywords:** Entrepreneurship Development Programme.

## I. INTRODUCTION

Self Help Groups are usually informal associations of people who choose to come together to find ways to improve their standard of living. They are a homogenous group with a similar socio-economic background. India has witnessed a tremendous increase in the number of Self Help Groups formed, thereby ensuring the reach of credit to the otherwise credit underprivileged people (Suprabha, 2014). With the help of a support system, there lies an opportunity to unleash the entrepreneurial potential of the Self Help Group network by exploring possibilities for small businesses across sectors. Self-Help-Groups and micro-financing lead to successful entrepreneurship (Fabien et al., 2021). Gugerty et al. (2017) conclude that Self Help Groups have become a mechanism for delivering development interventions in various fields.

In the present scenario, when competition is too high due to globalization and the quality consciousness of the consumers, there is a need to develop these Self Help Groups into strategic business enterprises. Self Help Groups have great potential but cannot convert their skills into reality due to some problems. It was found that most of the Self Help Group members are illiterate and under-trained. This gives birth to the malpractices which hinder their path to being successful entrepreneurs. The Self Help Group members can attain economic and social empowerment through appropriate training to develop the Entrepreneurial skills. Self Help Group members must desire to change and must know what he has to do and how to do it.

Despite the increasing participation of Non-governmental organizations and other small enterprise training agencies in Mumbai, their training programs have had little or no impact on the change of attitude and acquisition of entrepreneurial skills to target beneficiaries. The reasons for the same are yet not explored as less empirical evidence

exists to explain them. Entrepreneurship training offered to Self Help Group entrepreneurs was expected to significantly influence their behavior and action.

## II. REVIEW OF LITERATURE

### 2.1 Impact of Training Strategies on Entrepreneurial Development Programs

**Rosnani Jusoh et al. (2011)**, in their research study conversed over entrepreneur training needs analysis and its suggestions on the business skills required for successful business visionaries. This study is one of the results of the examination from interview of 30 business visionaries in Malaysia, exploring the business capabilities required for success in their business. In the study, the training needs of business people are distinguished and investigated concerning various issues influencing business, for example, innovation and creativity, financial sources of business, financial management, accounting skills, areas in which the business people think that it is hard to obtain knowledge. The investigation affirms the perspective on business education makes a critical distinctive in the performance of business visionaries, with business people communicating a requirement for additional training and education in explicit business issues.

**Caroline and James (2013)**, ascertained the impact of entrepreneurship training on the business development in Kenya. An exploratory research structure was utilized. All the 1670 target populace was legally enlisted SMEs in Githunguri district. A simple random sampling method was utilized in this study and 167 SMEs of which were sampled. Information was gathered utilizing structured survey. The investigation ascertained that the business visionaries had the option to market their products within the locale, however, not around the nation. The conclusion of the study uncovered that the business visionaries had the option to do every day accounting of business transactions, however, could not do complex budget reports. This results in a conclusion that despite the fact that the business person might be detailing an expansion in sales and benefits, and may appear to enroll development, absence of training on strategic, financial management and marketing will imply that the SME will not develop beyond the first phase of business development to different stages and will consequently in the long run fail within its initial five years of presence.

**Kenneth et al. (2014)**, conversed about the entrepreneurship education: a device to gauge entrepreneurial development. Entrepreneurship educational schemes have broadened beyond post-secondary education in the last three decades, prompting an enhanced need in devices that can assess the effect of education of entrepreneurs. An entrepreneurial development device with sub-scores in Entrepreneurship Self-Efficacy, Entrepreneurship Outcome Expectations, Entrepreneurial Intent, and Goal Directed Activity was revised more than three related examinations to explore the entrepreneurship education's impact on entrepreneurship development. Three distinct samples depicted that this device distinguished among students, prevailing business people, and former students who had business coursework versus people who had not partaken in entrepreneurship education.

**Debanjan Nag and Niladri Das (2015)**, conversed about advancement of different training strategies for upgrading the efficiency and skill development amongst the micro-entrepreneurs in India. Microenterprises plays a significant role for the economic growth of a country, yet especially growing country like India, that is going through progress from the conventional sustenance to a modern industrialized economy, it plays a vital function in the financial development. The function of microenterprises is huge since they are effectual tools for generation of employment, balanced livelihood, contributing to the nation's GDP and societal upliftment of the community. Moreover, for the advancement of microenterprise as a powerful tool for the generation of employment and create balanced livelihood an appropriate training technique for micro-entrepreneurial skill development has to be created which in turn will enhance the effectiveness of the micro-entrepreneurs. The current study attempts to build up a system for recognizing the training techniques required to build up the micro-entrepreneurial skills. Several training techniques with its merits and demerits have been provided which can be utilized to advance the micro-entrepreneurial skills. It additionally gives proper guidelines with regards to how effectual training techniques can be fabricated to expediate the attainment of these entrepreneurial skills which not only develop employment generation but also create balanced livelihood.

**Logendran Mayuran (2016)**, intended to study the effect of entrepreneurship training on implementation of small ventures. The theoretical structure takes the structural equation model outline in which the entrepreneurial behavior is seen as an outcome of the training program. Training on marketing, quality maintenance, customer care, and financial management have been deemed under this model. Information were gathered through surveys acquired from 60

employees from small ventures from Jaffna District. The investigation used regression and correlation statistics to scrutinize the information. The research findings demonstrated a substantial positive effect of entrepreneurship training on implementation of small ventures. With the use of linear regression analysis, can be inferred that entrepreneurship training contributed 85% with regards to the implementation of small ventures in Jaffna locale. The findings of the study have significant ramifications for researchers, policy makers, prevailing and capable entrepreneurs.

**Daisy et al. (2017)**, analyzed the stud of existing literature, the characteristics that creates an entrepreneur effective, how educational organizations can motivate entrepreneurship, outline of need, procedures, goals, difficulties and chances of entrepreneurial training and lastly talks about how entrepreneurial training leads to achievement. The study analyses a scope of issues and difficulties identified with entrepreneurship growth. The preliminary part is separated into three segments: who is an entrepreneur, entrepreneurial intentions, behavioural qualities, and education and training. The study finds that attentiveness is needed to create entrepreneurs; there continues to stay an absence of investigation on entrepreneurial intentions and venture/entrepreneurship training and education in different and multiple settings. The literature summarises with theories and thoughts identifying with the issue of who is an entrepreneur and enquires if entrepreneurs can be trained. This prompts a contentious question of whether an individual can be given entrepreneurship training, and in view of this thought, there is still significant ambiguity. The study gives the premise for further nuanced comprehension of entrepreneurial intentions and related training and education which is relevant to both policymakers and researchers.

**Chitra et al. (2018)**, in their journal conversed about the requirement of training and skill development programs for female entrepreneurs. The absence of appropriate training, no skill development and lack of education are the greatest obstacles in the way of women entrepreneurs. These obstacles can be taken out by the best possible Women Entrepreneurship Programmes (WEP). As women's contribution is more in the economic development of the country, they have to be treated as equivalent participative segment to the economy without making any social, economic, gender, and political-based discrimination. Thus, the primary goal is to put together a substantial participation of women with regard to the area of entrepreneurship training programmes alongside with skill development programmes. The intrigued women must be educated about the entrepreneurship programmes began by certain foundations. These organizations ought to give management and technical skills to the women partakers and later assess if these programmes have an effective outcome for women to establish their own enterprises since some of them leave the enterprise in the middle. The research study led on the subject uncovers that those kind of entrepreneurial training programmes have constructive effect on women entrepreneurs. This programme has not only enhanced their performance in their ventures, but also inspired other young women entrepreneurs in this area.

**Rahimah et al. (2019)**, studied how the entrepreneurship education impacted students, their interest on entrepreneurship, competencies and intentions by executing fashion entrepreneurship program. The research findings denoted that there is a major constructive positive correlation among entrepreneurship intentions and entrepreneurship interests. Even though the findings exhibit no substantial connection among entrepreneurship intentions and competencies with fashion entrepreneurship program, respondents' discernments towards their interest, competencies and intention at the conclusion of the program are great. Because of time restraints, it was recommended that upcoming entrepreneurship program have to be organized more structured and in an appropriate way to ensure that student can obtain benefit all through the program and the goal of the program can be attained.

## **2.2 Entrepreneurial Empowerment (Social and Economic)**

**Ajay Sharma et al. (2012)**, in their theoretical study conversed about the growth of micro enterprise and rustic women entrepreneurship is the way for financial empowerment. Women entrepreneurs' role is significant in regional economies and a substantial ratio of micro-enterprises in growing countries are taken over by women. Rustic women commonly have major responsibility for agrarian production as well as domestic responsibilities along with childcare. In growing nation like India where the financial status of women is extremely pathetic particularly in rustic areas and earning opportunities are very less; in this situation, the Self-Help Groups (SHGs) provided the path for financial independence of rustic women. This study examines briefly the literature in this field and refers in specific opportunities and hardships confronted by women entrepreneurs in rustic regions. It analysed the effect on women empowerment via SHGs and micro entrepreneurship development.

**Anju Singh Choudhary (2015)**, inspected the financial empowerment of rustic women entrepreneurs in Rajasthan via Self-Help Group. Women are the heart as they are bringing growth of society, their own family, or any country. Women can bring an overall ennoblement in the society if they are empowered. The best way to make a woman economically and socially independent is by effectively producing self-employment opportunities in their area of interest rather than providing them with job opportunities. A significant role is played by Self-Help Group because they reach the remote and rustic areas and create awareness amongst the regional people via local citizens. Through the formation of Self-Help Groups since 2006, Hindustan Zinc has been involved in rustic women empowerment. The current study makes a powerful explanation of the self-help group inventiveness of Hindustan Zinc-Sakhi. The goal of the research is to convey its effect on women entrepreneurs in the rural areas of Rajasthan. Utilizing historical survey methods and case study, the authors articulate conclusions about the associations connecting it with the larger objective of empowerment of rustic women.

**Lalitha, and Vijayakumar (2016)**, examined the empowerment of women via self-help groups. In 1985, the empowerment method was visibly enunciated by Development Alternatives with Women for a New Era (DAWN). The term DAWN obtained fame in early 90s in Western Countries. The Central Government of India in its welfare programmes changed the notion of development to empowerment merely in the Ninth Plan (1997-2002) and declared that 2001 as a year of 'Women Empowerment Year'. The development of women in recent years stresses on giving equal chances to women by eliminating gender bias; strengthening women and building self-confidence among women. As per Gurumoorthy (2000), Self-Help Groups manage entrepreneurial movements at smaller level with least capital necessities. It has been successfully exhibited by women on how to mobilize and handle frugality, assess credit needs and impose monetary self-discipline. Self-Help Groups have the capability to kindle the socio-economic transformation in rustic India. With regards to the studies of Sathyasundaram (2003), the SHG-Bank associated programme has aided the fainter sections, improved the saving practise, enhanced the percentage of repayment, enhanced the opportunities of employment, improved the members' self-confidence and made members more positive in confronting social problems.

**Mareswara Rao (2016)**, the paper assessed the notion of empowerment under economic and social dimensions. The research was conducted on self-employed women in the rural areas of Guntur, one of the districts in Andhra Pradesh. The research uncovered that there is a substantial correlation between the aspects of expenditure, income, and saving levels of the respondents afore and after beginning the entrepreneurial deeds. The insinuations of these findings and the significance of this research are discussed.

**Karuppusamy and Indira (2017)**, concentrated on the social and economic components of women entrepreneurs' empowerment in Puducherry region. The goal of the research is to examine their social and economic components, to identify the details for which the women engage in business activities. This study, with the utilization of simple random sampling technique, sampled 250 respondents and interviewed them with properly composed schedule of questions. The result exhibits that socio-economic or demographic components such as community, educational qualifications, nature of the family, place of the business and building premises synchronize with the empowerment of women have effect on them. Chi-square analysis, a statistical tool, was utilized for the results of empowerment of women entrepreneurship in this research.

**Subhash Chandra Nandi and Khama Sharma (2018)**, conversed about the entrepreneurship of women and it is a device of empowerment. The tribal population subsisting very near to the nature are aboriginal and they have a very simple standard of living. The tribal are traditionally wealthy, but financially poor and additionally they are extremely ignored by various dignitaries. The economic growth of a nation is not potential without the development of the tribal. The economic growth of a nation is based on human resources. The female being a human resource depicts a significant role in the economic growth. Thus, the entrepreneurship plays a significant role for the growth of the country. The tribal females have the large prospective for entrepreneurship. The researcher needs to concentrate the current situation of the entrepreneurship growth in the study area and to emphasize on the livelihood type of the tribal women.

**Shikha Kapoor (2019)**, in their study highlights the efficacy of societal mobilisation and economic development by introducing the cases and exhibits how they are making a change in society. It attempts to scrutinize how SHG as a part of social invention could be utilized for strengthening women/girls through entrepreneurship mitigation. It additionally uncovers its social and financial insinuations by women participation in productive and economic contribution in the family therefore addressing the significance of SHG's and its gradual advancement of women. Newest public strategies

can be fabricated to empower and make provision for financing these SHG (Self Help Group). Corporates can be motivated to embrace regions to help SHG as part of obligatory CSR (Corporate Social responsibility) activity according to Companies Act 2013 in India. This study elaborates how self-help groups may propagandize awareness between the members if they are offered with adequate chances for empowerment to fight impoverishment. In addition, participation in SHG's has facilitated members to express their opinions on communal affairs, and it has likewise aided in acquiring liberty, self-identity, self-confidence to handle difficulties and acquiring power to make decision in their own family.

**Ali MS and Cook Kevin (2020)**, in their research study basically concentrated on rural women empowerment through micro-entrepreneurship and the function of micro-entrepreneurship between rural women. The economic empowerment of rural women is now seen as a very normal sign of growth for a country. Therefore, the subject of women's economic empowerment is supreme importance to political theorists, social scientists, economists, and policy reformers. Rural women have acquired economic independence with the help of self-help groups (SHGs). Micro-entrepreneurship includes the Self-Help Group members. The SHG makes the rural women economically more independent and provide employment opportunities for other people in the nation. The rural women's economic empowerment paved way for the development of family, society, community, state and country, and it is most essential that we are vigilant in empowering rural women for the actual progress of our country in all areas.

### **III. CONCLUSION**

#### **Significance of entrepreneurship towards economic growth of a country.**

The emergence of entrepreneurs and their contribution to India's economic growth is quite visible to a greater extent.

#### **Training fosters the growth of entrepreneurship and leads to empowerment.**

Entrepreneurship is an important tool which has leveraged empowerment in the country by increasing family, economic, financial and social status. Proper training helps in acquiring skills to be a successful entrepreneur. An SHG entrepreneur's success rests on their entrepreneurial skills. Hence, the state, central government, and NGOs provide entrepreneurship training programs to develop entrepreneurial skills among the SHG members.

#### **Micro financing is an essential instrument for Self Help Groups**

Micro-financing to Self Help Groups helps them to start business activities and enhance their livelihoods. Entrepreneur Development Programme inculcates entrepreneurial skills among the Self Help Group members. After attending Entrepreneur Development Programme training, they learn these skills and the ability to recognize their capabilities and start thinking about building a business. Micro financing helps them to convert their training into businesses.

#### **Impact of Formal Education on Women Empowerment**

It is also found that the women entrepreneurs who have completed under graduation and other diploma courses have perceived less women empowerment. In contrast, compared to those women entrepreneurs who have no formal education or studied school-level education means that education is not the only tool which offers empowerment to the women, so beyond the education, there are a lot of other factors which result in women's empowerment, such as self-confidence, establishing trust and confidence among family members, problem-solving skill, courage to handle the failures, etc.

#### **Effectiveness of entrepreneurial Development Programmes**

Based on the research outcome, it is concluded that effective entrepreneurial development programmes significantly positively affect the economic and social empowerment of Self Help Group members. Therefore, policymakers and administrators state the government of Maharashtra and the Government of India should initiate the design, development, and implementation of effective EDPs through appropriate strategies that enhance the entrepreneurial competencies and orientations of SHG members. The success of Self Help Group members in their entrepreneurship initiatives will help them achieve better economic status in society and meet their livelihood with better lifestyles.



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