



Analysis of Entrepreneurship Development Programmes: A study of Jammu and Kashmir Entrepreneurship Development Institute

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ABSTRACT: Jammu and Kashmir Entrepreneurship development Institute is the dynamic organization primarily working for the entrepreneurship development in the state of Jammu and Kashmir since 2004. It is the first state level institution established to execute entrepreneurship development programmes in a structured and orderly manner and develop an entrepreneurial orientation among the people of Jammu and Kashmir. At present the institution is the chief body in the state of Jammu and Kashmir responsible for the entrepreneurship development. The paper is about the micro level analysis of the Entrepreneurship Development Programmes conducted by of Jammu and Kashmir Entrepreneurship Development Institute for the entrepreneurship development.

I. INTRODUCTION

The word entrepreneur appeared in the French language long before the emergence of the concept of entrepreneurial function. In the early 16th century it was applied to those who were engaged in military expeditions and by 17th century it was extended to cover civil engineering activities such as construction and the fortification, however it was only in the beginning of 18th century that the word was used to refer to the economic activities. Aldrich (1979) [1] Entrepreneurship like other economic concepts has been used in the various ways and various senses, and even today the clarity of the concept is not so evident. A manager is sometimes described as an entrepreneur, sometimes an innovator, or capitalist and sometimes all of them combined into one. The entrepreneurship has been conceived in many ways like personality characteristics, innovative activities and managerial abilities and has gained much legitimacy in the eyes of public as practically it is constantly witnessed that be it to days manager or be it today's businessman, both not only need just the managerial skills only but the entrepreneurial skills as well as it makes the ways and helps to have a channelized system of work through the more advanced analytical techniques, the presence of lucrative opportunities and the presence of the individuals as well. The continuous efforts and the attempts are being made to inculcate the spirit of entrepreneurship among the people who are likely to turn into manufacturers, or already manufacturers and to facilitate the activation of entrepreneurship through the organization of support system which include capital assistance, technical knowhow, marketing of goods, management and many other infra structural facilities. The deep concern of unemployment and the general insight that only the creation of new business can provide jobs on the sufficient scale in a society with a shrinking industrial force is making the entrepreneurial fervor to grow and flourish very rapidly. A historian of entrepreneurial movement writes that it has turned out to be a worldwide movement which spreads across countries regardless of their level of development or even of their basic mentality or value orientation towards business activities. The concept of entrepreneur and its theory have evolved since more than two centuries. In the beginning the attitude of classical economists was very old towards the use of this term and towards its role in the economic theory. It only during the recent years that the role of an entrepreneur has been of very great significance and so visible. Both developing and the developed countries have felt in shaping the industrial growth and so the economic development. Bal, Gurpreet mentions that The economic theory now provides general definitions of the entrepreneur and entrepreneurship and the Schumpeter took it for innovative activities and described in his theory of economic development and mentioned about the basic key typologies of the entrepreneurship in general and entrepreneurial behavior in particular. These are introduction of new good thing with a new method of production, new market, new source of supply of raw material and the creation of new organization of industry. It is more often said that Schumpeter glorifies the entrepreneur and portrays him as a kind of aristocratic hero. Hagen (1962) says that the creativity of a disadvantaged minority group is the main source of entrepreneurship. The entrepreneurship development programmes began just as an experiment by Gujarat State Industrial Corporation (GSIC) started gaining momentum at National Level in the

early 70s, around the same period Small Industry Extension and Training Institute (SIET) initiated EDPs in Jammu and Kashmir. At present various Government and the non-government organizations are working for the entrepreneurship development and conduct entrepreneurship development programmes at multiple levels with multiple target groups in consideration. Role of Entrepreneurship development programmes is quite indispensable. They help in developing of supportive, simulative and sustainable entrepreneurship. Lingas (2013) [4] mentions that the objective of entrepreneurship development programmes is to sensitize about problems like unemployment, under developed economy, uneven regional growth etc. and develop an entrepreneurial friendly environment. The EDPs help in the germination of problem eradicating ideas that emerge in the field of entrepreneurship. Patel, V.G. (1987) [6] states that role of entrepreneurship development programmes is too indispensable for the development of entrepreneurship. These programmes are being mooted, developed and operated in different regions to give an impetus to pace of economic development, promotion of national prosperity and so the life quality improvement. Awasthi and Sebastian (1996) [7] reveals that 73% of the trainees felt that EDPs have made a large impact on them. The EDPs bring a sound combination of techniques of behavioral psychology and tools of management science etc. Olenbenga (2013) [8] explored that the impact of entrepreneurial development programmes on Nigerian Small Scale Business has positive impact on their performance. Entrepreneurship development programmes have been using the training as the basic pre requisite for the entrepreneurship development. The content of training is quite important as it determines about the target groups to be trained and devise the mechanism to support the potential entrepreneurs in order to motivate them to take up entrepreneurial ventures and be successful in their ventures. M. Msoka (2013) [9] has derived a quite positive relationship between the entrepreneurial knowledge and the entrepreneurial performance. The development of the EDPs as a strategy to contribute for the industrialization and the economic growth of the backward and other areas need a proper direction. An organization to make it more effective and purposeful is quite necessary. The contribution of EDPs is very uneven in different regions, thus a need to create more systematic programme emerges out with. It has been seen that uneven policy of creating EDPs also affects the quality of entrepreneurs. Once the selection process of the potential entrepreneurs is over, the need for the equipped, managerial and technical skills comes on the fore front.

Dutta (2004) while examining the effectiveness of entrepreneurship development programmes in North east made by IIE in 1998 organized by the 5 training agencies like NISIET, IIE, NEITCO, NECON and NSIC found that out 3713 trainees, 25.2% were achievers. The study also reveals though EDP training with definite focus acted as a motivator for taking the entrepreneurship as a career.

Entrepreneurship Development Programmes (EDPs) vs Jammu and Kashmir

Entrepreneurship Development Programmes (EDPs) play a very significant role in the entrepreneurship development of a place. The state of Jammu and Kashmir has been facing the problem of turmoil over a period of almost 3 decades and is therefore lagging far behind in the entrepreneurial sphere. Gephart (2004) [3] mentions that Multiple institutions have come up with the idea of EDPs to be conducted for the entrepreneurship development of the state. However the JKEDI is found to play a proper role in conducting these EDPs and maintain the course of entrepreneurial action. Gartner, B *et al* (1999) [5] mentions that existing model consists of introduction of Government policy which includes monetary assistance, subsidies, incentives, entrepreneurial motivation, project formation and project implementation too. As far as the state of Jammu and Kashmir is concerned, it is seen that although it is a rich platform for entrepreneurship but still much encouraging spirit of enterprise is not seen. People do have the predilection for the Government jobs and feel more secure although with a limited salary and least growth. Therefore to cater this burning issue of least entrepreneurial backwardness, JKEDI started to work in the field by conducting entrepreneurship development programmes and entrepreneurship awareness programmes. Since the role of Government is quite amorphous with respect to the entrepreneurial domain of the state due to fluctuating socio economic and political conditions of the state. A strategy of self-reinforcing process is started by the institute for the development of efficient support system, training and finance which is proving as an effective antidote to the problem of least entrepreneurship development faced by the state all over. The institute caters the growing need of employment, development of entrepreneurship and so the economic growth of the state.

II. OBJECTIVES

To study the role of JKEDI in conducting the entrepreneurship development programmes (EDPs).

To understand the strategy of entrepreneurship development programmes (EDPs).

III. METHODOLOGY

The study is about the organization level of investigation and so broadly descriptive and evaluative in nature. However intensive interviews were carried out personally on the basis of a structured interview schedule to collect the required data and then interpreted respectively. A sample of 50 respondents is interviewed to understand the

strategy and conducting mechanism of entrepreneurship development programmes of Jammu and Kashmir entrepreneurship development institute.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Conduct of Entrepreneurship Development Programmes.

EDPs conducted	Responses	Percentage
Yes	37	74
No	13	26
Total	50	100

Entrepreneurship Development programmes have become too much essential for the development of entrepreneurial orientation among the people. Studies reveal that EDPs have a significant role to play in the entrepreneurship development of any place. The study too reveals that majority of the respondents reveal that EDPs are being conducted by JKEDI.

Are EDPs helpful

Yes/No	Responses	Percentage
Yes	34	68
No	16	32
Total	50	100
Improve Entrepreneurial Knowledge	34	34
Develops entrepreneurial Orientation	29	29.99
Exposure through training	36	35.99
Total	99*	100

*Multiple Responses

EDPs indispensability can be understood by drawing a comparison between those who have attended them and who do not. The studies reveal that most of the successful entrepreneurs have a proper record of following and attending certain types EDPs. The study too reveals that maximum of the respondents feel that EDPs help them in gaining the entrepreneurial knowledge and develop an entrepreneurial orientation among the entrepreneurs.

Table 2: Nature of EDPs.

Nature	Responses	Percentage
Simulation	22	26.50
Training	19	22.89
Understanding	37	44.57
Experimental	5	6.02
Total	83*	100

*Multiple Responses

The nature of training varies with respect to certain types of the enterprises. It is found from the table that mostly understanding type of model is used to train the entrepreneurs, followed by the simulation model.

Table 3: Main Areas of Training.

Area	Responses	Percentage
Learning up of entrepreneurial skills	46	42.20
Learning of account maintenance	34	31.19
Confidence and Capacity building	29	26.60
Total	109*	100

*Multiple Responses

Training is the core element of entrepreneurship as it prepares the person from being a simple person to be an entrepreneur. It teaches about the knowledge and basic parameters needed for the entrepreneurship development. The study reveals that training help to learn the entrepreneurial skills up to large and also boosts the confidence and capacity of the entrepreneurs.

Training helps to boost multiple parameters of entrepreneurship development. Some of the important ones are motivation development, exposure practical experience. The study also shows that motivation development is one of the fundamental functions imparted through training. Study also reveals that training helps to develop a practical expertise and supportive attitude too for the development of enterprises.

Table 4: Training Assessment.

Parameter	Response	Percentage
Motivation building	46	31.94
Practical expertise	34	23.61
Not so good and updated	37	25.69
Supportive and helpful	27	18.75
Total	144*	100

*Multiple Responses

Table 5: Indispensability of EDPs.

Reason	Responses	Percentage
Improves the interest	34	40
Not so much helpful	22	25.88
Equips better for entrepreneurship exercise	29	34.11
Total	85*	100

*Multiple Responses

EDPs play an important role in the interest development of the entrepreneurs and also equip them better for the entrepreneurial activities. EDPs also lead to the positive change and growth of entrepreneurship. The study also shows that majority of the entrepreneurs reveal that EDPs help to improve the interest level among the entrepreneurs.

Table 6: Exposure to Entrepreneurial areas.

Entrepreneurial Area	Response	Percentage
Idea of raw material	12	24.48
Technical ideas	10	20.40
Idea of branding	7	14.28
Idea of managerial skills	20	40.81
Total	49*	100

*Multiple Responses

The study reveals that EDPs help in knowing about the idea of raw material and imparts some technical knowledge. Moreover some managerial ideas are also learnt with the help of EDPs.

Table 7: Level of impact by Entrepreneurship Development programmes.

EDPs	Responses	Total
Increase in interest	33	35.86
Positive Change in ideas about entrepreneurship	31	33.69
Least impact of EDPs	28	30.43
Total	92*	100

*Multiple Responses

Entrepreneurship development programmes help to develop an entrepreneurial orientation among the people up to a great extent. The study too reflects that majority of the respondents find entrepreneurship as an activity of developing interest among the people of Jammu and Kashmir. However some find that EDPs had a least impact on their entrepreneurial career.

Table 8: Need felt for training.

Reason	Response	Percentage
Training quite indispensable	38	37.62
No need	32	31.68
Updating is must in business	31	30.69
Total	101*	100

*Multiple Responses

Training is an important asset of entrepreneurship and prepares a person well for entrepreneurship exercise. The study reflects that respondents feel that training is very important for the entrepreneurship development. Moreover training also helps in updating the business knowledge and education.

V. CONCLUSION

The revolution of entrepreneurship is constantly sweeping the world over. It is well understood fact that entrepreneurship is the best of all intervention policies to be designed for the growing menace of unemployment, under developed economy and uneven regional growth etc. The growing rate of the EDPs shows that development of entrepreneurial environment has now become a significant area of interest for most of the agencies and the state of Jammu and Kashmir as well. Although results of the EDPs evaluated by the researcher executed since 2011 to 2015 are not found to be so marvelous due strong climatic variation, terrorist encounters in JKEDI and the affected psyche of people. However it is also found that the process of entrepreneurial development has started now with a proper strategy to strengthen the healthy base of entrepreneurship in the state. The day is not far off when Jammu and Kashmir will enjoy the privilege of getting counted amongst the prospective entrepreneurial states in spite of the impediments that the state is going through.

Besides, the management, EDPs make more effective by engaging persons with conviction and commitment to undertake the tasks of good planning, organizing, designing, directing and implementing. Standardization of course material is also important and in order to make it more successful, proper evaluation of the effectiveness of the EDPs should be made after the completion and the difficulties traced should be eradicated in the future programmes.

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