ABSTRACT

After realizing, for developing financially sound society, cultivation of entrepreneurship among the youth is necessary and also the need of hour which provides physical and financial support in form of subsidy, concessions is not sufficient to encourage entrepreneurship amongst youths. The man behind the project that is the personality is also one of the essential inputs. The experiment conducted amongst Indians by David C. McClelland, Professor of Psychology and Chairman of the Department of Social Relations, Harvard University, demonstrated how achievement motivation could be developed. This finding became the basis of the Entrepreneurship Development Program.

Today a large number of institutes and organizations are engaged in conducting EDPs with the objective of developing entrepreneurs, particularly the first generation entrepreneurs to set up small manufacturing or non manufacturing businesses.

Even though entrepreneurship has been one of the most promising research fields in management over the last one decade, and this focus has resulted in a significant increase in the amount of research effort being devoted to the many areas, not much attention has been given to some areas like effectiveness of these EDP training. Entrepreneurship research has surfaced in the areas of history, political science, economics, education and mass communication. During this period researchers have attempted to develop a typology of entrepreneurship and small businesses, which has given shape to the research framework. Right from the theory building entrepreneurship research has been extended to many facets of the subject.

However not much research has been carried out to ascertain the effectiveness of these entrepreneurship development programs being conducted by over 600 institutes in India. Most of the studies are based on limited empirical research. They are by and large theoretical propositions or observations without necessary support of data.
On the other hand, different organizations, though running the same programs, will differ in many respects. Hence, there is a need to evaluate the training program run by different organizations so as to identify institutional variations, to improve the effectiveness of the programmes.

On this background, with the objectives like to identify to what extent EDPs have been able to develop well-rounded, competent and successful first generation entrepreneurs, what are the new business started by them, to ascertain present status of that business, to ascertain extents of which the EDPs have been successful in generating viable project opportunities participant etc. the present research have been carried out.

A sample was taken from the Maharashtra Centre for Entrepreneurship Development (MCED), a Pune based semi government organization.

It was found that, after pilot study that depending on the their present status of all the EDP participants can be categorized into 5 distinct groups namely, those who had existing business, those who had set up business and then closed down., those who had tried to set up business however could not succeed , those who are still in the process of setting up the business and those who did not even try to set up a business.

Necessary information was collected through structured questionnaire, personally visiting each participant. After thoroughly analyzing data, this is presented in the various chapters.

First chapter is titled ‘Entrepreneurship development in India with special reference to MCED (Maharashtra Center for Entrepreneurship Development)’ covers point like history of entrepreneurship, Development of Entrepreneurship concept in India,
Training as a means for Entrepreneurship Development, Evolution of EDP, details of Entrepreneurship Development Program conducted by MCED, information about MCED - an EDP conducting organization, Need of the present study, Objectives of the study, Hypothesis, Limitations of the study.

Second chapter tilted Research methodology covers literature review and research methodology adopted for the study.

Third chapter deals with Socio Economic Background of the EDP participants. Information about participants those who became entrepreneurs, is covered in the chapter no. four.

Profiles of the participants other than those become entrepreneurs' viz. participants' entrepreneurs those who have closed down business, participants who did try to set up their own business however could not succeed and participants who did not try to start their own business after completion of the course have been presented in chapter no. 5.

Next chapter i.e. six covers the feedback form the participants about EDP they have attended. In Chapter No. 7 findings have been summarized.

Chapter No. eight is all about Effectiveness of the EDP, testing of the hypotheses and conclusions. Main conclusions namely, overall effectiveness of the EDPs conducted by the MCED is reasonably achieved, shift from theoretical Inputs to practical knowledge is desirable, more emphasis on service sector business is essential, follow up support is missing, business opportunity guidance is needed, Factory visits must be integrated, developing Intrapreneurs is essential, Cultivating Entrepreneurial Culture among staff, continues evaluation for betterment of training programme and recent trends in entrepreneurship are discussed in this chapter.
Last chapter i.e. No 9, covers recommendations on various aspects. It covers recommendations with respect to EDPs, MCDE and Future Research Topics.

One of the limitations of the study is that total no. of. Respondents covered are 100. Therefore all the findings relate to these respondents only. However since in-depth study has been conducted conclusions arising out of the data are valid.

The researcher has identified some topics for further research arising out of his own experiences. If, these topics are dealt with by other researchers, the literature on entrepreneurship will be rich and relevant.