Abstract

Entrepreneurship Development Programme is a programme designed to help a person to amplify his entrepreneurial motive and in acquiring skills and abilities necessary for playing his entrepreneurial role effectively. Developing entrepreneurial motives and skills and helping to play the role of entrepreneur, effectively are the aims of EDPs. Entrepreneurship is the tendency of a person to organize the business of his own and to run its profitability, using all the qualities of leadership, decision making and managerial caliber, etc. Entrepreneurship Development Institutions play vital role in the success of the Kerala economy due to their ability to exploit new technologies, respond quickly to changing market needs, facilitate balance regional development, reach the rural areas and help in equitable distribution of wealth. Entrepreneurship Development Institutions are major in employment creation in the state. The central and state government has introduced a number of Entrepreneurship Development Programmes to encourage and support the efforts of the entrepreneurship development in Kerala. The EDPs have been in operation in Kerala for the past few years and many prospective people were benefited from these programmes. The present study has been undertaken to compare the Entrepreneurship Development Programmes in MSME-DI, Thrissur and KITCO Ltd. The study is confined to the trainees of EDPs of three districts in Kerala namely Alappuzha, Thrissur, and Kozhikode. More specifically, the study attempts to assess the expectation, perception and effectiveness of EDPs in Kerala.
In Kerala mainly fifteen training and development institutions are in Micro, Small and Medium Enterprises (MSMEs) sectors, but in these only two institutions are absolutely engaged in conducting of Entrepreneurship Development Programmes. These two institutions have trained the highest number of entrepreneurs in Kerala. The Entrepreneurship Development Programmes (EDPs) institutions are Micro, Small Medium Enterprises Development Institute (MSME-DI) and Kerala Industrial Technical Consultancy Organization Limited (KITCO Ltd.). The other institutions conduct Entrepreneurship Development Programmes less in number. Their main focus is not the EDPs. MSME-DI and KITCO Ltd. are conducting various types of programmes, namely Entrepreneurship Development Programs (EDPs), Women Entrepreneurship Development Programmes (WEDPs), Technical Entrepreneurship Development Programmes (TEDPs), Industrial Motivation Campaigns (IMCs), Entrepreneurship Skill Development Programmes (ESDPs) and Management Development Programmes (MDPs). This study covers only those Entrepreneurship Development Programmes (EDPs), which are for the duration of more than eighteen weeks. The duration of conducting the Entrepreneurship Development Programmes was adequate to acquire the entrepreneurship skills. The Entrepreneurship Development Programmes conducted were divided into three stages, i.e., pre-training phase, training phase and post training or follow up phase. In the pre-training phase, these two institutions are conducting Entrepreneurship Development Programmes (EDPs) selecting the participants through advertisements in the newspapers and take the assistance of local bodies/associations.

The comparative study identified the gap between expectation and perception level of EDPs delivered by MSME DI and KITCO Ltd. The entrepreneur’s high expectation before joining the EDPs has declined and after the programme. The
MSME DI and KITCO Ltd. are helping to increase knowledge base, by identifying opportunities, and by pointing out ways to overcome barriers imposed by one's environment. They have a definite role in enhancing entrepreneurship by enlarging the pool of entrepreneurs in the society. Any form of entrepreneurship that is worth promoting broadly must be about establishing new and better ways to improve a society. Entrepreneurship Development Institutions implement innovative programs, organization structures, or resource strategies that increase their chances of achieving deep, broad, lasting and cost effective social impact. Therefore, the state and the central government should take appropriate measures to promote and develop entrepreneurial education in India.