Chapter 2

Review of Literature

2.1 Introduction

Entrepreneurship, an emerging field of study and as an area of human endeavor, has received increasing interest of researchers, academicians and policy makers the world over. It has equally provoked controversies over its concept and definition. Entrepreneurship is seen as an effective means not only of combating unemployment, poverty and under-development in the developing nations, but also as a strategy for rapid economic development in both developed and developing nations (Schumpeter J. A., 1934)\(^1\). The aim of Entrepreneurship Development Programme is to stimulate a person for adopting entrepreneurship as a career and to make him able to identify and exploit the opportunities successfully for new ventures. The present study reviews are also trying to look at the Micro, Small and Medium Enterprises, employability aspects and Entrepreneurship Development Programmes and intentions. In view of entrepreneur occupying the pivotal role in conceptualizing, operationalising and sustaining enterprise, the review of literature presented below covers entrepreneurship training and development.

2.2 Literature Reviews on MSMEs/SSIs

Shivani Mishra (2012)\(^2\) in his study the Micro, Small and Medium Enterprise (MSME) sectors contribute significantly to manufacturing output, employment and exports of the country. It is estimated that in terms of the value, the sector accounts for about 45 per cent of the manufacturing output and 40 per cent of the total exports of the country. The sector estimated to employ about 69 million persons in over 26 million units throughout the country. The central discussion of this paper is to throw light on the role of MSME in the upliftment of social disadvantage group. The further
paper also highlighted the MSME status in the era of globalization and also mentioned review for the same. The author suggested that apart from governmental role it is also the responsibility of MSME sector to be empowered about awareness, access and usage of government policy and programmes. This proactive approach helps the MSME sector to sustain in liberalization era.

Nallabala Kalyan Kumar and Gugloth Sardar (2011)\(^3\), state that consequence of the MSMEs and their role in the economy and impact of economic reforms on growth pattern and performance of MSMEs. The MSMEs should be encouraged to make a sustainable contribution to the national income, employment and exports. SMEs are a major employment provider and donor to GDP, they are burdened with the responsibility of providing employment while at the same time experiencing slow moving growth because of dividing the agriculture sector and globalization

Prasad, (1983)\(^4\) in his study found that the small scale industrial sector is an integral part of not only the industrial sector, but also the country’s economic structure as a whole. If small scale industries are properly developed, they can provide a large volume of employment, can raise the income and standard of living of the people in the lower income group and can bring about more prosperity and balanced economic development. The small scale industrial sector has vast potential in terms of relating employment and output, promotion of export, expansion of base for indigenous entrepreneurship and dispersal of industries and entrepreneurship skills in both rural as well as backward areas.

Desai, (1983)\(^5\) also stated that rapid industrialization in India depends on the growth of small scale industries. Most of the small scale industries are operating under certain handicaps like shortage of raw materials, low levels of technical
knowledge and counseling, poor infrastructure, inadequate capital and credit facilities, improper distribution system, lack of facilities for market analysis, research and development. They are also weak in marketing their products beyond their localities, especially in international markets.

Abid Hussain committee, (1997)\(^6\) report on small enterprises has examined and suggested institutional arrangements, policies and programmes for meeting long term and short term requirements of the small scale industries. The Committee found that the reservation policy of specific products for exclusive manufacture by small scale industries had not served much purpose as most industrialization had occurred in items not reserved for small scale industries. Moreover, it had resulted in lower efficiency and productivity and restricted the expansion and export potential of important industries like light engineering, food processing, textiles and others. Credit to the small scale industrial sector had become more and more expensive, especially after interest rate deregulation. Institutions and regulatory policies responsible for technical assistance, human resources development, industrial standardization, etc.

Mali, (1998)\(^7\) in his study has observed that small and medium enterprises (SMEs) and micro enterprises have to face increasing competition in the present scenario of globalization, they have to specifically improve themselves in the fields of management, marketing, product diversification, infrastructural development, technological upgradation. Moreover, small and medium enterprises may have to move from slow growth area to the high growth area and they have to form strategic alliance with entrepreneurs of neighboring countries. A data bank on industries to guide the prospective entrepreneurs, including investors from abroad is also needed obsolescence particularly among tiny units have not proven so effective.
Rajendran, (1999) made a study to examine the various kinds of assistance given to small scale industries with the prime objective of identifying institutional assistance for the development of small scale industries and the problems faced by these industries in Tiruchirapalli district. He concluded that the greatest problem faced by the small entrepreneurs was the nonavailability of adequate financial assistance. Moreover, the small enterprises also face problems relating to the acquisition of raw material, marketing of products and technologies and administrative problems. There were complicated procedures in availing loans from financial institutions and there is no coordination between the promotional institutions and government agencies.

Hamid, (1989) the study conducted in Jammu and Kashmir. In his study, he found that the state of Jammu and Kashmir is not ideally suited for developing large scale industries and as such the only remedy lies in the establishment of small scale and cottage industries, which are most suited to the socio-economic condition of the state. He identified the causes of industrial backwardness in Jammu and Kashmir includes- peculiar geographical location, limited exportable resources, shortage of imported raw materials, inadequate and irregular power supply, insufficient central investment, poor technical know-how, absence of entrepreneurial spirit among the local people, non participation of potential investors and entrepreneurs from outside the state and passive role of financial institutions. It is interesting to note that all characteristics also prevail in Mizoram as responsible for slow industrial growth in Jammu and Kashmir.

Pande, (1983) explained few causes that attributed to the slow growth of small scale industries in hill areas. The small scale industrial units in the village area and suburban localities suffer from a considerable degree of technological obsolescence, inadequacy of raw materials, dearth of marketing channels, unaware of
market situation in urban centers, poor credit facilities and the shortage of skilled labour and power supplies.

Ramesh, (1999)\textsuperscript{11} examined the trends in credit supplied to small scale industries by Scheduled Commercial Banks (SCBs) and the State Financial Corporation’s (SFCs) and their interstate disparities. The study found that commercial banks continue to play a dominant role in financing small scale industrial sector. However, the growth rate of bank credit has been low as compared to the growth rate of production in the SSI sector. Therefore, he concluded that the banking sector has failed to meet the increasing credit requirements of the SSI sector. The interstate disparities in the distribution of credit have also been widened between 1989-90 and 1995-96. Moreover, the credit from SFCs term credit has shown relatively higher growth rate as compared to bank credit (short term) but still interstate disparity in SFCs credit has also widened during the reference period. Further, there seems to be sort of complementary relationship between Banks and SFCs in financing small scale sector. The majority of the states that had low bank credit happened to be relatively strong in SFCs credit and vice-versa.

Khanka, (1998)\textsuperscript{12} in his study observed that the development of Small Scale Industries in Assam is at low level because of inadequate infrastructural facilities, problems of finance, marketing and insurgency. Therefore, for industrial development, Government should create infrastructural facilities like transport, communication, power, energy, etc. Moreover, state level techno-economic survey should be carried out to explore the possibilities for developing specific industries successfully. Local people should be motivated to promote entrepreneurial spirit in the region. Government should take strong initiatives to curb the insurgency in the region to make congenial climate for industrialization.
Agarwal, (1988)\(^{13}\) has emphasized that the importance of small scale and cottage industries is more in the absence of large and medium industries in the North-eastern region. He mentioned some of the specific exogenous factors leading to bad industrial health in the region. These are absence of effective industrial policy and ad-hoc in Government decision at the state level as well as industry wise decisions, prolongation of gestation period due to infrastructure deficiencies and weakness of supporting services, uncertainties and shortage of essential raw material and construction material supplies, defective tax regulations, high power tariffs and transportation costs etc, defective capital base and operational plans, shortage of working capital, non-availability of trained and experienced personnel and old techniques of production and lack of quality control.

Dasgupta, (1983)\(^{14}\) has recommended the establishment of small scale and cottage industries in the North-eastern region of the country. He suggested that if labour intensive small scale industries are established, they will provide some alternative economic opportunities to the people in the hill areas of the region as the improved cultivation with multiple cropping is a difficult proposition in this area.

Aruna, (1995)\(^{15}\) make an inquiry about industrial development is a precondition for the economic development of an underdeveloped region. She is of the opinion that industrial development in general and development of small scale and cottage industries in particular is bound to play an active role in connection with the economic development of an underdeveloped state, like Manipur.

Shrimant, (2011)\(^{16}\) in his study reveals that small scale industries are an integral part of the present industrial structure. They present themselves as an essential and counting element of the world economy. Many times it is said that small
scale industries are inevitable backward and lagging part of the economy, a relic of the past. But economic analysis and practical experience in many countries show that the small-scale industries have displayed remarkable persistence and have contributed significantly to the economic development of the country.

Vidya and Shashidhar, (2009)\(^\text{17}\) in their study found that SSI today constitutes a very important segment of the Indian economy as they help in dispersal of industries, rural development, and the decentralization of economic power. The central discussion of this paper highlights the importance of small industries and their role in the economy and the impact of economic reforms on the growth pattern and productivity performance of small-scale industries. However, this is not to say that there are no shortcomings within the industry, or in public policy relating to it. Small Scale Industries are faced with numerous problems major and minor, which make them either uncompetitive, or sick. An attempt is made to address some solutions that can improve their productivity by focusing on a sustainable vision.

Janhanshahi, Nawase, Sadeq Khashsar and Kamalian, (2011)\(^\text{18}\) investigates an impressive history of small firm development policy, in post-Independence India MSMEs (Micro, Small and Medium Enterprises) dominate the industrial scenario through its contribution to the generation of employment and income as also tackling the problem of regional disparities. Policy making in the entrepreneurship field is complex and messy. Many areas of Government policy affect levels of entrepreneurial activity - regulatory policies, trade policies, labor market policies, regional development policies, social policies, and even gender policies. This means governments must adopt more horizontal structures for developing and implementing an integrated policy approach. The mix of policy options will depend on a number of factors, including the prevailing attitudes of the population towards entrepreneurship,
the structure of the labor force, the size and role of government, the prevalence of the existing level of entrepreneurial activity and the existing MSMEs. It is commonplace for governments have policies to encourage the growth of local MSMEs as they can help to directly alleviate poverty by increasing income levels and creating jobs. So the main purpose of the article is to introduce and analyze the relationship between Government policy and the growth of entrepreneurship in the Micro, Small & Medium Enterprises of India. In particular, it also considers the contribution of MSMEs towards country’s employment generation. The global market has changed considerably as also the activities of Micro, Small and Medium Enterprises.

Vairava and Nehru, (2012) reveal that the concept of SME exchange, guidelines for listing on the exchange, rules & regulations to be adhered by the SME, the need for an SME exchange, benefits, opportunities, compliance, appointment of merchant bankers, guidelines for merchant bankers & how the SMEs can take mileage out of this SME Exchange. We are also examining as to how Small and Medium industry can experience a turnaround if the SME exchange concept is successful both at the level of implementation and sustainability.

Shambhu, (2008) in his study deals with micro, small and medium enterprises and their role in economic growth and employment generation in the Indian context. The article discusses how the policy environment for promoting MSMEs changed from ‘protectionism’ during the pre-1990s to ‘export orientation’ during the post-1990s. The key constraints faced by the MSMEs including access to credit and technology, red-tapism etc. are discussed.
2.3 Literature Reviews on Employment Aspects

J.M. Keynes (1936)\(^{21}\) has focused attention on the forces that determine employment policy followed in industrialization. The study propounded the theory that entrepreneurs will offer the amount of employment which maximizes their output and profits. The article stressed the productivity of labour as the determining factor of the level of employment. There is a positive relationship among productivity of labour, output and employment.

W.A. Lewis (1954)\(^{22}\) has strongly advocated the application of labour intensive techniques of production to have a steady and smooth economic growth. The study opined that many important works can be done by human labour with very little capital. Efficient labour could be used to make even capital goods without using any scarce factors. In this sense, small scale and cottage industry should be developed and promoted, especially in an economy where capital is scarce. The article recommends the use of capital intensive techniques only when they are necessary.

Leibenstein and Galenson, (1955)\(^{23}\) took an opposite stand and tried to show that labour intensive techniques might generate immediate output, but little surplus since the wage bill would be large. Economic development preceded investment, but the use of labour intensive techniques leaves a little surplus for investment. Hence, according to them, use of capital intensive techniques in the process of production will increase the re-investible surplus by minimizing the wage bill.

Dhar and Lydall (1961)\(^{24}\), made their study of the data collected from Census of Indian Manufactures, 1956 and the study prepared by the Perspective Planning Division of the Planning Commission in respect of capital, labour and output relations in various industries. They concluded that the issue of choice between large and small
industries for the purpose of an employment-oriented industrialization strategy is largely irrelevant, and it should aim at making the best use of scarce resources, instead aiming at creating employment for the sake of employment.

Karve Committe, (1955)\textsuperscript{25} popularly known as Karve Committee Report, since a substantial number of employed and underemployed belongs to the village and small industry group, setting up of small scale and village industries will provide employment to them in occupations in which they have been traditionally trained and for which they posses equipments. The committee realizes the necessity of introducing better techniques in the village industry, so that they can keep pace with the progressively expanding economy and do not become unsuitable tomorrow.

UNIDO, (1969)\textsuperscript{26} based on evidence from a number of developing countries, indicates that “small enterprises with a lowerlevel of investment per worker tend to achieve a higher productivityof capital than do the larger, more capital intensive enterprises”. The promotion of small scale industries has been widely recognized as one of the most appropriate means of developing industry in developing countries, which are facing mounting pressure of population, an acute shortage in investing able capital funds, and lack of entrepreneurial and managerial abilities.

NCST, (1975)\textsuperscript{27} (The National Committee on Science and Technology report on Khadi and Village Industries) gave a gloomy picture of these industries as a source of employment in industrialization. The report shows that the “compounded rates of growth of employment in these industries, as compared to the growth of output, are very meager”.

Date and Sundharan, (1979)\textsuperscript{28} strongly advocated the small scale and household enterprises as an of an employment- oriented strategy of industrialization.
They found that the employment - output ratio is the lowest in the small scale sector, while that employment generation capacity is eight times higher than that of large sectors.

Rastogi, (1980)\textsuperscript{29} has made a case study of Madhya Pradesh, which he calls “a unique case of growing unemployment and poverty amidst plenty”. He is in favour of only small scale and village industries, which made optimum use of indigenous techniques and local resources. According to him, “there are hundreds of items which can be produced in cottage and small scale industries more economically than in the large industrial sector.”

Sharma, (1985)\textsuperscript{30} suggested that the programme of rural industries would require constant support. The training and marketing infrastructures would, therefore have to be developed suitably for the sustenance and healthy growth of the rural industries programme.

Sudhakar, (2007)\textsuperscript{31} in his study discusses the rural markets also prefer to have goods of established brands. It is in this context the study intends to examine the trends in marketing taking place in the small scale industries located in rural areas. The implications and lessons from the study indicate a message that Micro, Small and Medium Enterprises in sample areas, mostly have catered to local needs and local in their character. So far they are safe and stable. In the context of globalization, both foreign firms and firms in the urban areas are now looking at rural markets and the future of them is in the rural markets.

Vijayalakshmi, (2010)\textsuperscript{32} has traced out most of the entrepreneurs are not aware of the incentives, assistance and subsidies provided to the SSI units by the state and central governments. The District Industrial Centre should conduct awareness
programme to these entrepreneurs. The government should give top priority to develop SSI, to create basic infrastructural facilities. Sickness is a major concern in SSI units. In order to prevent the major sickness in the small scale industrial sector, it is essential to have a greater professionalism in the management of the SSI units. Extensive skill development facilities and training facilities for entrepreneurs to be imported so to create the professionals in the SSI units. A proper environment must be created where an entrepreneur is educated and he should have proper training in acquiring the necessary skill in running the small business enterprises.

2.4 Literature Reviews on Entrepreneurship Development Programmes in Foreign Countries

Paul & Akli, (2014)\textsuperscript{33} conducted a study to analyze the effectiveness of EDPs in Ghamaoam Polytechnics. This analysis revealed a very high increase in interest in business proprietorship after the EDPs but showed quite a weak link between the programs and most of the entrepreneurial tendencies. The study also identified that the proportion of students, who intend to move from the school in a straight line into business, though rising after the programmes, remained very low. The study finally concluded that the gap between the high level of interest and the willingness to move directly from school into business is a strong case for more policy efforts initiates programs and projects which can trigger graduates to undertake entrepreneurial activities.

Habibur and Mujahidul, (2014)\textsuperscript{34} examined entrepreneurship development through and training in Bangladesh. The main objective of the study was to review the existing education and training system, identify the areas of education in which entrepreneurship courses taught or not, course contents, methodology of teaching, support services available, entrepreneurship development policy and related problems.
The finding of the study an attempt will be made to suggest some measures to reform the education system and action programmes to implement the suggested measures.

Akbar, (2014)\textsuperscript{35} explaining the relationship between creativity, innovation and entrepreneurship. In this article it is trying to see these key factors as development of communities together. In this paper, first the concept of innovation was introduced, then the difference between creativity and innovation comes, at the end the relationship between creativity, innovation and entrepreneurship is depicted.

Monday, (2012)\textsuperscript{36} made an attempt to understand the Entrepreneurship Development and interventionist agencies in Nigeria. The paper posits that though there is a widespread knowledge of the efficacy of the entrepreneurial development mix, integrated entrepreneurial development efforts indicates that several of the institutions established by government concentrated on a partial approach to entrepreneurship development programme.

Esau, (2011)\textsuperscript{37} agrees that entrepreneurial approaches are the crucial successful strategies for entrepreneurial development and thus, deserve a serious consideration in the entrepreneurship development field.

Philip, Kamarudheen and Ibrahim, (2015)\textsuperscript{38} observed that entrepreneurship development programme has significant direct influence on entrepreneurial intentions. EDP significantly influences attitude towards entrepreneurship, subjective norms, and perceived behavioral control, which in turn significantly influence entrepreneurial intentions. Generally, university role was the strongest predictor among the variables of EDP, while the perceived behaviour control was the strongest predictor among the antecedents of entrepreneurial intentions.
Ogundele, Waidi and Hammed, (2012)\textsuperscript{39} found that entrepreneurship training and education are significantly related to the youth empowerment and social welfare services. Findings revealed that youth empowerment are influenced by their acquired technical skill. The study recommends effective technical education, youth empowerment, and social welfare service as a catalyst for poverty alleviation.

Odunaike and Amoda, (2013)\textsuperscript{40} found that business education is a vocational programmes that enables individuals to develop skills, abilities and understanding to handle business affairs. It concluded that entrepreneurship without adequate education, knowledge and skills, usually result in failure. It was therefore recommended that an entrepreneur should be able to know and identify what fields of entrepreneurship, industry or project he/she should venture into. The curriculum should indicate different options available for entrepreneurs.

Mujahidul and Fatema, (2014)\textsuperscript{41} critically evaluated existing education system as well as the experience of scholars working on entrepreneurship education and problems in different countries.

Ali and Abdel, (2013)\textsuperscript{42} examined the relationship between the entrepreneurship development and economic growth and found a weak positive relationship between entrepreneurship development poverty reductions.

Sam, (2014)\textsuperscript{43} in their study state that, various government policies and programmes towards the development of entrepreneurship and investing in new ventures in Nigeria. The results show that government credit policies and programmes have no significant effect on the development of entrepreneurial beneficiaries of the EDP-NDE (Nigeria’s National Directorate of Employment) programme. The study recommended that government enforce laws and regulations
that link institutional development and the entrepreneurial endeavor and to create on the environment that will encourage entrepreneurs to develop business and new ventures.

Adeoye, (2015)\textsuperscript{44} has traced out that entrepreneurship can enhance economic growth and development primarily by generating employment and faster the growth of micro, small and medium enterprises in Nigeria. The study recommended that proper policy co-ordination and policy stability; reforms in the educational curriculum to prepare students for self-reliance, and fixing the power sector-Nigeria’s basic infrastructure. When we have flourishing micro, small and medium enterprises (MSMEs), gainful employment will be created, wealth created will be distributed evenly and economy is developed.

Schumpeter, (1961)\textsuperscript{45} investigates therole of small scale in economic development by value additions, development generation, equitable distribution of national income, regional dispersal of industries, mobilization of capital and entrepreneurial skills and contribution to export earnings.

Mulat, Teshome, (1994)\textsuperscript{46} observed that detailed analysis of the entrepreneurship development pattern and characteristics of small-scale industries in Ethiopia against the backdrop of the transformation of the economic environment in Ethiopia and the specific policies pursued this-à-this small-scale industries. Problems with regard to access to capital, labour, raw materials and other inputs and to market outlets are highlighted in an examination of the development obstacles facing the small scale industry

Currivan, D. B. (1999). \textsuperscript{47} analyze the economic reforms in Vietnam the emerging private sector has steadily moved forward in terms of number of enterprise
units in total, output value and employment generation. Small-scale enterprises, mainly established to create employment opportunities for the owner and his family, decisively contribute to this promising development. The current legal infrastructure, the banking system and supporting programmes provide the necessary backing for private investment, but are only partly adequate to the needs of especially small business units. Most of them have to cope with manifold problems like capital shortage and difficulties in marketing (only to mention the most important ones) and are forced to remain small.

Sjoquist, (2002) had made an effort to revival of interest in small scale industries and their linkages with a nation's institutional arrangements, among both academicians and policy makers. Extending the definition of institutions to include formal and informal rules, this paper attempts to identify these linkages using the technique of transaction costs. Applying this to the economic environment of small firms in Tanzania, a country presently undergoing transition from a socialist to a market oriented economic system; it is found that transaction costs have been high among Tanzania's small firms owing to certain institutional factors which have shaped the country's developmental history. Among the most important identified are official ideology alien to small scale production, direct intervention of the government and weak linkages between parastatals and small firms. It is argued that institutional rigidities constitute a main source of high transaction costs during the period of transition, as well as a challenge for the development of a dynamic small scale industrial sector in the future.

Rajshri and Lanjouw, (2004) in their study of governments and international development agencies have intensified efforts to promote small-scale enterprises as an engine of proper growth. In Brazil, however, small-scale industries may also be
responsible for the bulk of air pollution emissions. Although employees of polluting small-scale industries in Brazil are not disproportionately poor, simulations suggest that stringent environmental regulation resulting in widespread closures of pollution-intensive small-scale industries would result in a non negligible increase in poverty among employees of these firms. The results suggest that the enthusiasm for small-scale enterprises needs to be tempered by awareness of the potential environmental costs imposed by this sector.

Henry and Piet, (2001) in his study examine sufficient evidence that small-scale industry clusters matter in developing countries. This article intends to contribute to the discussion on cluster transformation by focusing on innovation adoption in a roof tile cluster in Indonesia. Clustering allows small-scale enterprises to grow in ‘riskable steps’ by sharing the costs and risks through collaboration. Using data from longitudinal field surveys we find that technological change is not only a matter of comparing costs and benefits of technologies, but also a matter of access. Collaboration among leaders is crucial in innovation adoption when technological indivisibilities play a role.
2.5 Literature Reviews on Entrepreneurship Development Programmes in India.

There are a number of studies evaluating the function of EDPs that have been set up for the purpose of promoting MSMEs. These are:

Manpreet, (2014)\textsuperscript{51} points that status of women entrepreneurs in India. Our constitution guaranteed equal opportunities & rights in education and employment. Unfortunately, government sponsored development activities have benefitted a small section of women.

Anbalagan, (2008)\textsuperscript{52} found that the government offers a range of incentive measures to entrepreneur from providing an impetus for industrialization, These incentives are mainly by way of providing land/ and developed pots/ sheds on the concessional terms, industrial infrastructural facilities, subsidy on investment (in selected areas) and on generating sets, sales tax and stamp duty exemptions, water supply at reduced rates, seed capital assistance for setting up of units.

Ajay, Shashi, and Kiran, (2014)\textsuperscript{53} found that roles of training at the secondary and graduation levels in familiarizing entrepreneurship as a career choice and boosting the interests among students to take up entrepreneurship as their preferred calling. The respondents revealed that the approach of the education system does affect entrepreneurial orientation in an individual. Unfortunately, it was found that the Indian technical education system was not contributing significantly towards developing entrepreneurial orientation among students.

David, (2004)\textsuperscript{54} in his study revealed that entrepreneurship can “taught” because entrepreneurs have their own peculiar way of doing things. Yet it is possible to help them be better prepared for transforming dreams into realities. Consequently,
the book is organized to explore the nature of entrepreneurship, provide models for new venture creation, and describe ways to help entrepreneurs succeed.

Mahadev and Veena, (2008)\textsuperscript{55} states that accelerated efforts have been made for Entrepreneurship Development to tackle the problems of unemployment, poverty, and regional imbalances in the development process. In recent years, the Rural Urban Development Self Employment Training Institute (RUDSETI) initiatives have been filtered down to the grassroots level, mainly to entrepreneurs the lesser known target group’s youth, poor (urban or rural), women, and other disadvantaged sections of society.

Chinnadurai and Arul, (2011)\textsuperscript{56} in his study offered are based on the influence of various demographic factors on the respondents’ level of training need and the scoring pattern followed by the supervisory respondents in assigning scores for their Interpersonal Skills Development (IPSD) training needs. The mean scores assigned by the supervisors for their training needs and the influence of demographic factors of the supervisors for their training needs and influence by demographic factors of the supervisors on their needs for IPSD training collectively suggest that each and every supervisory employee of different divisions, irrespective of his/her demographic characteristics should be given an equal opportunity for participating in the IPSD training programme as trainees in order to shape and prepare them solve for a more vibrant and turbulent work environment.

Vinisha, (2013)\textsuperscript{57} reveals that development of entrepreneurship has become a movement in India in the recent years. EDPs have been considered as an effective instrument for developing entrepreneurship in the country side. Hundreds of EDPs are conducted by various organizations to impart entrepreneurial training to
participants in thousands. Though the EDPs are conducted with the intention of grooming entrepreneurs, more often than not the programmes do not yield results. The author has got the opportunity to conduct Central and State Government EDP and also has conducted more than ten programmes in the private sector of Kerala. The paper also gives suggestions for improving the programmes and it goes into details about the existing supportive agencies in Kerala for the development of entrepreneurship.

Pinar, (2013) in his study reveals the phenomenon of globalization, their method of production, transportation and communications technology have brought about rapid change and transformation. The rapid development of the economy and the need to adapt to the changes of today’s world has become the most important starting point.

Balbir, (2012) conducted a study to analyze the Entrepreneurship Development activities for women in India. The article discusses about the various development plans for women entrepreneurship in India like integrated infrastructural development scheme. Trade Related Entrepreneurship Assistance and Development (TREAD), Micro and Small Enterprises Cluster Development Programmes (MSE-CDP). Women entrepreneurship must be module properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be compare enough to sustain and strive for excellence in the entrepreneurial arena.

Uma, (2012) examined the entrepreneurship development more effective by imparting relevant education focusing on development, entrepreneurial competency skills, in identifying a viable business opportunity and preparing a business plan, knowledge on how to mobilize resources and manage an enterprise.
Entrepreneurship Development, on the basis of interventions with educationists, students and entrepreneurship professionals have to design a module on entrepreneurship development programme and had to implement successfully across the country and elsewhere.

Vasantha kumari, (2012)\textsuperscript{61} observed that impressive contributions to the society, women in India have only secondary status in the society. They are generally underemployed due to limited command over resources. Their position can be improved only by providing employment opportunities. Micro credit based enterprises have significance in this context. The successful functioning of these enterprises provides economic independence to women. Organizing women through Self Help Groups and equip them to undertake income generating activities through the formation of micro enterprises have created an economic revolution in the country. The emergence of women entrepreneurs and the beginning of micro enterprise development have followed from these achievements. The intervention of the voluntary efforts from promotional agencies need not be emphasized. As against this background the present study has been undertaken.

Suguna, (2011)\textsuperscript{62} in his study discusses women's education in India has also been a major preoccupation of both the government and civil society as educated women can play a very important role in the development of the country. Education is milestone of women empowerment because it enables them to respond to the challenges, to confront their traditional role and change their life. So that we can’t neglect the importance of education in reference to women empowerment India is poised to becoming a super power, a developed country by 2020. The growth of women’s education in rural areas is very slow. This obviously means that still large womenfolk of our country are illiterate, the weak, backward and exploited. Education
of women in the education of women is the most powerful tool of change of position in society. Education also brings a reduction in inequalities and functions as a means of improving their status within the family.

Sindhu and Geethakutty, (2003)\(^63\) explained that entrepreneurship has been recognized as an essential ingredient economic development. Very high literacy rate and lack of employment opportunities paved way for many unemployed youth, including women to take up small-scale business units. In this study Entrepreneurial Success Index (ESI) was developed to measure the level of success of women in agri-business and the respondents were classified into four groups of the very high success, high success, medium success and low success.

Vasanthakumari, (2007)\(^64\) investigates the Performance of Micro Credit Based Income Generating Enterprises in India and its Impact on Women Entrepreneurship. Reduction of poverty is a major challenge for the development of a country like India. The core of poverty reduction programmes lies in the generation of employment leading to income generation. The success and survival of these enterprises depend on the entrepreneurship among its beneficiaries. More than 90% of its beneficiaries are women. As against this background the present study has been undertaken.

Deepa, (2014)\(^65\) states that entrepreneurship must be module properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. If every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon. We can pre-estimate
our chances of out beating our own conservative and rigid thought process which is the biggest barrier in our country’s development process.

Priyanka, (2013)\textsuperscript{66} in her paper focuses on women entrepreneur. Understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models. Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence, their rights work situation. However, women of the middle class are not too eager to alter their role in fear of social backlash. The progress in more visible among upper class families in urban cities.

Vinesh, (2014)\textsuperscript{67} has traced out the role of women entrepreneur in economic development. Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation’s growth. Their role is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial area.

Vibhavari and Prachi A, (2016)\textsuperscript{68} reported that women entrepreneurship was a neglected domain during the past, but with the spread of education and awareness among the women the picture has been changed and the women have emerged as today’s most memorable and inspirational entrepreneurs. It is said that the family is a
chariot with wheels which are driven by both the male and female members of the family. If one of the wheels is lagging behind, the chariot i.e., the family will not be able to grow and develop. In the same way when we speak about a nation, the Women Entrepreneurship plays a dominant role in the economic development and makes significant contributions to the economic growth of the country. The development of the country would be very slow if the women entrepreneurship is ignored and stopped to join the main stream of productive activities. This paper unfolds the significance of women entrepreneurship and also focuses the role of women entrepreneurs in the Indian economy and also their contributions to the economic development. Various broader objectives like growth with equity can be achieved by enabling the development of women entrepreneurship. There is necessity of molding and shaping the women entrepreneurship with the entrepreneurial traits and skills. This will enable the women to adopt with the changing trends in both the domestic and global markets and built up competencies enough to sustain and strive for excellence.

Vijayakumar and Naresh, (2013)\(^6\) in their study focus on the factors influencing women entrepreneurship and the constraints faced by them in Small and Medium Enterprises in India. Government of India has been implementing several policies and programmes for the development of women entrepreneurship in India. In India, entrepreneurship among women is recent origin. Socio–economic background is an important factor that influences the women to start their business. Despite all the social hurdles. Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of the social fabric of the Indian society, in terms of the increased educational status of women and varied aspirations for better living, necessitated a change in the lifestyle of Indian
women. She has completed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut-throat competition with their hard work, diligence and perseverance.

Laskhmi and Rangarajan, (2012) state that women constitute almost half of the world’s population their representation in gainful employment is comparatively low. Women entrepreneurship is a key contributor to economic growth in low and middle income countries like India. Women’s level of optimism and self confidence in starting a business is highly influenced by the culture and social norms of their native countries. Women Entrepreneurship and overall participation of women in the economy are closely related to each other. And this article study aims to give an overall viewpoint of Indian women entrepreneurs and giving suggestions to improve their level.

Henry James and Sayanarayana, (2015) in their study focuses on the status of women entrepreneurs; problems faced by them, and also offer suggestions for overcoming their problems and improve performance of women entrepreneurs in this competitive world. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deeply rooted in Indian society. Despite all the social hurdles, many women have become successful in their works. Entrepreneurship is a key element of growth and development prospects for all countries and it is most relevant to transition countries. A nation howsoever rich in material resources, cannot prosper if its resources are not put to productive use, for this purpose, energetic entrepreneurs are needed who can contribute effectively to national prosperity. The only solution is the promotion and
development of entrepreneurship, as entrepreneurship aims at making an individual a job provider and not a job seeker.

Goyal and Prakash, (2011)\textsuperscript{72} have made endeavors to study the concept of women entrepreneur – Reasons women become entrepreneurs- Reasons for the slow progress of women entrepreneurs in India –suggestions for the growth of women entrepreneurs schemes for promotion & development of women entrepreneurship in India.

Ansari, (2016)\textsuperscript{73} in his study focuses on the current status of women entrepreneurs in India. Any understanding of Indian women’s identity, especially for their contribution in emerging new paths, will be incomplete without a walk down the place of Indian history where women have lived. The paper talks about the status of women entrepreneurs and problems faced by them. The purpose of this empirical study is intended to find out motivating and de-motivating internal and external factors of women entrepreneurship. It will also suggest they way of eliminating and reducing hurdles of women entrepreneurship development in Indian Context.

Chakraborty, (2014)\textsuperscript{74} in his desertion is an attempt to analyze the growth and development of rural entrepreneurship in a backward region of the country, namely, Sonitpur District of Assam. It is needless to emphasize here that in a backward region like Sonitpur district, the relevance of rural entrepreneurship development to the overall economic development of the region is quite essential. To be precise, the study aims at studying the various socio-economic factors, motivational factors, growth factors and the problems face by the rural entrepreneurs. In fact one the most important reasons for the poor economic growth our country has been the lack of entrepreneurship among the people.
2.6 Literature Reviews on Entrepreneurship Development Programmes in Kerala.

Nitheesh Kumar and Sreekanth, (2015)\textsuperscript{75} investigate the importance of Entrepreneurship Development Programmes in the arts and science colleges in Kerala. The Government of Kerala is not forcing the universities to implement the entrepreneurship oriented education in the Arts and Science in Kerala. The absence of entrepreneurship oriented syllabus by university one of the main problems. The non availability of funds from the government, local bodies, and management is the second problem facing by the compass in Kerala.

Mohan, (2016)\textsuperscript{76} Kudumbashree is a poverty eradication mission of the State of Kerala. This work is a unique attempt to study the Entrepreneur Development Training Programmes of Kudumbashree in Kollam Municipality and measure how far the women entrepreneurs have been benefitted. The study reveals that thought Kudumbashree has encouraged many women to take up micro enterprises, the training imparted by them has been too generic.

2.7 Research Gap for the Study

From above review of literatures are clear various universities and research institutes also contributing to the development of entrepreneurs. A very few studies could be found on the topic Entrepreneurship Development Programmes in Kerala. There is a distinct lack of studies conducted with comparative study of the Entrepreneurship Development Programmes run by the institutions in Kerala. In fact, this study intends to further strengthen the research interest in this area and is the source of information, motivation and inspiration for understanding more
comprehensive and systematic research work. The present study highlighted the expectation, perception and effectiveness of Entrepreneurship Development Programmes (EDPs) delivered by MSME DI Thrissur and KITCO Ltd. It is essentially an investigation into the nature and effectiveness of the EDP. How an EDP could solve these problems. The principle aims were to make a valuable contribution towards the area of entrepreneurship training programme. Therefore, this study addressed the expectation and perception of Entrepreneurs Development Programmes and reveals that the effectiveness of the EDPs are crucial for the development and creation of entrepreneurs in Kerala.

References


