

ENTREPRENEURIAL EDUCATION THROUGH ENTREPRENEURSHIP DEVELOPMENT PROGRAMS: A COMPARATIVE STUDY OF GOVERNMENT AND NON- GOVERNMENT ORGANISATIONS

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ABSTRACT

This paper aims to look at the contribution of EDPs to the field of entrepreneurial education and their function in fostering resilience among entrepreneurs. To solve the nation's issues with unemployment and poverty, job-orientation education is crucial. To compete in the industrial labour market, one must have an education in entrepreneurship. In this sense, entrepreneurial education supports the ability to identify competitors in the industrialised labour market and the competitive globe. A good technique to encourage people to think positively about working for themselves is employing entrepreneurial education via EDPs. The primary agents for the dissemination of entrepreneurial education throughout the nation are EDPs. The research focused on training and education through the programs for entrepreneurs like Entrepreneurship Development Programs (EDPs) offered by different institutions. The present research focused on the EDPs provided by non-governmental and governmental organizations and how they support the growth of entrepreneurship in the nation. The study could be useful to policymakers, non-governmental organisations and the government in developing and updating initiatives to encourage entrepreneurial education.

KEYWORDS: Entrepreneurship Development Programmes, Entrepreneurial Education, Government, Non-Government, Resilience.

I. INTRODUCTION

Quality education is one of the fundamental aspects of emerging economies like India. The country is trying hard to facilitate the necessary education for its growing population. Over the years, the literacy rate of the country has grown from year to year. In 2001, the country reported a 64.83 percent literacy rate, and as per the 2011 census, the literacy rate was 74.04 percent. Education is an essential element in eliminating the problems of poverty and unemployment in the country. These are the two major problems the country has been facing for several years. There is a need to provide job-oriented education in the country. As the economy grows, the job market structure is shifting from the traditional job market to an industrial-oriented job market. There is a need for entrepreneurship education in order to participate in the industrial-oriented job market.

In this direction, entrepreneurial education helps in recognizing competition in the competitive world and in the industrial-oriented job market. Entrepreneurship and innovation are the two sides of one coin. There are several educational and non-educational institutions involved in imparting the necessary entrepreneurial education to the country's human resources. The present study focuses on entrepreneurial education and training through Entrepreneurship Development Programmes (EDPs). The government has implemented various policies and schemes, such as concessional credit, training programs, and marketing assistance, to encourage entrepreneurial activities in the country (Jindal & Bhardwaj, 2016). The entrepreneurship development programmes are one such initiative to boost the entrepreneurial ecosystem at the regional level. These initiatives have shown to be instrumental in minimizing unemployment and encouraging industrialization in India (Melwani, 2018). The entrepreneurship development programmes help first-generation entrepreneurs start and sustain their businesses.

EDPs give support to aspiring entrepreneurs in the process of business setup and upgrading. The context of entrepreneurship varies from country to country; for emerging countries like India, entrepreneurial education through EDPs is a way of spreading a positive mindset among the population towards self-employment. EDPs are the main facilitators of spreading entrepreneurial education in the country. The present study focuses on EDPs offered by the government and non-government organizations and their contribution towards entrepreneurship development in the country.

II. REVIEW OF LITERATURE

The foundation of this research is the examination of the existing works within the fields of entrepreneurial education and Entrepreneurship Development Programs (EDPs). Entrepreneurship Development Programmes (EDPs) are a combination of entrepreneurial education and entrepreneurial orientation. They are involved in imparting entrepreneurial knowledge among participants through entrepreneurial education as well as encouraging and preparing participants to face real-world challenges by developing an entrepreneurial mindset through entrepreneurial orientation.

- **Matlay (2008)** investigated the potential influence and impact of entrepreneurship education on entrepreneurial achievements. The majority of young entrepreneurs appear satisfied with the results of their entrepreneurship education.
- **Goyal and Parkash (2011)** in their article on Women's entrepreneurship development identified the efforts undertaken by governmental and non-governmental organizations to encourage the growth of entrepreneurship by the way of EDPs. The importance of the programme is identified in persuading possible applicants to seize fresh business prospects and launch new enterprises. The study discussed the role of public and private stakeholders in the promotion of entrepreneurship in the country.
- **Glaub and Frese (2011)** in their review study highlighted the evaluation studies of entrepreneurship training programs. The review showed that entrepreneurship performance is positively impacted by entrepreneurship training
- **Remeikiene et al. (2013)** examined the influence of entrepreneurial education on youth entrepreneurship. It demonstrated that personality qualities like self-efficacy, risk-taking ability, need for accomplishment, proactivity, attitude toward entrepreneurship, behavioural control, and internal locus of control are the primary determinants of entrepreneurial intention. Further, it highlighted the importance of entrepreneurial programs for students with a focus on the promotion of technology and the development of entrepreneurial knowledge and abilities.
- **Raheem (2013)** investigated the potential of entrepreneurship education as a strategy for addressing economic, social, and political issues. It transformed individuals through experiential learning and skill development.
- **Hulugappa (2013)** in their study on “Entrepreneurship Education in India: Emerging Trends and Concerns”, conducted a literature analysis to highlight the role of government, non-

government organizations, industries, and stakeholders in facilitating entrepreneurial education in the country. The study focused on entrepreneurial education at the school level. They found that it is very important to start these kinds of programs at early stage.

- **Kumar (2017)** examined the role of EDPs in the growth of entrepreneurship. The study resulted that programme was an effective human resource development programme with economic and industrial implications regarding the entrepreneurial growth and performance.
- **Cho and Lee (2018)** in the article “Entrepreneurial Orientation, Entrepreneurial Education, and Performance”, examine the consequences of entrepreneurial orientation and instruction on venture performance. Business performance is positively influenced by entrepreneurial orientations rather than entrepreneurial education. The role of instruction is minimal in entrepreneurs' lives compared to orientation.
- **Imen and Lassâd (2019)** examined the meditative purpose of entrepreneurial marketing education. It assessed the relationship between entrepreneurial education and entrepreneurial intention. Entrepreneurial marketing education is part of the entrepreneurship education programme and it highly impacts entrepreneurial intentions.
- **Shetty G. et al. (2021)** in their study on the “Impact of entrepreneurship development programmes on economic aspects of Trainees: Evidence from Training centers in India”, examined the importance of EDPs offered by RUDSETIs. The initiative had created a strong effect on beneficiaries' overall success.

III. OBJECTIVES OF THE STUDY

- A. To assess EDPs contribution to entrepreneurial education.
- B. To examine the role of EDPs in developing resilience among entrepreneurs.
- C. To compare the performance of EDPs offered by Government and Non-Government organizations.

IV. RESEARCH METHODOLOGY

A total of 100 entrepreneurs were selected as participants, including 50 entrepreneurs benefiting from government programmes and another 50 entrepreneurs benefiting from non-government programmes. A quantitative research method and judgmental sampling technique were used to gather data. The statistical test of the Mann-Whitney U test was used to analyze the difference in

the effectiveness of EDPs of both government and non-government organizations.

V. DATA ANALYSIS AND INTERPRETATION

A. DEMOGRAPHIC ANALYSIS

A total of 100 participants, 50 from government EDPs and 50 from non-government EDPs were surveyed. Table 1 provides information on the demographic and socio-economic background of the respondents. The majority of 81.0 percent of respondents fall under the age group of 31–40 years, followed by minimal participation of 2.0 percent below the age of 25 years. The geographical background of the respondents indicated that most of the EDP beneficiaries are from urban areas. Around 96.0 percent are from urban areas. The reach of EDPs is more in the case of urban areas compared to rural areas. The gender-wise distribution of respondents indicates that more of the EDP beneficiaries are women entrepreneurs 59.0 percent of the respondents are female, and around 41.0 percent are male. The educational level of the respondents reported that the majority of the respondents are qualified with high school and college education. Only a small portion of respondents are highly qualified with professional degrees.

Table 1: Demographic and socio-economic background of respondents

Variables and Categories	Respondents	
	Frequencies	Percentage
Age		
21-25	2	2.0
26-30	11	11.0
31-35	53	53.0
36-40	28	28.0
41- 45	6	6.0
Geographical Area		
Rural	4	4.0
Urban	96	96.0
Gender		
Male	41	41.0
Female	59	59.0

Education		
SSLC	12	12.0
PUC	21	21.0
Diploma	8	8.0
Graduation	40	40.0
Post - Graduation	9	9.0
Professionally Qualified	10	10.0

Source: Survey Data

The overview of the programme by the respondents' participation is represented in the following table 2. The majority of respondents, as shown in Table 2, were enrolled in general EDPs and the one-week program. In comparison to paid EDP, the participation rate for free EDP is greater.

Table 2: Entrepreneurship Development Program Overview

Variables and Categories	Respondents	
	Frequencies	Percentage
Program Duration		
1 week	69	69.0
3 weeks	9	9.0
4 weeks	9	9.0
More than 4 weeks	13	13.0
EDP Kind		
General EDP	76	76.0
Product specific EDP	13	13.0
Gender EDP	11	11.0
Nature of program		
Paid EDP	18	18.0
Free EDP	82	82.0

Source: Survey Data

B. Entrepreneurial Education Initiatives through EDPs

EDPs play a crucial role in facilitating entrepreneurial awareness through numerous services and initiatives like entrepreneurial education, skill development programmes, training programs, job-oriented skills, and network-building initiatives. The study attempted to evaluate the EDPs based on programmes taken to develop an entrepreneurial-oriented environment.

Table 3: Descriptive Statistics for opportunities and services obtained under EDPs

Initiatives	N	Mean	Std. Deviation
Entrepreneurial education	100	4.75	.520
Youth Skill Development Programmes	100	4.75	.520
Training programs	100	4.75	.520
Job-oriented skills	100	4.75	.520
Building a business network	100	4.73	.566
Overall mean	100	4.7460	.52636

Source: Survey Data

Table 3 represents the descriptive statistics for opportunities and services obtained under EDPs revealing an overall mean score of 4.7460 ($SD = 0.52636$). This shows a positive impression among participants towards entrepreneurial initiatives.

Table 4 represents the descriptive statistics regarding the opportunities and services obtained under government ($n = 50$) and non-government EDPs ($n = 50$). The descriptive statistics show that the mean score for government EDPs was 4.8600 ($SD = .40457$) and for non-government EDPs was 4.6320 ($SD = .60792$).

Table 4: Opportunities and services across government and non-government EDPs

EDPs	N	Mean	Std. Deviation
Government-sponsored	50	4.8600	.40457
NGO sponsored	50	4.6320	.60792

Source: Survey Data

The study revealed that there is a slight difference in the opportunities and services offered under EDPs. The government EDPs ($Md=5.00, n=50$) play an important role in facilitating

entrepreneurial awareness through numerous opportunities and services compared to non – government EDPs (Md=5.00, n=50) $U= 1018.500$, $z= -2.249$, $p=.025$. Table 5 reveals government EDPs are performing better than non-government EDPs in case of offering entrepreneurial initiatives.

Table 5: Mann-Whitney U Test Results for Opportunities and Services Obtained Under EDPs: A Comparison between Government and Non-Government Organizations

Variable	N	Median Score	U-score	Z- score
Government-sponsored EDP	50	5.00	1018.500	-2.249
NGO sponsored EDP	50	5.00		

Source: Survey Data

C. Entrepreneurial Resilience through EDPs

EDPs are the initiatives incorporated in the community and in the region to foster the efficiency of entrepreneurs. Both central and state governments along with non - government organizations are working hard to create an entrepreneurial ecosystem in the country especially in the remote regions through entrepreneurial education. Entrepreneurship Development Programs are the combination of entrepreneurial education and orientation focusing on assisting would-be entrepreneurs and upgrading established entrepreneurs. The resilience is the multidisciplinary concept; the branches of psychology, sociology are interconnected. On the other hand, the concept of resilience is connected with economic progress. The present study focuses on measuring the resilience of entrepreneurs after being part of EDPs. The curriculum and structure of EDPs are usually framed to build successful entrepreneurs. Several aspects fall into the list in the process of becoming successful entrepreneurs.

Table 6 represents the corresponding mean scores of entrepreneurial resilience achieved by the beneficiary’s post-EDPs. The descriptive statistics regarding the entrepreneurial resilience obtained under government (n = 50) and non – government EDPs (n = 50) show that the mean score for government EDPs was 4.5120 ($SD = .56519$), and for non – government EDPs was 4.4320 ($SD = .69501$).

Table 6: Descriptive statistics for Entrepreneur Resilience achieved post-program

EDPs	N	Mean	Std. Deviation
Government-sponsored	50	4.5120	.56519
NGO sponsored	50	4.4320	.69501

Source: Survey Data

Table 7 indicates that entrepreneur resilience scores are equal between government (Md=5.0, n=50) and non - government organizations (Md=5.0, n=50) $U= 1200.000$, $z = -.366$, $p =.714$. The study shows that an entrepreneur’s resilience is measured based on the mindset and adaptability attitude of beneficiaries. There is no difference found in the actions of EDP beneficiaries of both government and non -government organizations. The study found that both entrepreneurship development programmes were effective and helped respondents to become resilient entrepreneurs.

Table 7: Mann-Whitney U Test Results for Entrepreneur Resilience: A Comparison between Government and Non-Government Organizations

Variable	N	Median Score	U-Score
Government-sponsored EDP	50	5.00	1200.000
NGO sponsored EDP	50	5.00	

Source: Survey Data

D. Performance analysis of Entrepreneurship Development Programmes (EDPs) of Government and Non-Government organizations

The effectiveness of EDPs can be measured based on beneficiaries’ performance after being part of the program. The performance can be analyzed based on psychological, economic, social and other factors. The following table represents the corresponding mean scores of performance indicators.

Table 8: Integrated performance analysis of Entrepreneurship Development Programmes (EDPs) of Government and Non-Government organizations

EDPs	N	Mean	Std. Deviation
Government-sponsored	50	4.4480	.65317
NGO sponsored	50	4.3180	.77135

Source: Survey Data

Table 8 represents the descriptive statistics for program performance revealing an overall mean score of 4.4480 ($SD = .65317$) for Government EDPs and 4.3180 ($SD = .77135$) for non-government EDPs. This shows a positive attitude among participants towards EDPs. The data shows that the program's performance improved the entrepreneur's productivity. The effectiveness of EDPs in entrepreneur life can be analyzed by evaluating the role of EDPs in entrepreneurs' lives in shaping their entrepreneurial journey.

Table 9: Mann-Whitney U Test Results for performance analysis of Entrepreneurship Development Programmes (EDPs) of Government and Non-Government organizations

Variable	N	Median Score	U-score	Z- score	P-value
Government-sponsored EDP	50	5.00	1152.500	-.713	.476
NGO sponsored EDP	50	5.00			

Source: Survey Data

Table 9 indicates that performance scores are significantly equal for government and non – government EDPs. The test reveals those scores of non – government EDP beneficiaries are non-significantly lower ($Md=5.0, n=50$) compared to government EDP beneficiaries scores ($Md=5.0, n=50$), $U= 1152.500, z= -.713, p=.476$. This suggests that there is a non-significant difference between the two groups being compared. Based on the results of the analysis, the p-value of .476 is greater than the significance level of 0.05. Therefore, the difference between the performance of government and non–government EDPs is considered as non-significant.

VI. FINDINGS

The study shows a positive impression among participants towards entrepreneurial initiatives. The government EDPs are performing better than non-government EDPs in the case of offering entrepreneurial initiatives. The mean score for government EDPs was 4.8600 ($SD = .40457$), and for non – government EDPs was 4.6320 ($SD = .60792$). The government EDPs ($Md=5.00$, $n=50$) play an important role in facilitating entrepreneurial awareness through numerous opportunities and services compared to non – government EDPs ($Md=4.00$, $n=50$) $U= 1018.500$, $z= -2.249$, $p=.025$. The analysis of the results showed that there is a positive attitude among the beneficiaries of EDPs of both government and non–government organizations. The post–program entrepreneurial attitude reveals that EDPs contribute towards resilient entrepreneurship at the regional level. The descriptive statistics regarding the entrepreneurial resilience obtained under government ($n = 50$) and non – government EDPs ($n = 50$) shows that the mean score for government EDPs was 4.5120 ($SD = .56519$), and for non – government EDPs was 4.4320 ($SD = .69501$). The entrepreneur resilience scores are equal between government ($Md=5.0$, $n=50$) and non - government organizations ($Md=5.0$, $n=50$) $U= 1200.000$, $z = -.366$, $p = .714$.

Further, the program performance scores are significantly equal for government and non – government EDPs. The descriptive statistics for program performance revealing an overall mean score of 4.4480 ($SD = .65317$) for government EDPs and 4.3180 ($SD = .77135$) for non-government EDPs. The Mann - Whitney U test reveals those scores of non – government EDP beneficiaries are non-significantly lower ($Md=5.0$, $n=50$) compared to government EDP beneficiaries scores ($Md=5.0$, $n=50$), $U= 1152.500$, $z= -.713$, $p=.476$. This suggests that there is a non-significant difference between the two groups being compared.

VII. SUGGESTIONS

Based on the results obtained, it is recommended that it is very important to spread awareness through publicity campaigns to increase entrepreneurial culture at the regional level. Both government and non – government organizations act as the stakeholders of entrepreneurship development. The study observed that the effectiveness of non – government organizations in facilitating entrepreneurial education is minimal compared to government organizations. In this regard there is a need of more cooperation from government towards non – government organizations. Secondly, participation of rural youth in these programmes, the study observed limited role of rural youth participation in EDPs. Among the beneficiaries of EDPs, more than

90.0 percent are from urban areas. So, there is a requirement of engaging rural youths under these programmes. There is a need of promoting innovation through EDPs. The study observed that majority of the respondents was part of general EDPs. The product specific EDPs are not much popular. So, there is a need of promoting these programs. The study observed lack of participation of young adults between the age group of 20-30 in EDPs. There is a need of collaborating with educational institutions to attract youths towards entrepreneurial culture at the young age.

VIII. CONCLUSION

This study provides valuable insights into entrepreneurship development programmes and their role in facilitating entrepreneurial education especially at the regional level. The initiatives under the Entrepreneurship Development Program (EDP) encourage people to set up their ventures and to build resilient enterprises. Entrepreneurship development program (EDP) initiatives like Entrepreneurial education, Youth Skill Development Programmes, Training programs, Job-oriented skills and business network building help in the process of job creation in the economy. These programs directly or indirectly contribute towards poverty alleviation in the country.

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