



# Level Of Awareness Of Entrepreneurial Development Programmes In The Entrepreneurship In Bengaluru City

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## INTRODUCTION

Entrepreneurial Development Programme (EDP) is a programme which helps in developing entrepreneurial abilities. The skills that are required to run a business successfully is developed among the students through this programme. Sometimes, students may have skills but it requires polishing and incubation. This programme is perfect for them. This programme consists of a structured training process to develop an individual as an entrepreneur. It helps the person to acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

EDP is an effort of converting a person to an entrepreneur by passing him through thoroughly structured training. An entrepreneur is required to respond appropriately to the market and he/she is also required to understand the business needs. The skills needed are varied and they need to be taken care in the best possible way. EDP is not just a training programme but it is a complete process to make the possible transformation of an individual into an entrepreneur. This programme also guides the individuals on how to start the business and effective ways to sustain it successfully.

## STATEMENT OF THE PROBLEM

The objective of the EDP programme is to motivate an individual to choose the entrepreneurship as a career and to prepare the person to exploit the market opportunities for own business successfully. These objectives can be set both in the short-term and long-term basis. The overall objectives of EDP are mainly to help in the rapid growth of the economy by supplying skilled entrepreneurs. Both the center and state government has offering new entrepreneurial development programme to the existing traders as well as unemployed educated youth for the enhancement of their life. The government is not able to provide the job to educated youth. The higher educational institutions are creating the awareness programme through the curriculum regarding the start up programme to the college and university students. This programme primarily aims at providing self-employment to the young generation. In this connection, the researcher has to know the level of awareness of the entrepreneurial development programmes in the entrepreneurship in Bengaluru city.

## SCOPE OF THE STUDY

The present study focus on the entrepreneurs who reside in Bengaluru district and the EDP organised in the same district only.

## OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To study the socio-economic profile of the respondents
2. To examine the awareness of the respondents towards EDPs.
3. To give suggestions on the basis of findings of the study

## RESEARCH METHODOLOGY

Research methodology include the data collection, tools used for data collection, sources of data collection, sample design, tools used for analysis and area of the study.

The study is based on both primary and secondary data. The primary data has been gathered from 600 respondents who attended EDP programmes. For collection of primary data from respondents, questionnaire has been constructed. The questionnaire is given to 20 respondents for pre-testing. The opinions and

suggestions given by them are updated in the questionnaire. The secondary data has been collected from books, journals, magazines, report & websites. Convenience sampling techniques has been applied for selection of sample customers.

### The following statistical tools are used for analysis of primary data

1. Percentage analysis
2. Chi-Square test

### HYPOTHESES:

#### The following null hypotheses are framed in this study.

1. There is no significant relationship between education and awareness of the respondents towards EDP offered by State/Central Government.
2. There is no significant relationship between monthly income and kind of EDP programme attended by the respondents.

### ANALYSIS AND DISCUSSION

In this section, Socio-economic profile of the respondents and the level of awareness of the respondents towards EDPs are taken into account.

### SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Here, five socio-economic variables viz., gender, age, marital status, education and monthly income are studied.

#### Gender wise Classification of the Respondents

Table 1 points out the gender wise classification of the respondents.

**Table 1 Gender wise Classification of the Respondents**

Gender	No. of Respondents	Percentage
Male	397	66.17
Female	203	33.83
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

It is clear from Table 1 that out of 600 respondents, 397 (66.17%) are male and the remaining 203 (33.83%) are female.

#### Age wise Classification of the Respondents

Table 2 spells the data regarding age wise classification of the respondents.

**Table 2 Age wise Classification of the Respondents**

Age (in years)	No. of Respondents	Percentage
Less than 15	83	13.83
16 -30	189	31.50
Above 31	328	54.67
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

It is noted from Table 2 that out of 600 respondents, 328 (54.67%) are in the age group of above 31 years, 189 (31.5%) fall under the age group of 16-30 years and 83 (13.83%) come under the age group of less than 15 years.

#### Marital Status wise Classification of the Respondents

Table 3 depicts the information regarding marital status wise classification of the respondents.

**Table 3 Marital Status wise Classification of the Respondents**

Marital Status	No. of Respondents	Percentage
Married	501	83.5
Unmarried	99	16.5
<b>Total</b>	<b>600</b>	<b>100</b>

**Source:** Primary data

It is clear from Table 3 that out of 600 respondents, 501 (83.5%) are married and the remaining 99 (16.5%) are unmarried.

#### Educational Qualification wise Classification of the Respondents

Table 4 depicts the educational qualification wise classification of the respondents.

**Table 4 Educational Qualification wise Classification of the Respondents**

Educational Qualification	No. of Respondents	Percentage
Primary	50	8.33
High school	81	13.50
Diploma	67	11.17
Degree	219	36.50
Masters and above	183	30.50
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

Out of 600 respondents, 219 (36.5%) are degree holders, 183 (30.50%) are having master degrees, 81 (13.50%) have completed their education upto high school, 67 (11.17%) are diploma holders and 50 (8.33%) have finished their education upto primary school.

#### **Income wise Classification of the Respondents**

The information regarding family monthly income wise classification of the respondents is given in Table 5.

**Table 5 Family Income wise Classification of the Respondents**

Family Income ( Per Month)	No. of Respondents	Percentage
Below Rs.10,000	149	24.83
Rs.10,001- Rs.25,000	245	40.83
Rs.25,001-Rs.50,000	118	19.67
Above Rs.50,000	88	14.67
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

Out of 600 respondents, 245 (40.83%) have earned family income of Rs. 10,001 – Rs. 25,000 per month, 118 (19.67%) have earned RS 25,001 – Rs. 50,000, 149 (24.83%) have earned below Rs. 10,000 and 88 (14.67%) have earned above Rs. 50,000.

#### **Aware of EDP's offered by the state/ central government**

The state and central governments organised many entrepreneurial development programmes to reduce the problem of unemployment and economic poverty. Table 8 shows whether the respondents have awareness or not regarding EDP offered by state/central government.

**Table 6 Aware of EDP's offered by the state/ central government**

Awareness	No. of Respondents	Percentage
Yes	433	72.17
No	167	27.83
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

It is interesting to note that out of 600 respondents, above seventy percent 433 (72.17%) have awareness regarding EDP offered by state/central government and the remaining 167 (27.83%) do not have awareness regarding EDP offered by state/central government.

#### **Education and Awareness of the respondents towards EDP offered by State/Central Government**

Table 7 indicates the relationship between education and awareness of the respondents towards EDP offered by State/Central Government.

**Table 7 Education and Awareness of the respondents towards EDP Offered by State/Central Government**

Educational Qualification	Awareness towards EDP offered by State/Central Government		Total
	Yes	No	
Primary	38	12	<b>50</b>
High school	61	20	<b>81</b>
Diploma	57	10	<b>67</b>
Degree	127	92	<b>219</b>
Masters and above	150	33	<b>183</b>
<b>Total</b>	<b>433</b>	<b>167</b>	<b>600</b>

**Source:** Primary data

Chi-square test has been used to examine the relationship between education and awareness of the respondents towards EDP offered by State/Central Government. The null hypothesis framed is that there is no significant relationship between education and awareness of the respondents towards EDP offered by State/Central Government. The Chi-square test results are given in Table 8.

**Table 8 Education and Awareness of the respondents towards EDP offered by State/Central Government - Chi Square test Results**

Calculated value	17.58
Table value	9.49
Degrees of Freedom	$(r-1)(c-1) = (5-1)(2-1) = 4 \times 1 = 4$
Level of Significance	5%
P value	0.002
Result	Significant

**Source:** Primary data

The calculated value of Chi-square test is 17.58 and the table value of chi-square test at Degrees of Freedom 4 is 9.49. (5% level of significance). As the calculated value of Chi-Square test (17.58) is more than the table value (9.49) and the p value is less than 0.05 ( $0.002 < 0.05$ ), the null hypothesis is rejected. Hence, there is a significant relationship between education and awareness of the respondents towards EDP offered by State/Central Government. But,

### Source of Knowledge about EDP Programme

As mentioned earlier, out of 600 respondents, 167 respondents are not having any idea about the EDPs offered by the government. But, they are getting the knowledge from various sources for attend the programmes. The source of knowledge of the respondents about EDP programme is given in Table 9.

**Table 9 Source of Knowledge about EDP Programme**

Source	No. of Respondents	Percentage
Advertisements	131	21.83
Friends	120	20.00
Family Members	144	24.00
Neighbors	84	14.00
Govt. Employment	20	3.33
Business colleagues	101	16.83
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

Out of 600 respondents, 144 (24%) have gathered awareness about EDP programme from family members, 131 (21.83%) have awareness about EDP programmes via advertisements, 120 (20%) have obtained awareness about EDP programmes from friends, 101 (16.83%) have got awareness about EDP programmes from business colleagues, 84 (14%) have awareness about EDP programmes from neighbours and 20 (3.33%) have acquired awareness about EDP programmes from Government employees.

### Kinds of EDP Programme

Table 10 points out the kind of EDP programme attended by the respondents.

**Table 10 Kind of EDP Programme**

Kind of EDP Programme	No. of Respondents	Percentage
Paid programme	75	12.50
Free programme offering by Govt./Non-Govt.	308	51.33
Sponsored by Govt./ Non-Govt.	217	36.17
<b>Total</b>	<b>600</b>	<b>100.00</b>

**Source:** Primary data

Out of 600 respondents, 308 (51.33%) have attended free EDP programme offering by Govt./Non-Govt agencies, 217 (36.17%) have attended EDP programme sponsored by Govt./Non.Govt. agencies and 75 (12.5%) have attended paid programmes.

### Relationship between monthly income and Kind of EDP Programme

Table 11 mention the relationship between monthly income and kind of EDP programme attended by the respondents.

**Table 11 Relationship between monthly income and Kind of EDP Programme –Chi-square Test Results**

Family Income (Per Month)	Kind of EDP Programme			Total
	Paid programme	Free programme offering by Govt./Non-Govt.	Sponsored by Govt./ Non-Govt.	
Below Rs.10,000	18	93	38	149
Rs.10,001- Rs.25,000	42	134	69	245
Rs.25,001- Rs.50,000	7	70	41	118
Above Rs. 50,000	8	11	69	88
<b>Total</b>	<b>75</b>	<b>308</b>	<b>217</b>	<b>600</b>

**Source:** Primary data

Chi-square test has been used to examine the relationship between monthly income and kind of EDP programme attended by the respondents. The null hypothesis framed is that there is no significant relationship between monthly income and kind of EDP programme attended by the respondents. The Chi-square test results are given in Table 12.

**Table 12 Monthly Income and Kind of EDP Programme - Chi Square test Results**

Calculated value	20.01
Table value	12.59
Degrees of Freedom	$(4-1)(3-1) = 3 \times 2 = 6$
Level of Significance	5%
P value	0.000
Result	Significant

**Source:** Primary data

The calculated value of Chi-square test is 20.01 and the table value of chi-square test at Degrees of Freedom 6 is 12.59. (5% level of significance). As the calculated value of Chi-Square test (20.01) is more than the table value (12.59) and the p value is less than 0.05 ( $0.000 < 0.05$ ), the null hypothesis is rejected. Hence, there is a significant relationship between monthly income and kind of EDP programme attended by the respondents.

## SUGGESTIONS

Some suggestions are offered to increase the level of awareness of the respondents towards EDPs.

1. Government has to organise free training to the participants and issue the training material at free of cost.
2. It has to organize the training at regional level which enhance the proximity of the respondents.
3. It has to dissemination or advertise the EDP programmes to wide group of people

## CONCLUSION

Entrepreneurship promotion and development Programmes are being organized regularly to nurture the talent of youth by enlightening them on various aspects of industrial/business activity required for setting up MSMEs. These Programmes are conducted for youth and other people interested to set up their own industrial/self-employment venture. Such activities are also organized in ITIs, Polytechnics and other technical institutions/business schools, where skill/talent is available to motivate them towards self-employment.

## Reference:

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