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PERCEPTION OF FIRST GENERATION ENTREPRENEURS ON EDP TRAINING

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ABSTRACT:

An attempt has been made in this article to identify and to reveal the perception of the first generation entrepreneurs towards the EDP training institutes. A sample of 98 respondents has been chosen from two different training institutes namely SIPPPO Madurai and SIT Tiruchirappalli. Data has been collected by primary source through questionnaire. The socioeconomic status and their level of satisfaction about the EDP training were asked and the responses were tested through appropriate statistical analysis. Necessary suggestions were recommended to the EDP training institutes accordingly with the results of the analysis.



KEYWORDS: EDP training, First generation entrepreneurs, Perception of training.

INTRODUCTION

First generation entrepreneurs are basically a common person who starts his own business, venture or enterprise for the very first time. They are not having any prior experience or expertise in the field of business they start. Even they are lagging in various aspects of business. The training of entrepreneurs plays a prominent role in starting up of their business. There are many such institutions providing a variety of EDP training throughout the country. These training programmes are now largely contributing for the Nation's Economic Development by facilitating new entrepreneurs and employment opportunity through them at large scale.

In this article the Perception of the first generation entrepreneurs towards EDP training institute is being analysed. The respondent's socioeconomic status and their level of satisfaction were taken into account. The 98 first generation entrepreneurs from 2 different institutes were taken for the study. The Institutes are Small Industries Products Promotional Organisation (SIPPO), Madurai and Seshasayee Institute of Technology (SIT).

SMALL INDUSTRIES PRODUCTS PROMOTION ORGANISATION (SIPPO)

Small Industries Products Promotion Organisation (SIPPO) was established at Madurai in

the year 1991. Small Industries Product Promotion Organisation (SIPPO), a joint venture of National Small Industries Corporation (NSIC, a Govt. of India Enterprise), Tamil Nadu Small Industries Development Corporation (TANSIDCO, a Tamil Nadu Govt. Undertaking). Its main objective is to promote Micro, Small, Medium, Village and Rural Industries. SIPPO has promoted many Entrepreneurs in various fields like Handicrafts, Floriculture, Essential Oils, Cosmetic Industries, Granite Industry, Pharmaceuticals, Medical and Aromatic Industries, Food Industries, Food Processing Industries etc. through various Training Programmes, Seminars, Workshop and Exhibitions.

SESHASAYEE INSTITUTE OF TECHNOLOGY (SIT)

The Seshasayee Institute of Technology, Tiruchirappalli is an AICTE approved, Government aided, Autonomous, Co-educational Technical Institution run by a registered society comprising of philanthropists under the name and style of "Seshasayee Institute of Technology" with a view to uplift the techno-social status of all the vital stakeholders in this central region of Tamil Nadu through various 3-year Diploma Programmes at post-secondary level and a variety of non-formal Continuing Education Programmes. It is conscientiously committed to the laudable theme of uplifting the economically weaker sections of the community in this region and enhancing their social status coupled with an elevated life style being solidly backed up and nurtured by the benign Management. It is solemnly wedded to the vibrant theme of Total Quality Management in all Aspects of Educational Management.

The Institute offers various 3 Years Full Time Diploma courses, 6 months-2 Years Full Time Diploma courses and 12 months -2 Years Post Diploma courses. They also provide various courses from 3 months to 1 year on JCP & Crane Operations, Computer Numerical Control (CNC), Refrigeration & A/C Mechanic, DTP and Tally etc.

OBJECTIVES OF THE STUDY

1. To find out the relation among participants and their socio economic factors.
2. To assess the level of satisfaction and their attitude towards EDP training.
3. To know about the success of the EDP training.

SCOPE OF THE STUDY

The scope of the study is to represent the first generation entrepreneur's opinion and view towards the EDP training programme. To propose necessary views and recommendations of first generation entrepreneurs to the EDP training institutes.

RESEARCH METHODOLOGY

- Primary Data has been collected from 98 Participants
- Data has been collected from 2 different institutes.
- Tools such as ANNOVA and Chi Square Test are used for this study.

ANALYSIS and INTERPRETATION

Table 1 Socio and Demographic characteristics

Age					
16-20	21-25	26-30	31-35	36 and above	Total
24	35	19	11	09	98
Gender					
Male		Female		Total	
84		14		98	
Education Qualification					
Schooling	ITI	Diploma	UG	PG	Total
26	36	11	18	7	98
Family Size					
3	4	5	6	7	Total
28	33	25	11	1	98
Communication					
Media	Advertisement	Friends	Relatives	Government officials	Total
4	43	48	2	1	98
Personal Information					
Particulars			Yes	No	Total
Marital Status			25	73	98

Family Support	98	0	98
Work Experience	34	64	98
Satisfactory Level			
Training Aids & Equipments	90	8	98
Teaching Methodology	98	0	98
Providing Necessary Facilities	98	0	98
About the Institute			
Payment of Fees	4	94	98
Providing Stipend	61	37	98
Hostel Accommodation	28	70	98
Preference after finishing the Training Programme			
Wage Employment	Starting up a New Business	Total	
36	62	98	

Table 2 ANOVA

Variables		Sum of Squares	Mean Square	F	Sig.
Age	Between Groups	64.978	64.978	52.381	.000
	Within Groups	148.858	1.240		
	Total	213.836			
Gender	Between Groups	.405	.405	2.426	.122
	Within Groups	20.054	.167		
	Total	20.459			
Education	Between Groups	21.898	21.898	15.952	.000
	Within Groups	164.725	1.373		
	Total	186.623			
Marital Status	Between Groups	4.161	4.161	27.049	.000
	Within Groups	18.462	.154		
	Total	22.623			
Family Size	Between Groups	.360	.360	.312	.577
	Within Groups	138.263	1.152		
	Total	138.623			

The above table represents the impact of socio economic factors of the participants towards the training programme by using ANNOVA. The variables taken for analysis are age, gender, education, marital status a number of members in a family.

It is found that the variable age has a significant value of 0.000 which is less than 0.001 and it is found to be significant. Thus we come to know that participants of any age group will actively participate in this training programme.

Gender is a variable that has high impact on the training programme as male respondents are higher than female members in most of the training programme. Also the significant value of the variable gender is 0.122 and it is greater than 0.001. Thus gender has an impact on training programme.

The significant value of the participant's education qualification is 0.000 and it is significant in nature. So we can able to assure that the participant's education qualification does not have any impact on the view towards the training programme.

Marital status of the participants significant value is also 0.000 and that is to be significant in nature. As participants are married or unmarried and it does not make any difference in the participant's attitude towards the training programme. Participants of both types can participate in all training programmes.

There is an insignificant relation between family size and the attitude towards the training programme. The value is 0.312 and it is highly greater than 0.001. Generally if the persons in a family increase the burden of the family also increases. Thus the family size is insignificant in nature.

Table 3 Chi-Square Test

Chi-Square Test				
Hostel Accommodation	Observed N	Value	df	Asymp. Sig
No	28	23.902	1	.000
Yes	70			
Total	98			

To find out the relation between hostel facility and the satisfaction level of the training programme chi square analysis is used. Even though the institutes do not provide the hostel facility the assumed significant value is 0.000, which shows that it is not affecting the satisfactory level of the participants.

Table 4 Chi-Square Test

Chi-Square Test				
Experience	Observed N	Value	df	Asymp. Sig
No	64	11.836	1	.001
Yes	34			
Total	98			

The above table tries to find out the significance among the previous experience and the satisfactory level. The actual assumption of any human being is that experience has an impact on training. But the assumed significant value is 0.001 and it is less than 0.005. Though 34 respondents have experience before training, it does not make any difference in the satisfactory as a whole. Thus it is proved that the experience is not affecting the level of satisfaction of the participants.

Table 6 Chi-Square Test

Chi-Square Test				
Stipend	Observed N	Value	df	Asymp. Sig
No	37	7.377	1	.007
Yes	61			
Total	98			

The above table tests whether the stipend given by the institute to the participants will affect the satisfaction level of the participants. In general most of the participants are from middle and lower middle groups, they even struggle to meet out their daily expenditure. So they expect that the institutes will provide stipend to them. Also the Assumed significance value is also 0.007 which is greater than 0.005 and it is insignificant. Thus providing stipend has a significant impact on satisfaction level and null hypothesis is accepted.

FINDINGS

- It is found that certain socio economic factors such as age, education qualification and marital status are positively significant.
- Factors such as gender and family size are negatively significant.
- Participants are satisfied about the institutes teaching methodology, facilities and equipments in the training institute.
- Information about the training are mostly shared through advertisement and friends.

CONCLUSION

The study reveals that the respondents are highly satisfied with the performances of the EDP training institutes. Institutes should provide the training as per the local requirements of the participants. The institute has to consider the stipend provided to the participants taking into account their family situation. More information about the training has to be spread through other channel such as papers, radio and also through government officials. Institute should also train and motivate the participants in such a manner to start own business than wage employment.

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