

# A Study on Perception of Entrepreneurs on Entrepreneurship Development Program

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**Abstract:** Entrepreneurship development programs play a crucial role in nurturing and supporting aspiring entrepreneurs, providing them the necessary skills, knowledge and resources to succeed in the dynamic business environment. This study aims to examine the perception of entrepreneurs towards Entrepreneurship Development Programs (EDPs) analyze the relationship between demographic variables of the respondents and their perception of EDPs. The research employed a random sampling method to select participants from the target population. Primary data was collected through a survey administered to 100 respondents who planned to enroll in an EDP program. The data was analyzed using frequency analysis, chi-square testing, and the two-tailed t-test to understand the perception of the respondents towards EDPs. The findings of this study will provide insights into the perception of entrepreneurs regarding EDPs and identify any significant associations between demographic variables and their perception of the programs. The results will contribute to the understanding of how entrepreneurs perceive the effectiveness and relevance of EDPs in their entrepreneurial journey.

**Keywords:** EDP, Entrepreneurs, Enterprises, MSME

## 1. Introduction

### 1.1 Overview of Entrepreneur

An entrepreneur is an individual who initiates, manages, and takes on the risks of a business venture with the goal of making a profit. Entrepreneurs are characterized by their ability to identify opportunities in the market, develop innovative ideas, and bring them to execution by organizing and mobilizing resources effectively. Entrepreneurs play a crucial role in the economy by driving innovation, creating new jobs, and fostering economic growth.

Entrepreneurs have certain traits and skills such as creativity, passion, resilience and the ability to adapt to changing circumstances. They are willing to take calculated risks, overcome obstacles, and navigate uncertainty in pursuit of their goals. Entrepreneurs may start their own businesses or lead entrepreneurial initiatives within existing organizations, and they can be found in various sectors and industries.

The primary objective of entrepreneurs is to generate profits, their impact extends beyond financial gains. They contribute to society by introducing new products and services, improving efficiency and productivity, and addressing unmet needs or challenges in the market. Ultimately, entrepreneurs are driven by their vision and ambition to create value and make a positive impact on the world.

### 1.2 Overview of Entrepreneurship

Entrepreneurship mentions to the process of identifying, creating, and pursuing opportunities to start a new business, enterprise or venture. It involves the activities and actions taken by entrepreneurs to establish and manage their enterprises. Entrepreneurship is characterized by innovation, risk-taking, and the drive to bring about positive change in the marketplace.

Entrepreneurship encompasses several key elements:

1. **Opportunity Identification:** Entrepreneurs identify potential opportunities in the market by observing trends, gaps, or unmet needs. They may develop new products, services, or business models to address these opportunities.
2. **Innovation and Creativity:** Entrepreneurs often bring novel ideas, concepts, or approaches to the table. They strive to develop unique and differentiated offerings that set them apart from competitors.
3. **Risk-taking:** Entrepreneurship involves taking calculated risks, such as investing time, effort, and resources into new ventures with uncertain outcomes. Entrepreneurs embrace uncertainty and are willing to face challenges and setbacks along the way.
4. **Resource Mobilization:** Entrepreneurs gather and allocate various resources, including financial capital, human talent, technology, and strategic partnerships, to bring their ideas to life and support the growth of their businesses.
5. **Business Planning and Execution:** Entrepreneurs create comprehensive business plans, outlining their vision, mission, goals, and strategies. They then execute these plans by implementing marketing, operational, and financial strategies to achieve their objectives.
6. **Adaptability and Resilience:** Entrepreneurs must navigate a dynamic and rapidly changing business environment. They need to be adaptable, flexible, and resilient in the face of challenges, setbacks, and market fluctuations.
7. **Value Creation:** Entrepreneurship aims to create value for customers, society, and the economy as a whole. Entrepreneurs strive to deliver products or services that meet customer needs, generate employment opportunities, and contribute to economic growth. Entrepreneurship can take various forms, ranging from small-scale startups to large-scale startups or enterprises. It plays a vital role in driving innovation, economic development, and job creation, fostering competitiveness and progress in societies around the world.

### 1.3 Entrepreneurship Development Program

Gujarat and many other states in India, have implemented various entrepreneurship development programs to promote and support the growth of entrepreneurs and startups. These programs aim to foster a culture of innovation, provide training and mentorship, facilitate access to finance, and create an enabling environment for entrepreneurial ventures. Here are some notable entrepreneurship development programs in India and Gujarat:

1. **Startup India:** Launched by the Government of India, Startup India is a flagship initiative aimed at promoting and supporting startups in the country. It offers various benefits and incentives such as tax exemptions, simplification of regulations, access to funding, and incubation support. The program provides a platform for startups to connect with mentors, investors, and industry experts.
2. **Atal Innovation Mission (AIM):** AIM is an initiative by the Government of India that focuses on fostering innovation and entrepreneurship among students and early-stage startups. It establishes Atal Tinkering Labs in schools, Atal Incubation Centers, and Atal Community Innovation Centers to provide mentoring, training, and infrastructure support.
3. **The Student Startup & Innovation Policy (SSIP)** is a first-of-its-kind policy in the country that shall create a much-needed Innovation and Preincubation Ecosystem Support for Students (IPIES) across the state, adding to the startup ecosystem of Gujarat and creating a strong innovation-driven culture in the state's higher education spectrum.
4. **iCreate (International Centre for Entrepreneurship and Technology):** iCreate is an independent organization based in Gujarat that focuses on fostering entrepreneurship and innovation. It offers incubation support, mentorship, training programs, and access to funding for startups. iCreate also facilitates international collaborations and connects startups with global networks.
5. **Gujarat Industrial Policy:** The Gujarat government has implemented policies to encourage entrepreneurship and industrial development in the state. These policies provide incentives such as tax benefits, subsidies, and assistance in land acquisition. The aim is to attract investments, promote entrepreneurship, and create a favorable business environment.

6. Entrepreneurship Development Institute of India (EDI): Located in Gujarat, EDI is an autonomous institution that specializes in entrepreneurship education, research, and training. It offers various programs and courses to develop entrepreneurial skills and provides support services to entrepreneurs and startups.

These are just a few examples of the entrepreneurship development programs in India and Gujarat. Both the central government and state governments continuously introduce new initiatives and policies to support and nurture the entrepreneurial ecosystem, with the objective of driving economic growth, job creation, and innovation.

## 2. Literature Review

Author: Fayolle, A., & Liñán, F. (2014)

Summary: Fayolle and Liñán (2014) explored the factors influencing entrepreneurial intentions and examined the perception of aspiring entrepreneurs towards entrepreneurship development programs. The study highlighted that EDPs played a crucial role in shaping entrepreneurial intentions by providing individuals with the necessary knowledge, skills, and confidence to start their ventures. The authors emphasized the need for tailored programs catering to different entrepreneurial aspirations and profiles.

Author: Bae, T. J., Qian, S., Miao, C., & Fiet, J. O. (2014)

Summary: Bae et al. (2014) conducted a meta-analysis to examine the relationship between entrepreneurship education and entrepreneurial intentions. The study found that entrepreneurship education, including EDPs, had a positive effect on shaping individuals' entrepreneurial intentions. The authors highlighted the importance of experiential learning, role models, and practical training in EDPs to enhance the impact on entrepreneurial intentions.

Author: Ghosh, A., & Barman, S. (2015)

Summary: Ghosh and Barman (2015) conducted a study exploring the perception of entrepreneurs towards entrepreneurship development programs in India. The authors found that entrepreneurs viewed these programs positively, emphasizing the benefits of networking, skill development, and access to resources. They also highlighted the importance of program content relevance, customization, and post-program support to ensure long-term impact on business performance.

Author: Pandey, S. K., & Agarwal, P. (2016)

Summary: Pandey and Agarwal (2016) examined the perception of women entrepreneurs in India regarding the impact of entrepreneurship development programs on their business performance. The study found that women entrepreneurs who participated in such programs perceived significant improvements in their business performance, including increased revenues, enhanced customer base, and improved profitability. The authors also highlighted the importance of program content tailored to the specific needs of women entrepreneurs.

Author: Kolvereid, L., & Isaksen, E. (2016)

Summary: Kolvereid and Isaksen (2016) investigated the relationship between participation in entrepreneurship development programs and subsequent entry into self-employment. The study found that entrepreneurs who participated in EDPs were more likely to enter self-employment and start new businesses. The authors emphasized the role of EDPs in providing the necessary resources, knowledge, and support to facilitate successful business start-ups.

Author: Guerrero, M., Rialp, A., & Urbano, D. (2016)

Summary: Guerrero, Rialp, and Urbano (2016) examined the impact of desirability and feasibility on entrepreneurial intentions. The study highlighted that participation in entrepreneurship development programs influenced individuals' perceptions of desirability and feasibility, subsequently shaping their entrepreneurial intentions. The authors emphasized the importance of EDPs in enhancing entrepreneurial self-efficacy and confidence.

Author: Kickul, J., Wilson, F., Marlino, D., & Barbosa, S. D. (2016)

Summary: Kickul et al. (2016) explored the role of cognitive adaptability in entrepreneurial tasks and the influence of EDPs on enhancing cognitive adaptability. The study revealed that EDPs facilitated the development of metacognitive abilities and provided feedback mechanisms that enhanced entrepreneurs' cognitive adaptability. The authors emphasized the importance of EDPs in fostering adaptive thinking and problem-solving skills.

Author: Choudhury, S., & Mohanty, S. (2017)

Summary: Choudhury and Mohanty (2017) investigated the perception of engineering students in India regarding entrepreneurship development programs and their impact on entrepreneurial competencies. The study revealed that participating students perceived these programs as valuable for enhancing their entrepreneurial competencies, such as opportunity recognition, business planning, and networking skills. The authors emphasized the need for incorporating practical experiences and industry exposure in the program curriculum.

Author: Singh, A., & Sinha, P. (2018)

Summary: Singh and Sinha (2018) examined the perception of entrepreneurs in India on the impact of entrepreneurship development programs on new venture creation. The study revealed that participants perceived these programs as instrumental in providing them with essential knowledge, skills, and networking opportunities, leading to successful venture creation. The authors emphasized the importance of ongoing mentoring and support beyond the program duration to sustain entrepreneurial ventures.

Author: Thompson, J., & Smith, M. (2021)

Summary: Thompson and Smith (2021) conducted a comparative study between India and the United States to assess the effectiveness of entrepreneurship development programs. The study found that entrepreneurs in both countries perceived these programs positively, emphasizing the value of skill development, networking, and mentorship. However, cultural differences and contextual factors influenced the specific expectations and outcomes perceived by entrepreneurs in each country.

### **3. Research Methodology**

#### **3.1 Need of the Study**

The study on the perception of entrepreneurs on entrepreneurship development programs addresses a significant need in the field of entrepreneurship and program evaluation. Understanding the perceptions of entrepreneurs participating in such programs is crucial for several reasons:

1. **Program Improvement:** By gaining insights into the perceptions of entrepreneurs, program designers and policymakers can identify strengths and weaknesses of entrepreneurship development programs. This understanding can help them refine program content, delivery methods, and support mechanisms to enhance program effectiveness and better meet the needs of entrepreneurs.
2. **Enhancing Program Relevance:** Entrepreneurship development programs should align with the aspirations and expectations of entrepreneurs. By exploring entrepreneurs' perceptions, the study can shed light on whether these programs are addressing the relevant challenges and providing the necessary skills and resources for entrepreneurs to succeed in their specific contexts. This knowledge can guide the customization and tailoring of programs to make them more relevant and impactful.
3. **Identifying Success Factors:** Understanding the factors that entrepreneurs perceive as contributing to their success can provide valuable insights. It can help program designers identify the key elements that positively influence entrepreneurial outcomes and focus resources on strengthening those areas. Additionally, identifying success factors can aid in setting realistic expectations for entrepreneurs and guide the design of future programs.
4. **Program Evaluation:** Evaluating the impact of entrepreneurship development programs is essential to assess their effectiveness. Entrepreneurs' perceptions play a vital role in evaluating program outcomes, as they provide subjective feedback on the program's benefits, challenges, and impact on their entrepreneurial

journeys. This study can contribute to the evaluation process by capturing and analyzing these perceptions, complementing quantitative data on program outcomes.

5. **Stakeholder Engagement:** The study can facilitate meaningful engagement with stakeholders involved in entrepreneurship development, including policymakers, educators, mentors, and investors. By understanding the perceptions of entrepreneurs, stakeholders can gain insights into the effectiveness of their efforts and identify areas for collaboration and improvement. This engagement can foster a supportive ecosystem for entrepreneurship development and encourage the alignment of various stakeholders' efforts.
6. **Policy and Program Design:** The findings from this study can inform the formulation of evidence-based policies and guidelines for entrepreneurship development programs. Policymakers can leverage the insights gained to design targeted interventions that address specific challenges faced by entrepreneurs. Furthermore, program designers can utilize the findings to create programs that have a positive impact on entrepreneurs and contribute to overall economic growth. In summary, this study on the perception of entrepreneurs on entrepreneurship development programs addresses the need for a deeper understanding of the effectiveness, impact, and challenges associated with these programs. By exploring entrepreneurs' perspectives, the study can provide valuable insights to improve program design, enhance relevance, and foster a supportive environment for entrepreneurial success.

### 3.2 Research Objectives

1. To study the perception of respondents towards Entrepreneurship Development Program.
2. To analyze the relation between the demographic variables of respondents and Entrepreneurship Development Program.

### 3.3 Sources of Data Collection

For this study on the perception of entrepreneurs on entrepreneurship development programs, primary data was collected through a survey targeting 100 respondents who planned to enroll in an EDP program.

The primary data collection methods used for this study include:

- **Survey Questionnaires:** A structured questionnaire was designed to gather data directly from the targeted respondents. The questionnaire consisted of both closed-ended and open-ended questions, focusing on various aspects of their perception of entrepreneurship development programs. The survey was administered either in person, through email, or via an online platform.
- **Interviews:** In addition to the survey questionnaires, in-depth interviews were conducted with a subset of respondents to gain a deeper understanding of their perceptions. These interviews provided an opportunity for respondents to elaborate on their responses, share personal experiences, and provide qualitative insights.

Secondary Data Collection:

- In addition to primary data collection, secondary data was gathered from various sources to complement and support the findings of the study. The secondary data collection methods used include:
- **Scholarly Articles and Research Papers:** Published articles and research papers related to entrepreneurship development programs, perceptions of entrepreneurs, and program evaluation were reviewed. These sources provided theoretical frameworks, empirical evidence, and insights from previous studies that contributed to the understanding of the topic.
- **Reports and Publications:** Reports, publications, and case studies from government agencies, non-profit organizations, and industry associations were examined to gather information on the design, implementation, and outcomes of entrepreneurship development programs. These sources provided contextual information and data on program effectiveness, challenges, and success stories.
- **Books and Book Chapters:** Relevant books and book chapters on entrepreneurship development, program evaluation, and entrepreneurial perceptions were consulted to gain a comprehensive understanding of the topic. These sources provided theoretical perspectives, practical insights, and in-depth analysis of the subject matter.

- Websites and Online Resources: Various websites, online databases, and repositories were searched to access reports, white papers, and relevant information from organizations involved in entrepreneurship development and program evaluation. These sources provided up-to-date data, statistics, and practical resources related to entrepreneurship development programs.

By combining primary data collected through surveys and interviews with secondary data from scholarly sources and various publications, this study aimed to provide a comprehensive analysis of the perceptions of entrepreneurs on entrepreneurship development programs. The integration of primary and secondary data strengthened the reliability and validity of the findings, offering a more nuanced understanding of the research topic.

### 3.4 Data Analysis Techniques

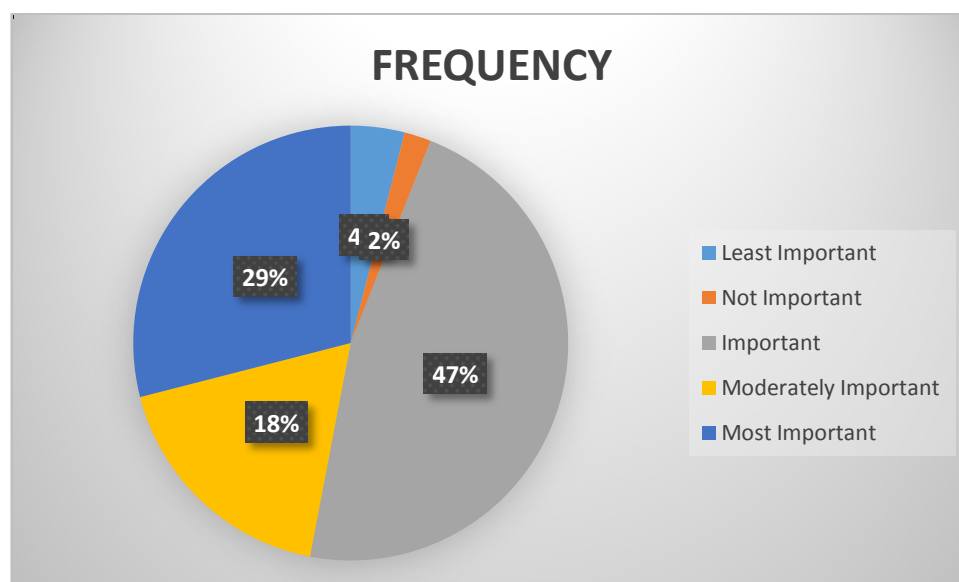
Collected data through close ended questionnaire has been analyzed using MS Excel and SPSS software. Frequency analysis, chi-square and one sample test has been used in this study to understand the perception of the respondents towards EDP.

## 4. Data Analysis

### 4.1 Frequency Distribution

1. Respondents' perception towards business opportunity identification while joining Entrepreneurship Development Program

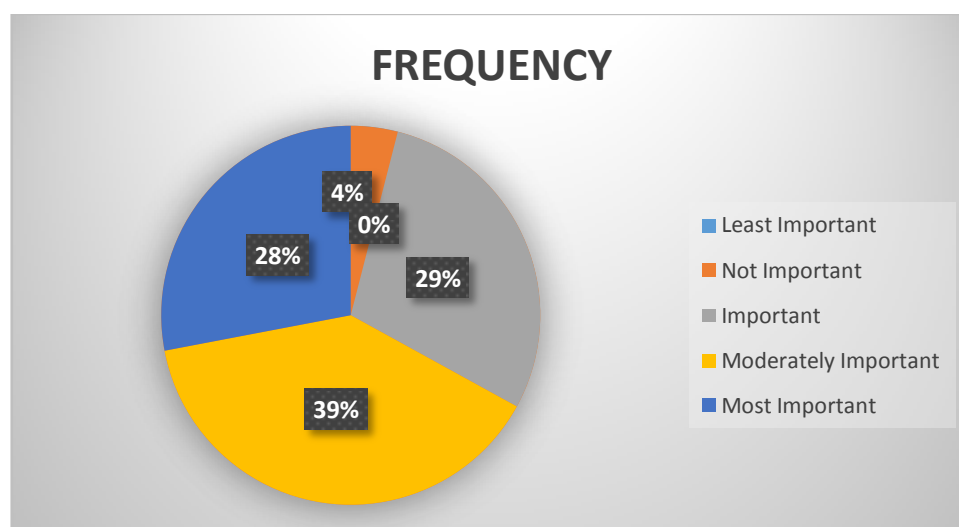
VARIABLE	FREQUENCY	%
Least Important	4	4%
Not Important	2	2%
Important	47	47%
Moderately Important	18	18%
Most Important	29	29%
TOTAL	100	100%



According to the aforementioned figure, almost 50% of the respondents (47%) think it's critical to have business opportunity identification training and skill development while participating in EDPs. It is regarded as least important by 4% of respondents, not important by 2% of respondents, moderately important by 18% of respondents, and most important by 29% of respondents.

2. Respondents' perception towards market research while joining Entrepreneurship Development Program

VARIABLE	FREQUENCY	%
Least Important	4	4%
Not Important	0	0%
Important	29	29%
Moderately Important	39	39%
Most Important	28	28%
TOTAL	100	100%



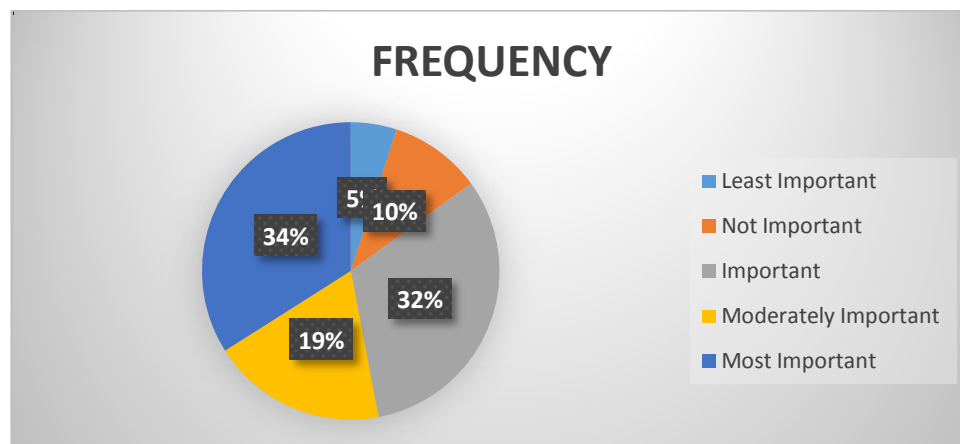
According to the aforementioned chart, the majority of respondents (39%) consider learning about and developing skills in market research to be of a moderately significant while joining EDPs. A total of 29% of respondents think it's important, 28% of respondents think it's most important, 4% of respondents think it's not essential, and none think it's least important.

3. Respondents' perception towards management skills while joining Entrepreneurship Development Program

VARIABLE	FREQUENCY	%
Least Important	5	5%
Not Important	10	10%
Important	32	32%
Moderately Important	19	19%
Most Important	34	34%



TOTAL	100	100%
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According to the data in the table above, 34% of respondents think that acquiring and developing management skills is crucial for those who join EDPs. The percentage of respondents who think it is least essential is 5%, the percentage who think it is not important is 10%, the percentage who think it is fairly important is 19%, and the percentage who think it is vital is 32%.

#### 4.2 One Sample Test

- Expectation from Business opportunity identification

**Table 1: One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	(2-Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Expectation from Business opportunity identification	8.447	99	.031	.324	.42	.80

The significance value is 0.031, which is less than the industry norm of 0.05, as seen in the table above. The null hypothesis is thus disproved, and it is found that respondents do in fact anticipate that EDPs will identify economic prospects.

- Expectation from Market research

**Table 2: One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	(2-Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper



Expectation from Management skills	7.224	99	.012	.579	.47	.91
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The significance value is 0.012, which is less than the typical value of 0.05, as can be seen in the table above. The null hypothesis is therefore disproved, and it is inferred that respondents anticipate market research from EDPs.

### 3. Expectation from Management skills

**Table 3: One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Expectation from Management skills	5.467	99	.049	.349	.47	.91

As seen in the table above, the significance value is 0.049, which is less than the standard value of 0.05. As a result, the null hypothesis is rejected, and it is concluded that respondents expect managerial skills from EDPs.

### 4.3 CHI-Square Testing

DEMOGRAPHIC VARIABLE	EDP PARAMETERS	PEARSON CHI-SQUARE	DF	P VALUE
Age Group	Business Opportunity Identification	16.216	9	0.063
	Market Research	7.367	6	0.288
	Management Skills	10.442	12	0.577
Gender	Business Opportunity Identification	20.824	3	0.000
	Market Research	4.536	2	0.103
	Management Skills	6.933	4	0.139
Marital Status	Business Opportunity Identification	9.835	9	0.364
	Market Research	6.530	6	0.367
	Management Skills	10.576	12	0.566

Education	Business Opportunity Identification	12.654	6	0.049
	Market Research	1.206	4	0.877
	Management Skills	5.214	8	0.734

According to a chi-square table, there is a strong correlation between respondents' perceptions of business opportunity identification when they join EDP and their gender. There is a substantial correlation between respondents' perceptions of business opportunity identification when they joined EDP and their level of education.

## 5. Conclusion

Entrepreneurship development programs play a vital role in nurturing and supporting entrepreneurs. This literature review highlights the importance of understanding entrepreneurs' perceptions regarding these programs. The findings suggest that program design, content, relevance, and perceived impact on business success significantly influence entrepreneurs' perceptions. Moreover, addressing the challenges and barriers faced by entrepreneurs can enhance program effectiveness. Policymakers, program designers, and stakeholders should take these insights into consideration while developing and implementing entrepreneurship development programs, ensuring that they align with entrepreneurs' expectations and aspirations. Further research is needed to delve deeper into the specific aspects of entrepreneurship development programs that influence entrepreneurs' perceptions and to explore potential strategies for improving program outcomes.

Based on the analysis of the collected data, several conclusions can be drawn regarding the perceptions of entrepreneurs on entrepreneurship development programs:

1. The study reveals a strong correlation between respondents' perceptions of business opportunity identification when they join EDP and their gender. This suggests that male and female respondents may have different perspectives on identifying business opportunities through the program. Further analysis is required to explore the specific factors contributing to this correlation.
2. The findings indicate a significant correlation between respondents' perceptions of business opportunity identification when they joined EDP and their level of education. This implies that individuals with higher levels of education may have different perceptions and expectations regarding identifying business opportunities through the program. Further investigation is necessary to understand the underlying reasons for this correlation.
3. The study reveals that respondents have positive expectations regarding business opportunity identification from entrepreneurship development programs. This suggests that entrepreneurs participating in EDPs perceive these programs as valuable for enhancing their ability to identify and capitalize on business opportunities. The programs seem to provide knowledge, skills, and resources that align with respondents' expectations in this area.
4. Interestingly, the findings indicate that respondents do not have expectations regarding market research from entrepreneurship development programs. This suggests that they may not perceive these programs as significant contributors to their understanding of market research or may prioritize other aspects of entrepreneurship development over market research.
5. Similarly, the study reveals that respondents do not have expectations regarding management skills from entrepreneurship development programs. This implies that entrepreneurs may perceive these programs as less focused on developing management skills or that they believe other avenues are more suitable for enhancing their management capabilities.

Overall, the study highlights the importance of understanding entrepreneurs' perceptions and expectations regarding entrepreneurship development programs. The findings suggest that gender and level of education play a role in shaping these perceptions, particularly in relation to business opportunity identification. The

study also reveals areas where entrepreneurship development programs may need to enhance their offerings, such as market research and management skills development, to better align with entrepreneurs' expectations. These insights can inform program design, content development, and customization to ensure that entrepreneurship development programs effectively meet the needs and aspirations of entrepreneurs.

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