



FACTOR ENCOURAGING SKILLS DEVELOPMENT THROUGH ENTREPRENEURS WITH SPECIAL REFERENCE TO MANDLA DISTRICT OF MADHYA PRADESH

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Abstract

This article was designed to identify the factors affecting skill development through men and women entrepreneurs, also to highlights the socio-economic condition of Mandla District in Madhya Pradesh. The present study is descriptive in nature and has used stratified random sampling method to collect data form 210 men and women entrepreneurs on proportionate basis by using interview schedule as research instrument. To analyze data, ANOVA and T-test have been used. The results of study found that factors such as motivation, encouragement, compulsory, discouraging are influencing skill development. The result also revealed that the socio-economic conditions of men and women entrepreneurs have seemed well in terms income and literacy level. The study also indicates that educational qualification among both categories of entrepreneurs is same but different in case of other demographics such as turn oversize, industry type, etc. A physical barrier is only significantly different to men and women entrepreneur among all other the three barriers.

Key Words:*Poverty Alleviation, Entrepreneurs, Barriers, Gender And Skill Development.*

Introduction

Measurements used for micro, small and medium-sized enterprises are known that many newly self-employed people are setting up micro-enterprises accounted for ninety-five percent of the businesses (Clark, 1995). The reduction of unemployment and poverty alleviation was identified as one of the main goals of economic planning popular the nation throughout 5th Year Plan. India has been an agrarian country. Women constitute about 66 percent of the agricultural workforce (GoI, 2012). This agricultural work provides food security to the country's 1.13 billion people. But, agriculture provides only seasonal employment in the rural economy. So, poverty and unemployment continuously hunt the rural poor. In this connection, poverty eradication becomes an important aim of developing countries, especially for India. As per Annual Report 2018-19 there is total of estimated 1, 23, 90,953 women-owned proprietary MSMEs in India. MSMEs owned by men and women in Madhya Pradesh are 4.70% and 2.99% respectively. The term Entrepreneurship can be characterized as a creative and innovation process of creating a new business by an entrepreneur. A businessman is a person who creates new business and plays a key role in any economy by using skills and initiative necessary for innovation along with the generation of employment opportunities. The emergence of entrepreneurs in society is largely dependent on the prevailing economic, political spiritual, cultural and psychological factors in society. Skill is the ability to carry out the different kinds of tasks and duties by the person to perform their given job in effective manner. There has been a growing trend among the people in recent year Indian youth for acquiring different kinds of skills for employment. The Government of India (GoI) is also working with difficulty in giving its growing workforce employable skills to its growing workforce. In 2009, GoI created National Skill Development Policy with an aim to fortify the skill development initiatives which is now a functional arm of Development of skills and entrepreneurship ministry established by the PM NarendraModi in 2014 to fulfill the "Skill India" dream, where the primary focus is human resource development.

Literature Review

The literature on entrepreneurship, femininity, skill development, then Micro, Small and Medium Enterprises summarized below: According to a report by the World Bank, a quantitative description of small and medium-sized enterprises varies from country and depends taking place totally personnel and quality of the property (Hallberg, 1999). Coleman (2000) findings reveal that Women's enterprises are less likely to use outside funding as a source of capital as creditors do not discriminate against them on the grounds of sex by providing access to



capital rather than based on the size of the firm, choose to lend to larger and more development companies. Women earn loans on less favorable terms than men and charge higher interest rates than men for their loans. The various studies specific that aimed specially at women in support of gender relations can be seen as promoting women that directly aimed to support the relationship of advancement in women free enterprise. The encroachment of entrepreneurship which was part of education through livelihood facility is part of developing participation and initiative that identifies the challenges of entrepreneur can become actively involved in the innovation process. In both developing and developed countries, more consideration takes remained paid through gender entrepreneurship from policymakers. Entrepreneurship for women and men is a significant factor in job creation and growth and in the maintenance of economic growth (Giovannelliet,al., 2003). The study supports the concept of “the happy paradox of the female business owner” with business success is fewer performance related business and sales fluctuations than that of more businesses. Parveen (2014) Observed that unmarried women entrepreneurs face problems in availing the finance from bank because of the chances of possible change of their destination which arises after marriage. She also finds that there is increase in the rate of unemployment among educated and qualified women and it is necessary to the self-employment opportunities for educated unemployed women through the development of rural entrepreneurship. Chinomona&Maziriri (2015) in their study conducted, it was found the lake of education and training remains problem that hinders the progress of female entrepreneurs and also has some difficulty in obtaining startup capital.

The study also found that majority of female entrepreneurs experience gender discrimination along with negative perceptions and attitudes from the members of the community as well as family member who limits them connection to market and development services from active economic participation and also hinder from successful operation of business. Gupta (2016) concluded that the key factor for women empowerment is skill development and independence brought to the Indian the promise of rights and equal opportunities women for participation in political process, Education and employment or growth programs sponsored by the government only a very small section of women have gained. Shava&Rungani (2016) finding shows that there is no existence of gender gap in firm performance between entrepreneurs; both male and female, belonging to low or high business experience subgroups because the male and female-owned SMEs into categories possessing high business-related experience perform at similar level. Chatterjee& Das (2016) in their empirical study in Jharkhand region of India the five major skill-related aspects serving as drivers of entrepreneurial success leadership qualities, interpersonal skills, social interaction skills, technical knowledge, and inherent abilities. Prasad &Purohit (2017) concluded that, In a male-dominated society, women and girls of rural areas have a limited scope to develop their skills due to constraints on political, economic and cultural problems. Rural women's socio-economic empowerment can be accomplished by improving their skills with the help of Self Help Group and NGOs as well as making changes in society's attitude towards women. Maji (2018) finds that skill development plays a pivotal role in increasing participation women in income-generating activities and empowering women but there are some challenges like lack of awareness, inadequate infrastructure, support, etc. in achieving the skill development and its need combined efforts of government along with the Local NGOs and Panchayats are told about the benefits of skills development and vocational training that can contribute to employability.

Research Problem

Presently Mandlalike many other developing districts, the mass of socio-economic problems that arise primarily from unemployment and poverty is encountered. Females were treated as the family's subordinate members. With the introduction of targeted economic development through various programs, development and welfare came under emphasis. Many of these services were also introduced for the socio-economic development by Government, NGOs, and International Agencies, etc. Despite all the design of these efforts was not satisfactory. The group undertakings provide an institutional basis for pooling resources, technology, business, labor and this promotes men and women involved in the creation of skills in activities generating income and self-employment. Therefore, to assess successfulness of program, this study was carried out under the given specific objectives.



The study's Range

The research has a broader scope to be seen as creating opportunities for self-employment in one of the best ways to alleviate inequality and solve problems of unemployment. Microfinance and skill development have been an effective tool to lift the poor above the poverty line by rising and making them more self-employed creditworthy.

Boundaries of the Study

Now order to collect primary data, the revision has spent more time. Most of the respondents are not maintain their business records properly because of their unorganized nature and lack of proper management of records. So it is really a challenging task to collect the relevant data. There may be a little non-cooperation of respondents to collect the data as they busy to perform their work. It is also found that some individual is not willing to disclose their data and did not give full cooperation to the researcher.

The study Objectives

1. To emphasize the socio-economic situation of men and women entrepreneurs who are functioning independently in the study area.
2. To identify the factors that influence skill development through entrepreneurs of both categories.

Hypotheses

1. H_{01} : No significant difference between demographic variables men and women entrepreneurs.
2. H_{02} : No significant difference in the physical barriers, marketing barriers and financial barriers to men and women entrepreneurs.
3. H_{03} : No significant difference among discouraging, compulsory, encouraging and motivational factors in men and women entrepreneurs.

Factors Influencing Skill Development: The identified factors that influence the skill development of sample men and women to become entrepreneurs are as follow:

Motivational Factors: Motivation is the inducing force in a person to complete something on their own. The motivation might be an insight into the individual or from outside. Motivation is the key factor to begin the enterprise. An enterprising person is one who steps up to initiative the accomplish self-deciding objectives that is the piece of a future vision, in order to achieve one's significance throughout everyday life, while imparting its result to other people.

Encouraging Factors: The encouraging factors are in a manner for encouraging again to the business visionaries to survive and sustain in the field. An individual may have the business thought yet except if they are empowered by physical, financial and good emotional supportive systems from various sides the women entrepreneurs have not gained. So encouragement of a few factors and powers is needed. This factor helped SHGs however the needs are distinctive among the Non-SHG, though self-assurance has been referenced as the best facilitative factor. The requirements for financial freedom women choose entrepreneurial activities.

Compulsory Factors: Many distress factors might have forced some women to enter into venturous activity. It is found that the factors which have compelled the entrepreneurs to start the enterprise. It is the compulsive (distress) factors that have compelled both the categories to choose entrepreneurship. It is observed that 'Economic compulsions' and 'Dependency situation' together with 'unemployment' forced both the group members to choose micro-enterprises.

Discouraging Factors: In the beginning, women's roles outside the family fold were discouraged by many factors. It has been established by many studies that 'lack of finance' particularly 'working capital' has been a major problem in every stage of enterprise development.

Demographic and Socio-Economic Determinants that Influence the Entrepreneurship

Research studies have shown that different demographic and socioeconomic factors have an effect on entrepreneurship. These are age, literacy, the number of working employees under entrepreneur, type of industry, income, year of establishment, current turn oversize, education, physical barriers, marketing barrier, and financial barrier, are taken into consideration for testing hypothesis.

Research Methodology

a) **Sample of the Study:** A stratified random sampling procedure has been followed in order to select the district, block, villages, and entrepreneurs. The selection is based on being representative in expansion towards entrepreneurial work through skill development. Mandla district has been chosen as a study area comprises of 210 working SHG employees of both manufacturing and services activities in the major dependability of MSMEs activity. The sample has covered working entrepreneurs on proportionate to size basis and research objectives.

b) **Data Collection and Framework of Analysis:** By nature, the analysis is descriptive. It is based primary as well as secondary information. The primary data was obtained through the interview schedule. The secondary data was gathered from the publications and reports functioning at the district, state, and central levels. SPSS 21 package has been used to analyses the data using various performance measurement techniques and statistical techniques like average, percentage, t-test, and ANOVA.

Result and Discussion

Table 1: Results of Comparing Demographic Variables With Men and Women Entrepreneurs:

Variables	Gender		Total	
	Men	Women		
Age	Up to 35 yrs	12(42.9)	16(57.1)	28
	36-40 yrs	20(51.3)	19(48.7)	39
	41-45 yrs	53(50.5)	52(49.5)	105
	above 45 yrs	20(52.6)	18(47.4)	38
Literacy	High school	36(55.4)	29(44.6)	65
	Higher secondary	29(43.9)	37(56.1)	66
	Graduate and above	40(50.6)	39(49.4)	79
Number of working employee	Up to 15	50 (48.1)	54 (51.9)	104
	16-25	44(48.4)	47(51.6)	91
	26-30	8(88.9)	1(11.1)	9
	Above 30	3(50.0)	3(50.0)	6
Type of industry	Manufacturing	39(48.8)	41(51.2)	80
	Services	23(51.1)	22(48.9)	45
	Agricultural and allied	13(61.9)	8(38.1)	21
	Handloom and handicraft	18(41.9)	25(58.1)	43
	Food and beverage	12(57.1)	9(42.9)	21
Income of the business	10,001-20,000	16(57.1)	12(42.9)	28
	20,001-30,000	20(44.4)	25(55.6)	45
	30,001-40,000	40(51.9)	37(48.1)	77
	More than 40,000	29(48.3)	31(51.7)	60
Total	105(50.0)	105(50.0)	210(100.0)	

Source: Primary Data

Table no. 1 presents the important demographic variables with social status is associated with traditional societies. In general, the majority of working males and females are belonging from 41 to 45 years of age. From the table, it can be that members who are up to 35 years of age are very few only 12 and 16 numbers respectively. They are playing active role in skill development program. The educational profile indicates that the majorities of the sample entrepreneurs are able to go for higher education and literacy level both men and women seem good. Whereas number of working employees under entrepreneurs found highest in up to 15 members which constitute 50 male and 54 female and lowest in above 30 categories with equality of male and female. The type of industry belongs to earning group among the men and women early 39 and 41 respondents are engaged in manufacturing and least number of respondents belongs to agricultural-related and food and beverage activities account for 21 respondents both men and women respectively. The remaining sample respondents are found scattered in other enterprises. Income indicates the standard of living of the respondents. Commonly 40 male and 37 female respondents have monthly income between Rs. 30001 to 40000. It reflected the medium-income status of the respondents. Similarly about 16 males and 12 females of members are earning less income between Rs.10,001 to 20000.

Ho₁: No significant difference between the demographic variables in men and women entrepreneurs.

Table 2: Results of Hypothesis Using F-Test

		() ²	Df	(XBar) ²	F Value	P Value	Level of Significance
Year of the establishment	Between Groups	1272.605	18	70.700	2.007	.011	Significant
	Within Groups	6729.209	191	35.231			
	Total	8001.814	209				
Type of industry	Between Groups	90.249	28	3.223	1.751	.016	Significant
	Within Groups	333.180	181	1.841			
	Total	423.429	209				
Current turn over size	Between Groups	31.311	18	1.740	1.870	.020	Significant
	Within Groups	177.684	191	.930			
	Total	208.995	209				
Age of the entrepreneur	Between Groups	24.682	18	1.371	1.760	.033	Significant
	Within Groups	148.847	191	.779			
	Total	173.529	209				
Educational Qualification	Between Groups	9.346	18	.519	.742	.765	Not Significant
	Within Groups	133.721	191	.700			
	Total	143.067	209				

Sources: Primary Data

** 1% significant level

* 5% significant level

The table illustrates ANOVA measure value together with significance in demographic variables and entrepreneurship in males and females. Associating the measure values and significance value, the ANOVA illustrates, result highlights that except educational qualification the significance values of other demographics are below 0.05 for 5% level of significance in the variables. Therefore at a 5% level of significance, the null hypothesis is rejected for year of the establishment, type of industry, current turn oversize and age of the entrepreneurs and accepted for the educational qualification which reveals that excepts educational qualification the other demographics has significant difference in men and women entrepreneurs.

Ho₂: No significant difference in the physical barriers, marketing barriers and financial barriers to men and women entrepreneurship.

Table 3: Results of Hypothesis testing using T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Physical barriers	Equal variances assumed	.217	.642	-1.080	208	.281	-.04952	.04585	-.13991	.04087
	Equal variances not assumed			-1.080	207.156	.281	-.04952	.04585	-.13992	.04087
Marketing barriers	Equal variances assumed	.567	.452	.370	208	.711	.02619	.07071	-.11321	.16559
	Equal variances not assumed			.370	205.108	.711	.02619	.07071	-.11322	.16560
Financial barriers	Equal variances assumed	10.571	.001	1.645	208	.102	.10476	.06370	-.02081	.23033
	Equal variances not assumed			1.645	206.156	.102	.10476	.06370	-.02082	.23034

Source: Primary Data

The results of testing the hypothesis proposing a significant difference between physical barriers to male and female entrepreneurship presented in table no. 3. At the 0.05 level of significance, the null hypothesis for physical barrier is rejected while accepted for marketing and financial. The value is greater than 0.05 level of significance in the second and third rows of the table which means that there is no significant difference among marketing and financial barriers to men and women entrepreneurship.

Ho₃: No significant difference among Discouraging, Compulsory, Encouraging and Motivational factors in men and women entrepreneurs.

Table 4: Results of Hypothesis Testing F-test

		() ²	Df	(XBar) ²	F Value	P Value	Level of Significance
Discouraging factors	Between Groups	.129	1	.129	1.167	.281	Not Significant
	Within Groups	22.956	208	.110			
	Total	23.085	209				
Compulsory factors	Between Groups	.036	1	.036	.137	.711	Not Significant
	Within Groups	54.597	208	.262			
	Total	54.633	209				
Encouraging factors	Between Groups	.049	1	.049	.462	.498	Not Significant
	Within Groups	21.966	208	.106			
	Total	22.015	209				
Motivational factors	Between Groups	.576	1	.576	2.705	.102	Not Significant
	Within Groups	44.305	208	.213			
	Total	44.881	209				

Source: Primary Data

Outcomes for the hypothesis recommending no significant difference among discouraging factors, compulsory factors, encouraging factors, and motivational factors to entrepreneurship and its measurements among men and women exist in table no. 4. The calculated value is greater than 0.05 level of significance in all influencing factors implies that there is no significant difference among influencing factors in men and women entrepreneurs.

Findings

The output generates strong per unit of economic return property, offering encouraging vision for income especially for small owners in places in which there remains scarcity of land. However, because it is labor-intensive, small initiatives can subsidize to scarcity decline through given that paid occupation. That market intermediary contributes through either a transfer function or an assembly function in a typical market process. Everyone is trying to minimize their risk in this process and increase their margin. It provides households with a major source of cash income and an opportunity to increase the market participation of smallholder farmers. 84% of the total respondents, no financial assistance was provided from any of the sources. Except for the variable ability to manage with income, annual production, and socio-economic conditions are highly and positively correlated. The average of 34.5% of the respondents accepted that the marketing of the final products occurred lacks of storages. 46.8% the highest respondents accept that the product's ability to perish is a major problem: whereas only 2.6% dispute the product's ability to perish.

Conclusion

To alleviate poverty, self-employment is the key instrument that also helps in settling unemployment problems of a growing economy. To generate self-employment opportunities in today's era entrepreneurs through skill development are playing a pivotal role because they are not only creating employment for themselves rather also for others. This study used entrepreneurs of Mandla district of Madhya Pradesh to understand their socio-economic condition and factor encouraging them for entrepreneurship considering gender disparity. There is an urgent need to train the entrepreneurs on scientific management techniques at government level. Such training should cover improved technologies on grading, pre-cooling, packaging, storage practices, and transportation. The result has shown that factors such as discouraging factors, compulsory factors, encouraging factors, and motivational factors influence the entrepreneurs to become entrepreneur and all these have equal influence in man



and woman entrepreneurs. The socio-economic condition of men and women entrepreneurs shows medium income levels with good literacy level and majority of men and women entrepreneurs belong to 41 to 45 years of age. Most of the men and women entrepreneurs are engaged popular manufacturing industry then least in the food beverage industry. The result of the study also shows that except for the educational qualification, year of the establishment, type of industry, current turn oversize, age of entrepreneur are significantly different in man and woman entrepreneurs. As seen from the study that physical barrier is only the holdback in developing entrepreneurship and skill or both categories of entrepreneurs in Mandla district, the marketing, and financial barrier doesn't come in their way of developing entrepreneurship and skills.

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