

"Youth Entrepreneurship and Economic Empowerment: An Investigation of Self-Employed Individuals in NAGAVALI INSTITUTE OF RURAL ENTERPRENEUR DEVELOPMENT" IN SRIKAKULAM DISTRICT

Bommidi Srikanth Varma*

Srikakulam District of Andhra Pradesh, India

*Corresponding Author

Bommidi Srikanth Varma, Srikakulam District of Andhra Pradesh, India

Submitted: 2023, Oct 12; Accepted: 2023, Nov 03; Published: 2023, Nov 17

Citation: Varma, B. S. (2023). "Youth Entrepreneurship and Economic Empowerment: An Investigation of Self-Employed Individuals in NAGAVALI INSTITUTE OF RURAL ENTERPRENEUR DEVELOPMENT" IN SRIKAKULAM DISTRICT. *J Huma Soci Scie*, 6(11), 357-362.

1. Introduction

Entrepreneurship Development Programs (EDPs) primarily emphasize the enhancement of participants' skills. These skills can be broadly categorized into two main types: Hard skills and Soft skills. Hard skills encompass technical and managerial proficiencies, while Soft skills encompass cognitive and behavioral abilities like positive thinking, creativity, communication, interpersonal relationships, problem-solving, and decision-making.

The pivotal question revolves around the effectiveness of entrepreneurship development programs and their impact on enabling trainees to successfully manage their ventures. This study aims to assess the effectiveness of entrepreneurship development programs, particularly those offered by one of the NIREDS located in Srikakulam District, Andhra Pradesh. These programs are part of a broader network of RSETI'S established across all the districts of the state.

Statement of the Problem

Entrepreneurship Development Programs have become imperative due to the scarcity of entrepreneurs in the country and the widespread issue of youth unemployment. Over the seven decades since gaining independence, government regulations and the predominant role of the public sector have limited the growth of entrepreneurship. Consequently, many individuals have chosen stable jobs over entrepreneurial ventures, resulting in a significant problem of educated unemployment in India.

Government policies have aimed to encourage entrepreneurship by offering financial and infrastructural support, but these efforts lacked a strong focus on nurturing the entrepreneurial spirit. The primary objective was to absorb unemployed youth and address the socio-economic problems linked to unemployment. However, the creation of self-employment schemes can only be effective when combined with motivational training, skill development, follow-

up support, and guidance that instills an entrepreneurial mindset. Mere provision of loans and infrastructure to the unemployed does not guarantee the creation of successful entrepreneurs. Identifying individuals with a genuine entrepreneurial drive, who are willing to take risks and face challenges under various stressful conditions, is crucial. This is even more challenging for those who do not come from business backgrounds.

In this context, there is a pressing need for systematic and coordinated efforts in the form of entrepreneurship development programs. Additionally, there is a concern among experts that the proliferation of organizations involved in EDPs has led to a decline in program quality, as some organizations without proper qualifications have undertaken these initiatives simply to access subsidies.

Furthermore, the dynamic changes in the economy and society have added urgency to EDPs and their effectiveness. These changes have given rise to a market-oriented economy, creating opportunities for new enterprises and the expansion of existing ones. Against this backdrop, a study has been initiated to evaluate the Impact of Entrepreneurship Development Training Programs on Unemployed Youth, focusing on a case study of the Nagavali Institute of Rural Entrepreneurship Development in Rajam, Srikakulam District, Andhra Pradesh.

Objectives

1. To study the socio-economic characteristics of profile respondents in the study area.
2. To measure the perception of respondents towards the role of NIREDS in inculcating entrepreneurialism.
3. To assess the effectiveness of Entrepreneurship Development Programme and role of support organizations in promoting entrepreneurship development.

Hypothesis

1. H0: There is no significant difference before and after joining in EDP training.

2. Research Methodology

2.1 Research Design

Research design is an essential part of any research. It is the process of designing a plan, which helps to get social reality in a logical and systematic way. It is a systematic outline of the way in which a particular research will be carried out (Srivastava, 2004). However, the present study has been adopted descriptive research design to explain the socio-economic conditions and assess the perceptions of trainees on effectiveness of EDP training. Hence, it was planned on the basis of research design to test the hypothesis.

2.2 Universe and Sample

For the purpose of the study, the researcher has gathered information vis-à-vis the trainees of EDP trained at Nagavali Institute of Rural Entrepreneurship Development (NIRED) in Rajam, Srikakulam District. The NIRED is established in the year 2009 with the main objective to promote EDP training to the unemployed youth. From its inception 9467 candidates trained in various trades to till 2018-2019 year. For the purpose of the study to select the respondents three years of period in between 2014-15 to 2017-18 who are

enrolled at NIRED are taken for assessment into better results. During this period nearly 17 - 20 different types of trades are undertaken for training in every year by covering all the five EDPs. The selected EDPs are House wiring and Plumbing, Apparel Making, Dairy and Vermi Compost, Computer Skills and Home Nursing. There are 1374 candidates trained in five trades during the 2014 -15 to 2017-18 and spread all over the entire district of Srikakulam.

The EDP trainees trained at NIRED in Srikakulam District spread over in all the area. The total of 1374 candidates in five categories such as House wiring and Plumbing (112), Apparel Making (528), Dairy and Vermi Compost (313), Computer Skills (229) and Home Nursing (192). These five EDPs are mostly employable and can start their own business ventures. In this reason, the five EDPs are selected and from each category 18.2 percent trainees were selected to give equal preference like from five EDPs a total of 250 trainees all together selected for the purpose of study by using stratified proportionate random sample method.

2.3 The Socio-Economic Profile of Trainees

The profile analysis of trainees has been presented as follows: Place of Origin, Age Status, Gender Status, Educational Background, Family Background, Size of the Family, Caste Status etc.

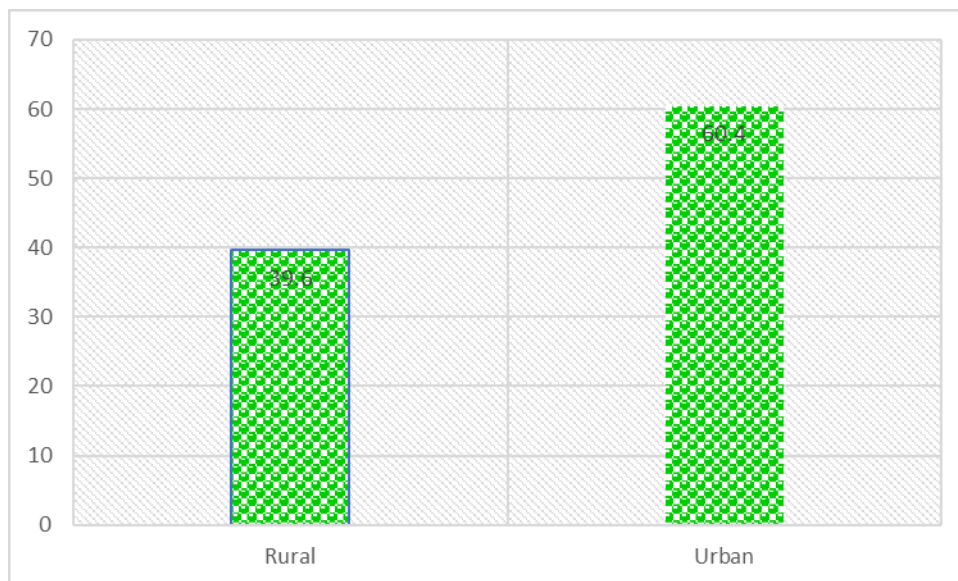


Figure 1: Place of residence

The figure 1 presents the place of residence of respondents based on rural background and urban background. Majority of the respondents numbering 151 and forming 60.4 per cent were from urban areas as against 99 respondents forming 39.6 per cent coming from rural areas. Thus, majority of trainees are from urban area.

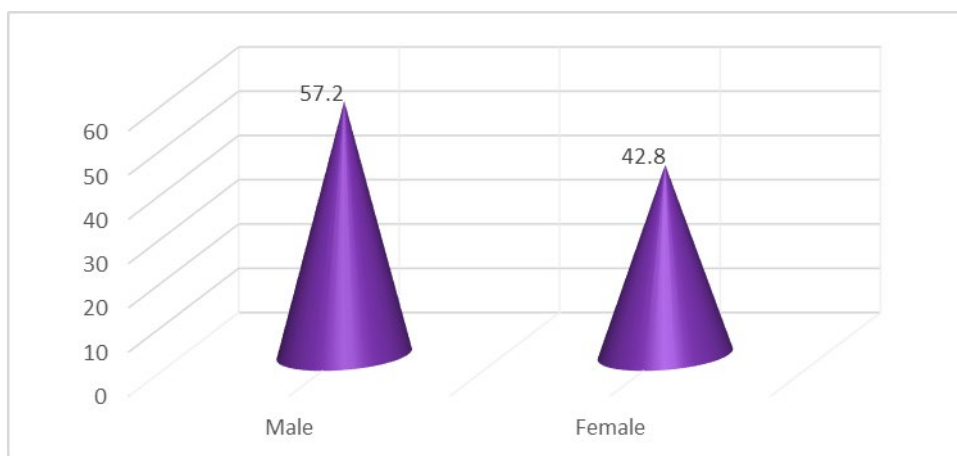


Figure 2: Sex of Residence

Of the total sample size of 250 trainee respondents, 143 are male trainees (57.2 percent), and 107 (42.8 percent) are female trainees. The relatively higher percentage of female candidates in the trainee group is an evidence that over time social change is taking place in Indian society and that women taking up outside jobs and venturing into own businesses has become acceptable in our society. This promises well for the cause of women empowerment in general and economic independence of women, in particular.

| Age | Frequency | Percent |
|--------------|------------|--------------|
| < - 20 | 54 | 21.6 |
| 21 - 30 | 66 | 26.4 |
| 31 - 40 | 44 | 17.6 |
| 41 - 50 | 44 | 17.6 |
| 51 - > | 42 | 16.8 |
| Total | 250 | 100.0 |

Table 1: Age of the Respondents

Age is a crucial factor in socio-economic status of a person. A matured person is an experienced person who has seen many ups and downs in his life. He has a matured critical ability and can comprehend the things in a right way than a child or adolescence. A mature person has the ability to influence the decision and opinions of the persons who are younger to him. Advices of the old people in the society is always welcomed. So the sample of the study, the respondents are above 18 years of age are selected for the study.

It is clear from the table 5.3 and figure 5.3 that out of the sample of 250 respondents, 54 trainees i.e. 21.6 percent are below the age of 20 years. While a total of 66 trainees i.e. 26.4 percent belong to the age group of 21-30 years, a total of 44 trainees i.e. 17.6 percent of the respondents of the sample belong to the age group of 31-40 years and 44 trainees i.e. 17.6 percent are belongs to 41 – 50 age group. Remaining 42 trainees i.e. 16.8 percent of the respondents are found to be more than 51 years old. Thus, more respondents are found to be between the age group of 21-30 years.

| Caste | Frequency | Percent |
|--------------|------------|--------------|
| OC | 51 | 20.4 |
| BC | 147 | 58.8 |
| SC | 46 | 18.4 |
| ST | 6 | 2.4 |
| Total | 250 | 100.0 |

Table 2: Caste of the Respondents

Caste-system is a unique characteristic of Indian Hindu society. The caste-system imposes certain restrictions on its members in the matter of occupation as well as social intercourse. After

Independence, Government of India has tried to improve the situation of the underprivileged sections, officially termed as Scheduled Castes (SC), Scheduled Tribes (ST) and Other

Backward Classes (OBC) through several affirmative actions. The caste of the sample respondents describes that 58.8 percent belong to Backward Caste and respondents belonging to Other Caste (OC such as forward caste) and Scheduled Caste groups constitute 20.4 percent and 18.4 percent respectively. Whereas 2.4 percent are

belonging to Schedule Tribe caste community. It is indicating that the majority people who belongs to Backward Caste, Scheduled Caste and Schedule Tribe are marginalized sections in India and they are more backward in terms of education, income, etc., with compare to other groups.

| Education | Frequency | Percent |
|------------------|------------|--------------|
| < - 10th class | 146 | 58.4 |
| Inter | 59 | 23.6 |
| Graduate & above | 45 | 18.0 |
| Total | 250 | 100.0 |

Table 3: Education of the Respondents

The table 3 highlights the educational background of respondents from the viewpoint of low level and high level of education. Majority of the respondents numbering 146 and representing 58.4 per cent had low level of education as against 45 respondents representing 18.0 per cent with high level of education and 59 respondents representing 23.6 percent middle level with intermediate education.

| Occupation | Frequency | Percent |
|--------------|------------|--------------|
| Agriculture | 137 | 54.8 |
| Business | 75 | 30.0 |
| Employee | 26 | 10.4 |
| Any other | 12 | 04.8 |
| Total | 250 | 100.0 |

Table 4: Occupation of the Family Background

Regarding family background, data collected relate to occupational background of the trainee respondent's family. Table 4 show details regarding occupational background. Of the total of 250 trainee respondents, parents of 137 trainees (54.8%) had agriculture as occupational background, while parents of 75 (30.0%) and 26 (10.4%) trainees were from business and employees background respectively. Remaining 4.8 percent are belongs to any other viz. services, auto drivers, mechanics etc.

2.4 Entrepreneurship Training

The realization of the objectives entrepreneurship development programmes (EDPs) depend upon burning desire to be entrepreneurs in people. This basic character of people aspiring to be entrepreneurs influences awareness of EDPs. Hence the perceptions on EDPs by the respondents have been analysed under: Motivating Factors for Entrepreneurship, Reasons for Joining EDPs, Awareness Sources on EDPs, Motivating Sources for Joining EDPs, Stages of Preparedness, Duration of EDPs, Thrust Areas of EDPs, Effectiveness of Teaching Methods and Fulfilment of Expectations etc.,

| Type of EDP training | Frequency | Percent |
|----------------------|------------|--------------|
| Product EDP | 96 | 38.4 |
| Agriculture EDP | 57 | 22.8 |
| General EDP | 42 | 16.8 |
| Other EDP | 35 | 14.0 |
| Process EDP | 20 | 08.0 |
| Total | 250 | 100.0 |

Table 5: Trainees Trained in different types of EDP Training

The table 5 represents the details of type of training undergone by the respondents. Majority of the respondents numbering 96 and forming 38.4 per cent underwent training in apparel making and it is comes under product EDPs. This was followed by respondents

numbering 57, 42 and 20 having undergone training in Agriculture EDP under this agri. farm and vermi compost, general EDP it means computer skills etc., and Process EDPs means House wiring and electrical rewinding etc., and they represented 22.8

per cent, 16.8 per cent and 8.0 per cent respectively. To conclude, demand potential for consumer durables and their timely servicing

created more business opportunities, which led the majority of the respondents to have training in product and agriculture EDPs.

| Duration of training | Frequency | Percent |
|----------------------|------------|--------------|
| < - 15 Days | 14 | 5.6 |
| 15 - 30 Days | 24 | 9.6 |
| 30 - 45 Days | 212 | 84.8 |
| Total | 250 | 100.0 |

Table 6: Duration of EDP Training

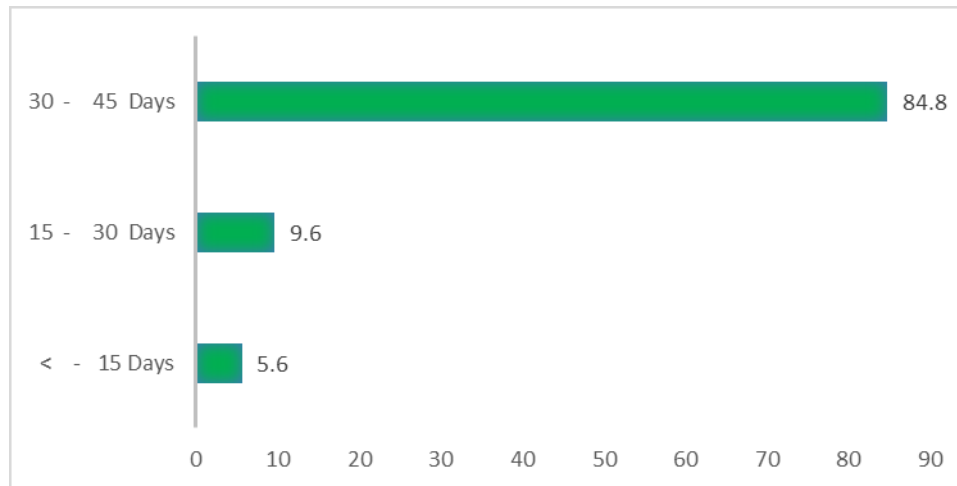


Figure 3: Duration of EDP

2.5 Training

The table 6 and figure 3 indicates that the duration of EDP training starts from 15 days to 45 days depends upon the mode of training. The majority (84.8 percent) of the respondents' duration of training is 30 days to 45 days. Whereas, 9.6 percent of the respondents'

duration is 15 to 30 days and followed by 5.6 percent of the trainee's duration of training is less than 15 days. The NIREDS are giving majority are short time duration courses and which are most useful to the trainees to set up their own entrepreneurship at their own areas.

| Before joining EDP | Frequency | Percent |
|--------------------|------------|--------------|
| Studying | 39 | 15.6 |
| Unemployed | 95 | 38.0 |
| Own business | 26 | 10.4 |
| Farming | 57 | 22.8 |
| Housewife | 33 | 13.2 |
| Total | 250 | 100.0 |

Table 7: Status of trainees before joining EDP Training

Table 7 depicts the pre-EDP status of the respondents. Majority of the respondents numbering 95 and representing 38.0 per cent were unemployed before joining EDP. This was followed by respondents numbering 57, 39, 33 and 26 and representing 22.8 per cent, 15.6 per cent, 13.2 per cent and 10.4 per cent respectively were farming,

studying, housewives and own business respectively. To conclude, the training programmes were addressed to target groups, which were mostly ignorant of the idea of entrepreneurship in terms of their pre-EDP status.

| After EDP | Frequency | Percent |
|---------------|------------|--------------|
| Strat own EDP | 151 | 60.4 |
| Employed | 67 | 26.8 |
| Unemployed | 32 | 12.8 |
| Total | 250 | 100.0 |

Table 8: Status of Trainees after EDP Training

The researcher gathered information on the status of trainees after trained in EDP. It is enquired whether the trainees retained any skills to settle in their life. The table assess the situation of the respondents that the majority (60.4 percent) are started their own business enterprises Whereas, 26.8 percent of the trainees are

employed in private sector such as fashion designers in tailoring centres, technician as in mobile show rooms, DTP operator in Computer centres etc., followed by 19.6 percent respondents are still unemployed either by no business enterprise nor employment.

| | Paired Differences | | | | t | df | Sig. (2-tailed) | |
|--------------------------------|--------------------|----------------|-----------------|---|--------|-------|-----------------|-------|
| | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | | | | Upper |
| Before joining EDP - After EDP | .76800 | 1.56331 | .09887 | .57327 | .96273 | 7.768 | 249 | .000 |

Table 9: Paired Samples t Test

H₀: There is no significant difference before and after in joining EDP training.
Status of trainees before and after training

The paired sample T test reveals that the status of before and after training of the respondents. The paired T test value is 7.768. Hence, there is a statically significant and there is difference in both variables of before and after training. Thus, the respondents are acquired the skills after the training. Therefore, the null hypothesis is rejected and the research hypothesis is accepted [1-4].

3. Conclusion

The effectiveness of NIREED programmes underscores the fact that NGOs like the NIREED can play a key role in entrepreneurship development in the state. It then becomes imperative for the government to device ways and means of incorporating the NGOs in the entrepreneurship development strategy of the government and ensuring their active involvement in entrepreneurship

development in the state.

References

1. Acharya, H. (1957). Creative Response in Indian Economy: A Comment. The Economic Weekly, 9(17).
2. Andrews, V.J.B., (1999). Entrepreneurship Development Programme in North Eastern Region: An Overview, in Mali, D.D., (ed.,) 71-74.
3. Bhattacharya, S.N., (1983). Entrepreneurship Development in India and South East Asian Countries in the Agricultural and Industrial Sectors, New Delhi: Metropolitan Book Company.
4. Mahadeva, M.C., [1997]. A Performance Evaluation of District Industries Centre in Mysore District, Unpublished Ph.D. Thesis Submitted to the University of Mysore.

Copyright: ©2023 Bommidi Srikanth Varma. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.