

Women Empowerment through EDPs: With Reference to Rural Urban Development and Self-Employment Training Institute, Mysore City
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Abstract

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. In order to raise the status of women, they must be empowered socially, economically and politically. Empowerment can serve as a powerful instrument for women to achieve upward social and economic mobility and to achieve power and status in the society. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the family and the society as a whole. Therefore, empowering women through Entrepreneurial Development Programme (EDPs) has received special attention by the policy makers. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. In this direction, a special character in the seventh plan has converted into the integration of women in economic development. The new industrial policy has stressed the need for conducting special Entrepreneurial Development Programme (EDPs) for women. The present study reviews women empowerment through entrepreneurship development programmes in Rural Urban Development Self-Employment Training Institute (RUDSETI) in Mysore City.

Key words: Entrepreneurship, Empowerment, EDP, economic development, opportunity.

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1. Introduction:

Economic development is the outcome of human activity. At the centre of this process stands man: as organizer of community's resources, as worker and as user of goods produced. Of these roles, the role of the organizer makes all the difference in the final outcome from his activities. Unless entrepreneurial skills and competencies of the community are utilized in a useful manner, they are bound to remain unproductive and retard the development process of the economy. However, the nature and degree of contribution varies with the society depending on the challenges it offers and the environment it provides. The shortage of entrepreneurship is the most acute problem faced by developing countries and presently it is considered to be a potent limiting factor on their economic development. But it is only in recent years that realization has dawned that entrepreneurship has a crucial role to play in the development of mankind. It is accepted that entrepreneurship is not merely the private economic activity of a few people but a phenomenon with far reaching socio-economic consequences.

Concept of Entrepreneurship Development Programme (EDP):

Social scientists have contended that entrepreneurship is the beverage, which activates the rate of economic development. A developing economy needs entrepreneurs, who are competent to perceive the new opportunities and are willing to incur the necessary risks in exploiting them. Thus economic development is the outcome of purposeful human activity and hence entrepreneurship has

always a positive impact and the spirit of entrepreneurship brings about enthusiasm, persistence and the ability to seek entrepreneurial opportunities that lead to success. The EDPs are designed as a human resources development tool to help a person in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively. The idea behind EDPs is to fill the information gap that may exist in financial, technical and managerial aspects by identifying and developing new entrepreneurship and occupational groups. Thus the concept of entrepreneurship development through training has become a handy tool to achieve multiple objectives.

Women Empowerment:

The economic development of the country is possible with women empowerment through entrepreneurship development. Women entrepreneurs are economically more powerful when compared to male entrepreneurs in managing the business, since ownership not only concerned to control the flow of assets but also gives them the freedom to involve in decision making process. This will also encourage women social status in the society. Now-a-days women perform exceedingly well in different spheres of activities like academics, politics, administration and social work. It is now widely accepted that if national development and women's development have to be purposeful and relevant, women have to be full fledged participants in economic activities. Participation of women in economic activities is now emerging as a universal phenomenon. Alternatively stated, women are increasingly joining the world labour market and also assuming the role of entrepreneurs all over the world. In India too, significant changes in women's rate of participation in the economy are taking place with the pace of liberalization and privatization sweeping across the country. The role of women as entrepreneurs and economic workers are already visible, the enterprising females are relatively a new breed of women in India.

2. Review of Literature:

In view of entrepreneur occupying the pivotal role in conceptualizing, operationalizing and sustaining the enterprise, the review of literature presented below covers entrepreneurship training and development and women empowerment.

Savithri and Sujathamma (2001) evaluated the empowerment of women in sericulture. They observed that the training programmes for management, entrepreneurial competence development and marketing strategies were required. They concluded that a well defined, time framed and practical oriented programmes could be evolved at all the levels and their implementation at the grassroots level would ensure the improvement of socio-economic status of women in sericulture, which offered a wide scope for economic empowerment of women.

Nagesh and Murthy, (2008) conducted a study on "The Effectiveness of Women Entrepreneurship Training Program". The aim of the study was to evaluate the need and importance of training for women entrepreneurs. The study identifies the areas of improvements—practical exposure to the contemporary business, meeting the successful and unsuccessful entrepreneurs to understand the causes for the success and failures in the business.

Laxmana and Ishwara (2008) have done the research on "Entrepreneurial Promotion through EDP". The main objective of the research is to know whether EDP promoted the entrepreneurship or not, in the form of number of enterprises created as a result of EDPs. The study was undertaken in Davangere and chitradurga districts. The most important findings of the research are the startup rate among the sample respondents was high at 77.35%. The percentage of non-starters was only 22.65%. Out of the non-starters, a large number of respondents are planning to start their enterprises.

Centre for Strategy and Evaluation Services (2010) submitted a report on Evaluation of the Indicators of the Entrepreneurship and Innovation Programme. The study conducted by CSES aimed to review the current set of indicators within the Entrepreneurship and Innovation Programme (EIP) managed by DG Enterprise and Industry and to establish if these can be improved. The report concludes that a distinction should be made in the elaboration of the indicators used for the EIP between the operational requirements for the effective management of the Programme and the grounds for developing a clear assessment of performance against the declared objectives of the Programme

Batt (2012) undertaken a study on Cost-Benefit Analysis of Entrepreneurship Development Programs in J & K State. The study concentrated on cost incurred on conducting EDPs and it wants to analyze the benefits from EDPs in the form of Capital Formation, Output and Employment. The major findings of the study reveal that during the period under study 76 EDPs were conducted by various agencies in which 2909 persons were trained at the rate of Rs 58,315 per program, the total direct cost to have been incurred on various EDPs conducted during the period comes out to Rs 4.432 millions with an average direct cost of Rs 1523 per trainee.

Bannur and Teli (2013) conducted a study with an objective to know the role of RUDSETI, Bijapur in Women Empowerment through entrepreneurship training. Findings of the study concludes the profile of the trained women entrepreneurs, Success rate of EDP trainings and time lag in establishment of an enterprise by women entrepreneurs, Impact of EDP training on income generation, Impact of EDP training on employment generation, Factors contributing and inhibiting the establishment and development of an enterprise. They suggested that there is a need to be setup to deal exclusively with the women entrepreneurs and provide the technical guidance in running their enterprise successfully.

3. Scope of the Study:

The present study is conducted to examine the women empowerment through entrepreneurship development programmes conducted by Rural Urban Development and Self Employment Training Institute (RUDSETI), Mysore City. The analysis includes the demographic profile of the entrepreneurs in RUDSETI, motivational factors for women entrepreneurs, training programmes at RUDSETI for women entrepreneurs and the challenges faced by the women entrepreneurs.

4. Objectives of the Study:

The following are the objectives of the study:

- 1) To highlight the concept of EDPs in general and women empowerment in particular;
- 2) To understand the various training programmes available for women entrepreneurs;
- 3) To predict the demographic profile of the entrepreneurs of RUDSETI;
- 4) To analyze the motivational factors among women entrepreneurs;
- 5) To trace out the problems faced by women entrepreneurs; and
- 6) To offer suggestions in the light of the study.

5. Research Methodology:

This is an empirical study based on both the primary and secondary data sources. The secondary data was used to highlight the conceptual analysis and review of literature. The sources of secondary data for the study were the reports of the government departments and NGOs. The necessary details were also collected from ledgers of RUDSETI and by holding discussions with the officials of RUDSETI, Mysore city. In addition to these books, articles, published journals, thesis submitted to the universities were also referred. Internet has also been extensively made use for the

purpose of the study. The primary data was collected to analyze the effectiveness of training programmes based on the responses of trained women entrepreneurs. The sample size taken for the study is 60 female entrepreneurs. The analysis of the study is done through percentage method.

6. Data Analysis And Interpretation:

a) Training programmes undergone by women entrepreneurs:

Table No.1 represents the details of training programme undergone by RUDSET women Entrepreneurs. Out of the total, 23 respondents representing 38.33 per cent underwent training in Process EDPs. This was followed by Product EDPs and General EDPs and their percentages stood at 25.00 and 20.00. Remaining 10 respondents representing 16.67 per cent underwent training in Agricultural EDPs.

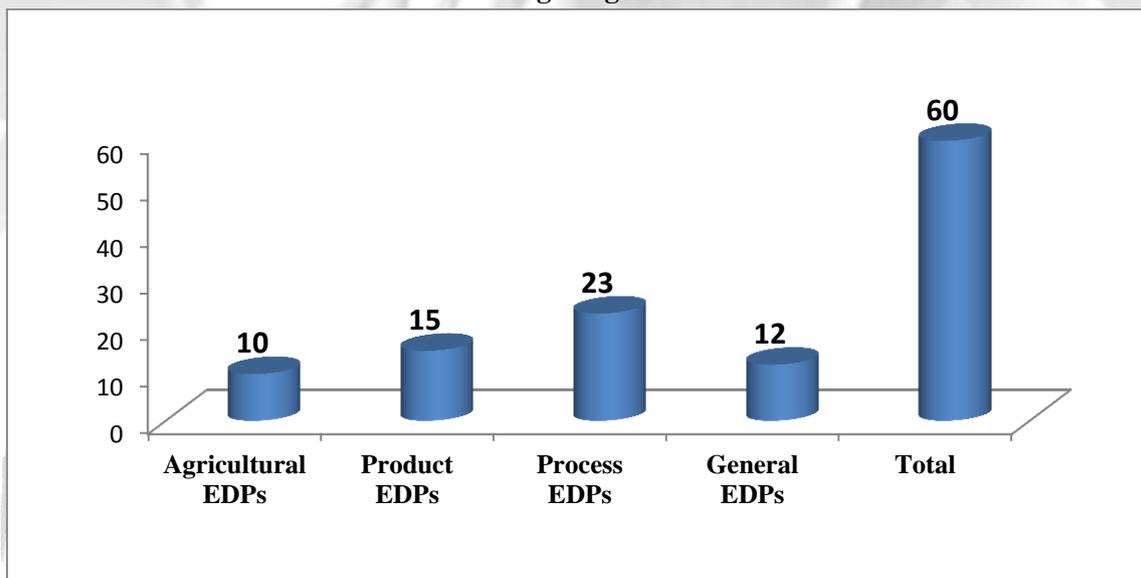
Table No.1
Training Programmes

Training	Total
Agricultural EDPs	10 (16.67)
Product EDPs	15 (25.00)
Process EDPs	23 (38.33)
General EDPs	12 (20.00)
Total	60 (100.0)

Source: Field Survey

Note: Figures in parenthesis indicates percentages.

Graph No.1
Training Programmes



b) Demographic profile of the entrepreneurs in RUDSETI:

**Table No.2
 Demographic Profile**

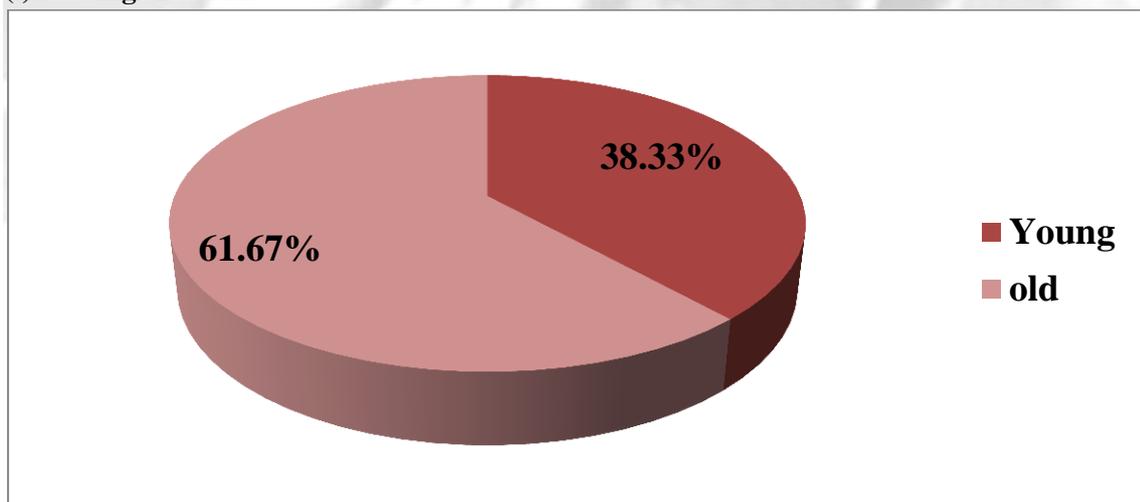
Sl. No.	Particulars	Frequency	%
1.	Age Pattern:		
	Young	23	38.33
	Old	37	61.67
2.	Family Background:		
	Business	15	25.0
	Non- Business	45	75.0
3.	Educational Qualification:		
	Matriculates	17	28.33
	Post Matriculates	43	71.67
4.	Experience Status:		
	No Experience	10	16.66
	Same Field	13	21.67
	Other Field	37	61.67

Source: Field Survey.

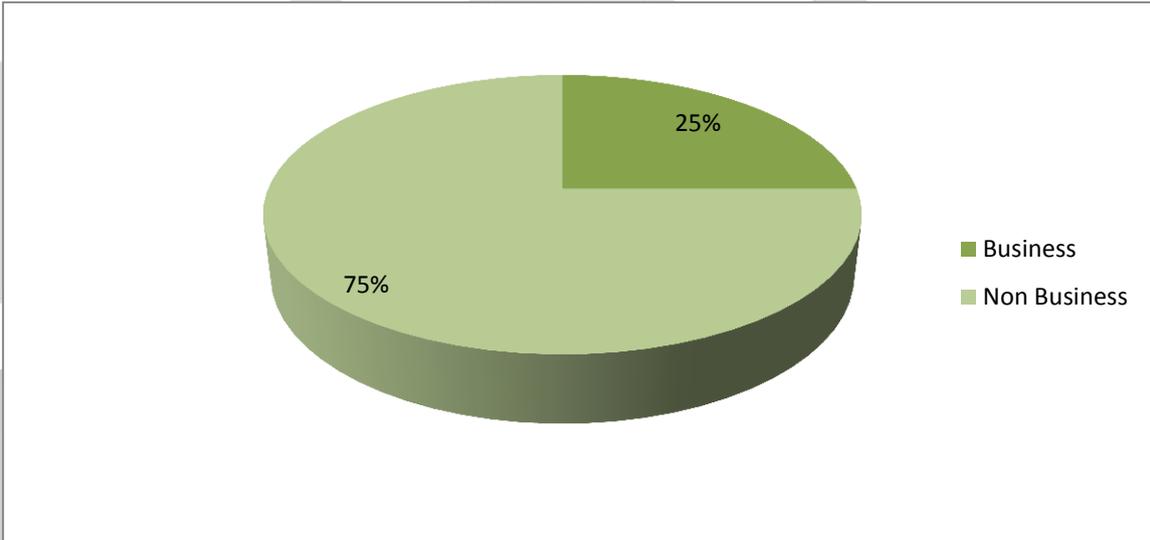
Table No. 2 represents the demographic profile of the respondents in RUDSETI, Mysore City. A moderate number of 37 female respondents represented as old as against 23 respondents represented young. Majority of the respondents were from non-business family background and their number stood at 45. It was found that there were majority 43 respondents represented post matriculates group as against 17 respondents belong to matriculate group. From the viewpoint of experience, 13 respondents have experience in same field and 37 respondents have experience in other field.

Graphical Representation of Demographic Profile of the Respondents

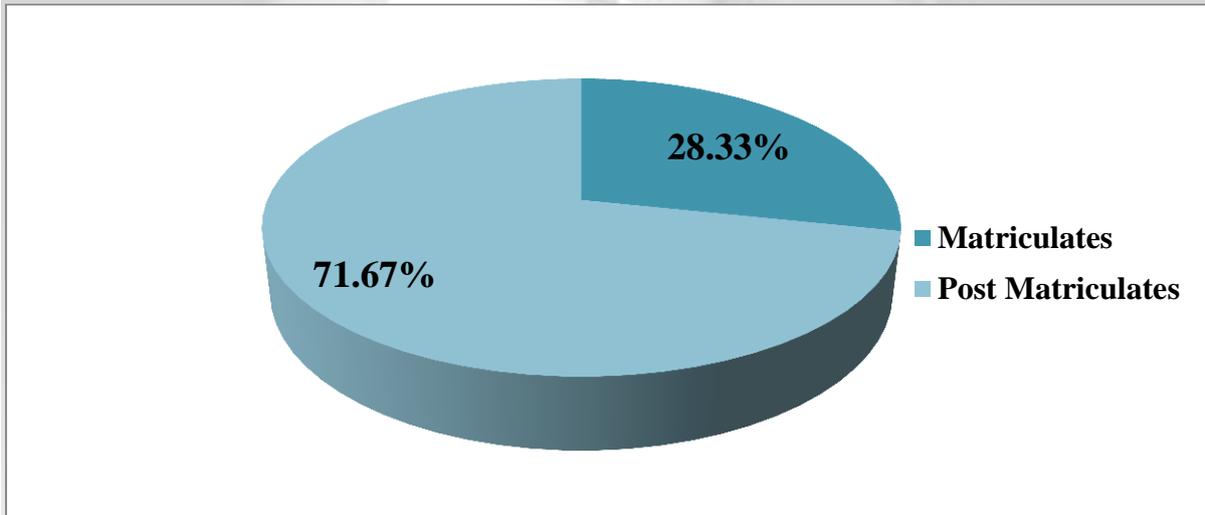
(i) Age Pattern



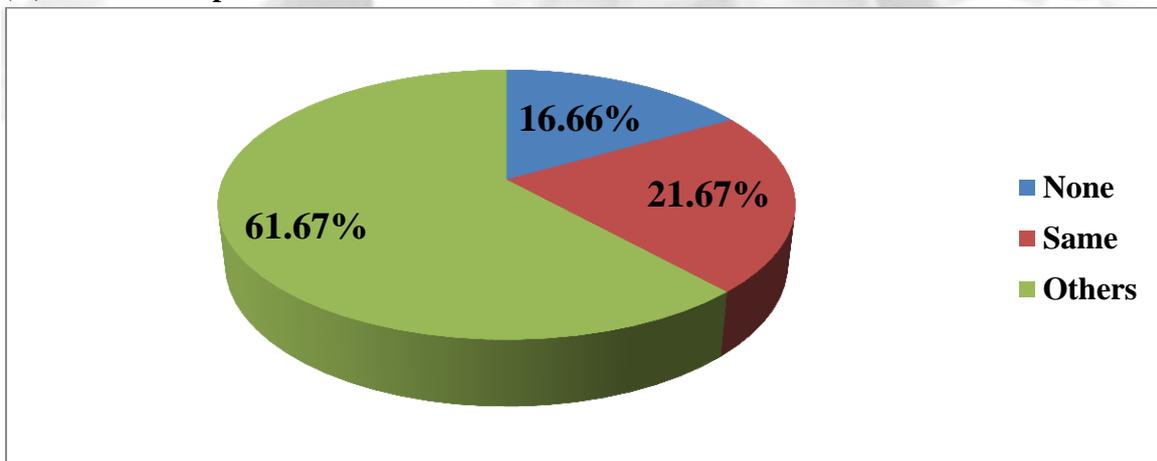
(ii) Family Background



(iii) Educational Qualification



(iv) Experience Status



c) Motivational factors for women entrepreneurs:

Table No.3 indicates the Motivational Factors for Female Entrepreneurs. Out of total 60 respondents 55.0 per cent of the respondents are highly agreed that they are motivated to run business to earn money, 33.33 per cent of female respondents are agreed that the reason behind starting enterprise is to pursue their own interest, majority of the respondents were disagreed that social prestige as motivational factor and their percentage stood at 23.33 per cent, 26.67 per cent of female respondents are in dilemma that they started enterprise to give quality assurance to customers and among the total respondents 28.33 per cent of female entrepreneurs were highly disagreed with the expansion of professional network.

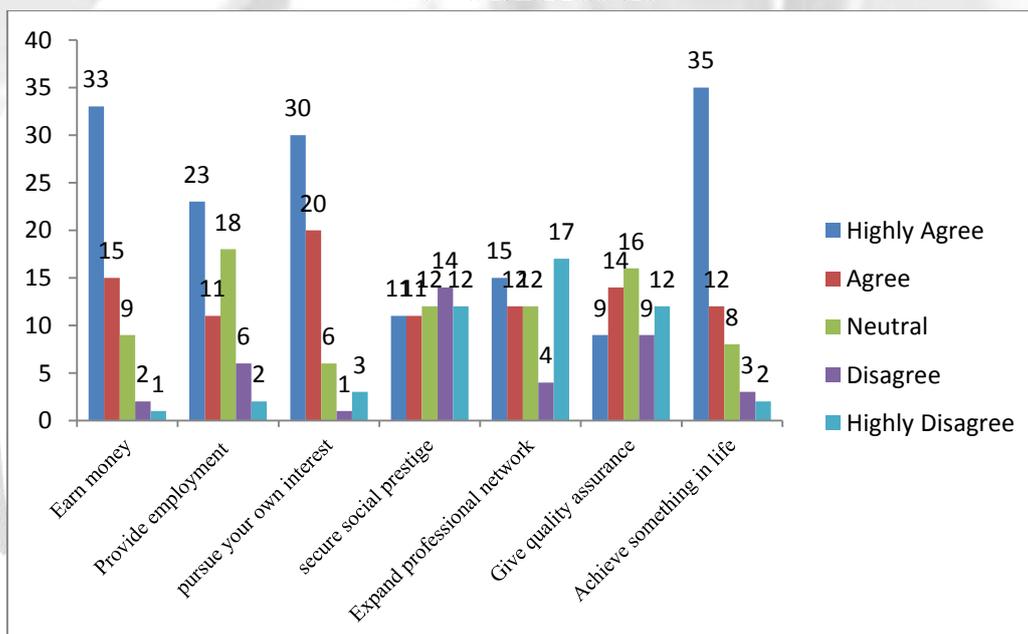
Table No.3
Motivational Factors

SL.NO.	Motivational Factors	Highly Agree	Agree	Neutral	Disagree	Highly Disagree
(1)	To earn money	33 (55.00)	15 (25.00)	09 (15.00)	02 (03.33)	01 (01.67)
(2)	To provide employment to others	23 (38.33)	11 (18.33)	18 (30.00)	6 (10.00)	02 (03.33)
(3)	To pursue your own interest	30 (50.00)	20 (33.33)	6 (10.00)	01 (01.67)	03 (05.00)
(4)	To secure social prestige	11 (18.33)	11 (18.33)	12 (20.00)	14 (23.33)	12 (20.00)
(5)	To expand professional network	15 (25.00)	12 (20.00)	12 (20.00)	04 (06.67)	17 (28.33)
(6)	To give quality assurance	09 (15.00)	14 (23.33)	16 (26.67)	09 (15.00)	12 (20.00)
(7)	To achieve something in life	35 (58.33)	12 (20.00)	08 (13.33)	03 (05.00)	02 (03.33)

Source: Field Survey

Note: Figures in parenthesis indicates percentages.

Graph No.3
Motivational Factors



d) Problems faced by women entrepreneurs:

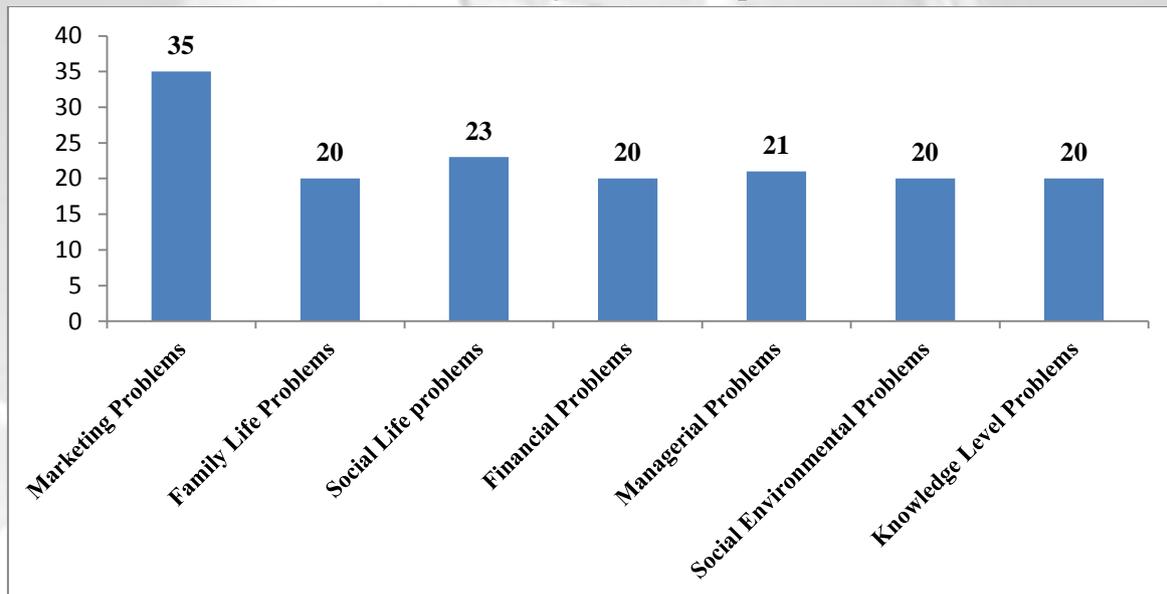
Table No.4 visualizes the various problems of female entrepreneurs in RUDSETI, Mysore district. Out of the total 60 respondents, 35 female entrepreneurs faced marketing problems and their percentage stood at 58.33 per cent. Nearly 20.0 per cent of female entrepreneurs faced family life problems, 21.0 percent of the respondents were faced managerial problems to run their business, and 20.0 percent of the respondents were faced social environmental problems and knowledge level problems.

Table No.4
Problems faced by women entrepreneurs

Sl. No.	Problems	Frequency	Percentage
1.	Marketing Problems	35	58.33
2.	Family Life Problems	20	33.33
3.	Social Life problems	23	38.33
4.	Financial Problems	20	33.33
5.	Managerial Problems	21	35.00
6.	Social Environmental Problems	20	33.33
7.	Knowledge Level Problems	20	33.33

Source: Field Survey

Graph No.4
Problems faced by women entrepreneurs



7. Findings of the Study:

The following are the major findings of the study:

- 1) Out of the total, 23 respondents representing 38.33 per cent underwent training in Process EDPs.
- 2) A moderate number of 36 male and 37 female respondents represented as old as against 24 male and 23 female respondents represented young.
- 3) Out of 120 entrepreneurs 23 male and 13 female respondents have experience in same field and 37 male and 37 female respondents have experience in other field.
- 4) Among the total 60 respondents 55.0 per cent of the respondents are highly agreed that they are motivated to run business to earn money, 33.33 per cent of female respondents are agreed that the reason behind starting enterprise is to pursue their own interest.
- 5) Majority of the respondents were disagreed that social prestige as motivational factor and their percentage stood at 23.33 per cent, 26.67 per cent of female respondents are in dilemma that they started enterprise to give quality assurance to customers.
- 6) Out of the total 60 respondents, 35 female entrepreneurs faced marketing problems and their percentage stood at 58.33 per cent.
- 7) Nearly 20.0 per cent of female entrepreneurs faced family life problems, 21.0 percent of the respondents were faced managerial problems to run their business, and 20.0 percent of the respondents were faced social environmental problems and knowledge level problems.

8. Suggestions for the Study:

The following are the major suggestions for the study:

- 1) EDP technology can be used as an effective means for women entrepreneurship promotion as well as self-employment generation only when there is synergy of both governmental and non-governmental organizations.
- 2) Training programmes are to be assessed frequently to improve the quality of training on the basis of feedback received during the training as well as at follow-up stage specially for women entrepreneurs.
- 3) As the entrepreneur trainer motivators are subjected to transfer frequently, permanent teaching faculty is to be developed to provide continuity.
- 4) The EDPs must provide sufficient inputs not only to start or setup a venture but also to sustain it during hard times. This may necessitate broadening of the EDP concept, as these programmes will have to incorporate subject like exports, packaging and even particular vocations to make them more purposeful through need-based EDPs.
- 5) In the teaching methodology, concentrating on lecture method must be avoided. Role-playing, management games, case studies should be predominantly employed. These are necessary to elicit the trainee involvement, their learning and the transferability of learning to practice.

9. Limitations of the Study:

In carrying out the present study, the following were the limitations:

- 1) It was a micro level study was confined to Mysore city only;
- 2) Due to lack of time and availability of data certain aspects were not covered in the study;
- 3) The study was concentrated only on women entrepreneurs.

10. Conclusion:

Learning is a continuous process. Training adds depth to this continuous process. Women Entrepreneurship should become a centripetal force as well as centrifugal force in the strategy of development of any economy. Training in entrepreneurship will go a long way in averting the socio-economic problems of India and it also enhances the women empowerment through entrepreneurship. Present study is limited to one district only with less number of respondents. Further research can be taken focusing on male and female entrepreneurs to measure the effectiveness of EDPs in RUDSETI.

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