

V SUMMARY AND CONCLUSION

Development in terms of economic prosperity is the vital component that is always been subjected to be indexed and measured from the grass root to global level. Positive triggers in economic development bring about national development. Entrepreneurship is considered as the backbone of industrial economy. Women, being potential human resource moulding the destiny of the world need to be empowered in all aspects. Women entrepreneurship is a way of introducing sustainable development, whose participation in economic matters have a direct link to the growth of the country. An appropriate intervention at right time helps to develop entrepreneurship and promotion of it assures sustainable production cum consumption systems on a long term perspective.

The researcher had made an attempt to carry out action research by implementing entrepreneurial training programmes and assessing impact of it on selected women in Thiruvananthapuram District of Kerala. Hence, the study had taken a humble step forward to motivate, develop skills and orient women to bring into the mainstream of entrepreneurship world, there by empowering them in all spheres of life. An entrepreneurship training package based on the training needs assessment, an effective evaluation and proper follow up activities along with various support services for sustaining the entrepreneurial spirit among the trainees make this research work stand out from other similar studies.

Hence, the present study “**An Action Research on the Impact of Entrepreneurial Training Programmes for Selected Women in Thiruvananthapuram District of Kerala**” have been framed with the following objectives;

1. To identify the socio- economic profile of the selected women in Thiruvananthapuram district.
2. To assess the entrepreneurial training needs of the selected women.
3. To prepare training module and impart entrepreneurial training programmes for the selected women.
4. To assess the Knowledge, Attitude and Practice (KAP) of the selected women before and after the entrepreneurial training programmes.
5. To assess the impact of entrepreneurial training programmes after the training programmes
6. To assess the Strength, Weakness, Opportunities and Challenges (SWOC) of the selected women.

Hypotheses

Hypotheses of the present study are described below;

1. There is no relationship between socio- economic variables and the interest of women to involve in entrepreneurial training programmes.
2. The entrepreneurial training needs of the women vary in terms of nature of enterprise.
3. Entrepreneurial knowledge, attitude and practice of women do not improve after attending the entrepreneurial training programmes.
4. The trainees do not get motivated to engage in entrepreneurship after exposure to the entrepreneurial training programmes.

In accordance with the objectives and hypotheses framed, an appropriate methodology was designed and adopted for the study. The present study have been formulated as an action research and completed in different phases. The study comprised of four major phases like Pre-Training Phase, Training Implementation Phase, Post Training Phase and Impact Assessment Phase.

The present investigation adopted multistage random sampling method. In the first stage of the sampling, among fourteen districts of Kerala, Thiruvananthapuram has been selected and in the second stage, among eleven taluks of the district, two taluks such as Neyyattinkara Taluk and Thiruvananthapuram Taluk were selected randomly. In the stage three of the sampling, out of 124 villages, two villages from each taluk were selected randomly, constituting a total of four villages from two taluks. Hence, the study has been formulated to conduct in the four villages like Kalliyoor and Thiruvallam from Thiruvananthapuram Taluk; Kottukal and Venganoor from Neyyattinkara Taluk. From each village, 60 women were selected randomly who are willing to give consent to participate in the research activities and are above 18 years of age. Thus, the total sample became 240 women from Thiruvananthapuram district of Kerala.

Primary data have been collected through interview, observation, focus groups and discussions with the respondents, various officials, non- officials and other people's representatives. Adequate information relevant for the study has been collected through an interview schedule during the first phase of the research, which is termed as Training Needs Assessment Tool. After conducting pilot study, based on the suggestions and recommendations from eminent subject experts in the field of Extension Education and Statistics, the tools for data collection were finalised.

Secondary data was collected from textbooks, print and online journal articles, websites, publications and reports of Government and Non- Government organisations, doctoral dissertations, newspapers, encyclopaedia volumes and so on.

In the first phase of research, that is pre- training phase, training needs assessment was carried out to find out the women who are interested and in need to participate in the entrepreneurial training programmes framed for the research work.

In the second phase of research, that is Training Implementation Phase, based on the training needs assessment, from 240 respondents, a subsample of 130 women were identified as the trainees for the entrepreneurial training programmes. They were again subcategorised into four groups having 35 trainees in convenience food products group, 34 trainees in wealth out of waste products group, 31 trainees in eco- friendly products group and 30 trainees in beauty products group by considering their needs, interest, willingness, geographical situations and availability of resources. Major aspects like locale of training, trainer, training package, methods, infrastructure, etc. were arranged accordingly. In the second phase of research work, Knowledge, attitude and practice of the trainees along with their extent of adoption of entrepreneurship before involving in the training programmes were assessed through a questionnaire. Entrepreneurial training programmes were organised group wise with three days of training altogether twelve days of training programme for all batches. Batch 1 had 35 participants for learning convenience food products like virgin coconut oil, coconut masala mix, theeyal mix, coconut laddu and coconut water soft drink. Batch 2 had 34 participants for learning wealth out of waste products like paper bag, coconut shell soap dish, cloth pouch, craft items from plastic bottle and home decors from popsicle sticks. Batch 3 had 31 participants for learning eco- friendly products made of reed like reed container, flower vase, lamp shade, packing basket and muram. Batch 4 had 30 participants for learning beauty products like handmade soap, henna mix, papaya facial cream, herbal hibiscus shampoo and beetroot lip balm. On day one of training each batch undergone induction training, day two was for skill training and day three was for support services. In order to evaluate the effectiveness and the extent to which the trainees are satisfied with the implemented training programme, feedback analysis was carried out using a questionnaire.

In the third phase of research, that is Post training phase, follow up methods were adopted for tracking the progress of trainees in terms of adopting entrepreneurship after attending the training programmes. Once in two months, the researcher conducted follow up by adopting various methods in combination which suit the trainees.

In the fourth and final phase of research work, that is, Impact assessment phase, knowledge, attitude and practice of the trainees along with their extent of adoption of entrepreneurship after involving in the training programmes were assessed through KAP tool which was administered in phase two of the research. The intention of this assessment was to find out the positive or negative impact created by the training programme on the trainees by statistically assessing the change in knowledge, attitude, practice and extent of adoption of entrepreneurship by the trainees. Product making skills acquired by the trainees were assessed after the training programmes through scoring technique. An interview schedule was prepared to track the record of trainees who had started their own enterprise, planning to start enterprises and deviated from entrepreneurship. The tool consisted of questions on nature of enterprises established by the trainees, infrastructural and allied details, economic impact of the enterprises, constraints faced by the trainees, future plans, details on those who are planning for establishment of enterprises, reasons for not establishing enterprise and impact of training programmes on different aspects like family, finance and society. Along with these aspects, SWOC- Strength, weakness, opportunities and challenges of the trainees after attending the training programmes were asked and recorded by the researcher.

Collected data were coded, tabulated and statistically analysed using descriptive and analytical statistical methods in SPSS software. Analysed data provided required source for the inferences and conclusions drawn. Apart from frequency, percentage analysis and graphical representations, statistical tools like paired sample t- test, factor analysis and Logit Model were used.

Major findings of the study are discussed briefly in the following sections.

Phase I: Pre- Training Phase

Phase II: Training Implementation Phase

Phase III: Post Training Phase

Phase IV: Impact Assessment Phase

Phase I: Pre- Training Phase

- Pre-training phase involves socio- economic survey and training needs assessment among the respondents. Regarding age, 41.25 percent of the respondents were of the age category 31- 40 years while only 2.08 percent of the respondents were of age below 20 years. Respondents who were classified under the age group of 20- 30 years encompass 29.58 percent, 21.67 percent were from the age group of 41- 50 years and only 5.42 percent of the respondents were above 50 years of age.

- Religion wise distribution of the respondents shows that more than two third of the respondents (72.50 percent) were Hindus, 23.33 percent were from Christianity and only 4.17 percent of the respondents were from the Muslim community.
- Majority that is 79.17 percent of the respondents were married, 8.33 percent were unmarried, five percent were divorced, 4.58 percent were widows and 2.92 percent were separated.
- Majority (60 percent) of the study sample resides in rural areas, 25.42 percent were from semi urban and 14.58 percent respondents were from urban areas. Place of residence and entrepreneurship preferences are influential to each other.
- In the study area, nuclear families comprised 54.17 percent, extended families were 32.50 percent and only 13.33 percent of the respondents were from joint families.
- Regarding the educational qualification of the respondents, 32.50 percent had higher secondary education, 25.42 percent were graduates, 16.67 percent had primary education, 13.33 percent had high school education and 12.08 percent were post graduates.
- The occupational diversification of the study sample reveals that more than one third of the respondents that is 34.58 percent were housewives followed by 16.67 percent who were unskilled labourers. Private employees constitute 16.25 percent of the respondents, self- employed women constitute 14.17 percent, 11.25 percent of the respondents were Government employees and students composed of 7.08 percent.
- For more than one third of the respondents (41.25 percent) the household income ranges from Rs. 30,001 to Rs. 40,000 per month and only 0.83 percent of the respondents had monthly household income below Rs. 10,000.
- It was found that 41.25 percent of the respondents had a monthly income below Rs. 10,000, 15.42 percent had an earning of Rs. 10,001 to Rs. 20,000, 6.67 percent had an income of Rs. 20,001 to 30,000, 1.25 percent were earning Rs. 30,001 to 40,000, 0.83 percent had an income above Rs. 40,000 per month and 34.58 percent had no fixed income since many of them were housewives and students.
- With respect to the most preferred choice of saving pattern of the respondents, it was expressed that 60.42 percent of them had the choice of bank followed by Co- operatives which accounts for 20.83 percent of the respondents. other choices were post office savings (9.17 percent), chit funds (6.67 percent) and insurance premiums (2.08 percent)

- More than half of the respondents that is 62.08 percent of the respondents were not members in any SHG while 37.92 percent were members in Self Help Groups assisted by Kudumbashree (Kerala State Poverty Eradication Mission), Milk Producers Society, Farmers group and Tailors groups.
- Majority (88.33 percent) of the respondents were not having any previous experience in the field of entrepreneurship. Only 11.67 percent of respondents were engaged in entrepreneurial activities at some point of time in their life.
- The previous exposure of respondents in entrepreneurial training programmes was analysed and observed that 89.58 percent had not undergone entrepreneurial training programmes whereas only 10.42 percent had participated in entrepreneurial training programmes.
- It was expressed by more than three fourth of the respondents that is 77.92 percent had no family background of entrepreneurship whereas 22.08 percent of the respondents had family background of business.
- To understand the underlying dimensions of entrepreneurial competencies among the respondents, factor analysis was done and found that Factor I, named as 'Intrinsic facts', had significant loading on five dimensions namely 'initiative', 'seeking opportunities', 'commitment', 'economic motivation' and 'social participation'. These factors explain about 49.319 percent of variance. Factor II, named as 'Acquired facts', had significant loading on three dimensions namely 'self- confidence', market perception' and 'knowledge and skill'. These factors explain about 16.792 percent of variance. Factor III, named as 'Critical facts', had significant loading on two dimensions namely 'problem solving ability' and 'risk taking ability'. These factors explain about 12.648 percent of variance.
- An assessment of the training needs of the respondents regarding the conduct and participation in entrepreneurial training programmes were carried out and found that more than half of the respondents that is 54.17 percent were interested to participate in the entrepreneurial training programmes while the rest 45.83 percent were not interested to take part in the training programmes.
- The present study has used binary logistic regression to find out the relationship between general information variables (age, marital status, educational qualification, family type, monthly income, family income, land holdings in cents, place of residence, occupation and Self Help Group membership) and the interest to participate in

entrepreneurial training programmes by the respondents. The probability of respondent's interest in learning new entrepreneur skill, which indicates their interest to participate in entrepreneurial training programmes is significantly influenced by age, monthly income of the respondents, family income, land holdings, place of residence and occupation. The estimated model shows that the sign of all the co-efficient were more or less according to expectations. The selected variables can explain 70.3 percent of the variation in the respondent's interest in learning new entrepreneur skill being influenced by general information variable and the estimated model predicted 78 percentages of the cases correctly. The estimated Logit model gives a good fit as the χ^2 value was 4.335 it means that the model is significant at 1 percent level. Gdadeyan et al (2017) made similar inference that, socio- economic factors have an impact on entrepreneurial activities of trainees.

- The discipline wise choice of enterprises were convenience food (26.92 percent) (virgin coconut oil, coconut laddu, instant coconut masala mix, coconut theeyal mix and coconut water soft drinks), 26.15 percent opted for wealth out of waste (paper bag, coconut shell soap dish, cloth pouch, craft items from plastic bottle and home decors from popsicle sticks), 23.85 percent had choice of eco- friendly products (reed container, flower vase, lamp shade, packing basket and muram (winnow)) and 23.08 percent preferred beauty products (handmade soap, henna mix, papaya facial cream, herbal hibiscus shampoo and beetroot lip balm).
- The choice of training methods preferred by the respondents was assessed and analysed using mean score value. Ranks were assigned to each method by evaluating the mean score obtained by each training method. Rank I was assigned to the method 'Demonstration with practice', Rank II was given to the 'Lecture method', Rank III was given to the method 'Exposure visit to enterprises', Rank IV was given to 'Discussion forum', Rank V was assigned to 'Consultation with entrepreneurs', Rank VI was given to 'Case studies', Rank VII was given to 'Brain storming' method, Rank VIII was given to 'Role play', Rank IX was given to 'Sensitivity training', Rank X was given to 'Simple literature' and Rank XI was given to 'Video presentations'.
- With respect to the expectations of the respondents towards the training programme, among the respondents from the convenience food batch, cent percent each were expecting monetary allowances for taking part in the training and also expect to launch homemade convenience food products enterprise after getting trained. Among the respondents who were categorised under wealth out of waste batch, cent percent expect

economic benefits by participating in the training, 88.24 percent had the intention to make use of financial benefits through various Government sponsored entrepreneurship schemes and 85.29 percent expect to start an enterprise in wealth out of waste products after getting skilled through the training. With respect to the expectations of the respondents from eco- friendly products batch, it was found that cent percent of them hope to get monetary allowances for attending the training programme, 83.87 percent hope for starting an enterprise which is eco- friendly in nature and less harming the environment and so on. As far as the expectations of the respondents who preferred beauty products enterprise is concerned, it was identified that cent percent expect to get money and other allowances by participating in the training programme, 76.67 percent expect to learn various cost effective beauty products manufacturing techniques, another 76.67 percent hope to raise their level of confidence by acquiring knowledge and skills etc.

Phase II: Training Implementation Phase

- Socio- economic profile of the trainees reveals that, more number of respondents (45.38 percent) were from the age group of 31 to 40 years, majority (75.38 percent) were from Hinduism, majority of the trainees were married (78.46 percent) and nuclear family predominates in the study area followed by extended and joint family systems. More than half of the trainees (56.92 percent) were from nuclear type of family, 27.69 percent were from extended family and only 15.38 percent were from joint family.
- Among the trainees from convenience food batch, 60 percent were higher secondary level educated and only 2.86 percent were post graduates. Graduates were more in number (38.24 percent) and post graduates encompass 11.76 percent in the case of trainees who were from wealth out of waste batch, higher secondary level educated women constitute 38.71 percent of the trainees with respect to eco- friendly products batch, 36.67 percent of the trainees among beauty products batch were graduates. Thus, it is apparent from the data that, with regard to educational qualification of the respondents, as a whole, majority (57.69 percent) were educated up to higher secondary level and 14.62 percent were post graduates.
- It can also be noted that 39.23 percent of the trainees were housewives which indicate the encouragement they receive from their family and life partners to involve in developmental programmes. Unskilled labourers form 29.23 percent of the selected trainees. They were planning to get engaged in training so that they could find either

additional source of income or alternate means of livelihood. Private employees comprised 17.69 percent of the sample, 7.69 percent were students, 6.15 percent were Government servants who needs to utilize and update skill and make use of their leisure time.

- Monthly family income of the trainees revealed that 43.85 percent had a monthly income of Rs. 20,001 to Rs. 30,000 and only 0.77 percent of the trainees had household income below Rs. 10,000.
- An analysis of the sources of information on the conduct of training programmes obtained by the trainees reveals that multiple channels were opted by the researcher to reach into the target group. A detailed description of discipline wise distribution of means of accessing information on entrepreneurial training programmes is given in the table. It was found that majority (97.69 percent) of the trainees came to know about the training schedules through the training brochure distributed by the researcher, 84.62 percent received intimation through phone calls, 82.31 percent got intimated through local newspaper “Desabhimani”, 71.54 percent heard about the conduct of training through social media like facebook and whatsapp messages and calls, 53.85 percent got intimated through friends, relatives or neighbours, 40 percent received information through Kudumbashree Neighbourhood Groups, 39.23 percent heard about it through FM Radio “Red FM 94.3 Trivandrum Station” and 23.85 percent came to know about the training through an NGO named Self- employed Women’s Association.
- This study tried to identify the significant factors of the respondents on their training feedback by using factor analysis. Factor I, named as ‘Overall evaluation of training’ has highest loadings on seven variables such as ‘Our expectations were fulfilled through this training programme’ ‘Excellent interaction with co- participants was provided in the training programme’, ‘Training programme enable you to start your own enterprise’, ‘Conduct of the training was appreciable’, ‘This training can be recommended to others’, ‘Realistic and applicable training was implemented’, ‘Need based training was provided’. These variables explains about 31.310 percent of the total variance. Factor II, named as ‘Efficiency of resource person’ has highest loadings on five variables namely ‘Knowledgeable resource persons were provided to handle the sessions’, ‘Trainers had excellent communication skill’, ‘Relevant subject matters were dealt throughout the training programme’, ‘Properly organised and easy to follow contents were provided’ and ‘Provision for interaction of the participants with the

trainer was provided'. These variables explain about 21.317 percent of the variance among the respondents on the feedback of the training programme. Factor III, named as 'Teaching learning methods' has highest loadings on three variables namely 'Helpful and relevant reading materials were provided', 'Adequate time was provided for questions, discussions and clearing doubts' and 'Appropriate teaching aids were used in various sessions' these variables explain about 14.005 percent of the variance. Factor IV, named as 'Teaching learning atmosphere' has significant loadings on two variables namely 'Comfortable training environment and physical facilities were provided' and 'Satisfying hospitality was provided' as these variables explain about 6.598 percent of variance in the feedback of the training programme of the respondents.

- With regard to the usefulness of the entrepreneurial training programmes, trainees from convenience food batch expressed that they got to know about detailed process of launching an enterprise (100 percent), development of skill in value added food products making (100 percent), interacted with entrepreneurs in convenience food enterprise (100 percent), got idea on FSSAI registration procedures (100 percent), started to think about starting an enterprise (80 percent), got awareness on judicious uses of locally available resources (77.14 percent) and family support for entrepreneurship was ensured (45.71 percent). With respect to the trainees from wealth out of waste batch, entrepreneurial training programmes had various usefulness like: development of ability to produce economically viable products from waste (100 percent), got information on starting small scale cottage industries in wealth out of waste products enterprise (100 percent), got information on supportive tie ups to collaborate in future (91.18 percent), made aware of the concept of reduce, recycle and reuse (88.24 percent), got to know about working within a group, team spirit and techniques of group dynamics (67.65 percent) and self-confidence was developed (44.12 percent). As far as the opinion of the trainees from eco-friendly products group is concerned, it was identified that they had identified marketing tie ups through this entrepreneurial training programmes (100 percent), understood about available online trading opportunities (100 percent), identified groups with similar interest to start joint venture (77.42 percent), got ideas for managing time properly (67.74 percent), environment consciousness was developed (51.61 percent) and interpersonal skills were enhanced (35.48 percent). Similarly, the trainees from beauty products batch also expressed their views on usefulness of the entrepreneurial training programmes as follows: got information on procedures to register an enterprise in Micro Small and

Medium Enterprises and District Industries Centres (100 percent), got contact details of organisations promoting beauty products (100 percent), got information on making of beauty products with minimal investment (100 percent), got ideas on production of innovative organic beauty products (80 percent), enriched with profit making ideas with minimum cost of production (63.33 percent), selling outlets (43.33 percent) and leadership skills were identified (40 percent).

- Suggestions put forward by trainees from the convenience food batch were, need for practical sessions on handling of machineries like coconut grating, shredding, de-shelling and coconut milk extracting machines, the need for certification and more thrust on soft skills techniques during the course of training programmes. Need for familiarization of machine operated paper bag making process was the suggestion put forward by trainees from wealth out of waste batch followed by need for further periodic training in paper bag and home décor items with latest updates and certification and collaboration with Government agencies with respect to the production of home décor items from plastic waste. Eco- friendly products batch suggested, video conference or meeting with entrepreneurs in importing field, the need for including other family members who were interested to participate in the training, training on more diverse products in combination with reed and coir or banana fibre and machine handling experience in industrial level production. Familiarisation of industrial level processing and production of beauty products, field visits outside the district and field visit to any of the popular brands of beauty product were the suggestions made by trainees from beauty products batch.

Phase III: Post Training Phase

- Once in two months, the researcher monitored and followed up the entrepreneurial activities of the trainees after the entrepreneurial training programmes. Thus, five rounds of follow up activities have been carried out to reinforce the entrepreneurial knowledge and skills acquired by the trainees. Various follow up methods were adopted and one round of follow up took one week duration to complete. During each rounds of follow up visit, the entrepreneurial track of trainees was assessed and the data figured out shows that maximum number of trainees (19) were found to initiate enterprise building during the third round of follow up that is after seven months of training programmes.
- In order to provide further support, monitor initiations and reinforce learned knowledge and skills, follow up activities were carried out for the trainees. During the first round

of follow up, it was observed that except convenience food batch, trainees from other disciplines had not initiated enterprise building. It was hopeful to know that trainees belonging to the convenience food batch (5.71 percent) had established their own enterprises within three months after attending entrepreneurial training programmes.

- During the second round of follow up, a gradual increase in the initiations for entrepreneurship was visible where, trainees from other disciplines started to establish enterprises in their respective fields. Convenience food batch had same number of trainees (5.71 percent) in the fifth month also, wealth out of waste batch contributed one enterprise, 6.45 percent of trainees from eco- friendly products and 3.33 percent trainees from beauty products batch. Thus, altogether in the second round of follow up, six enterprises were set up by trainees from all four disciplines.
- Third round of follow up identified establishment of enterprises by 19 trainees (14.62 percent) from all the disciplines together and it is the peak time when maximum number of enterprises were initiated by the trainees after seven months of training. From convenience food batch, 31.43 percent established enterprises, 11.76 percent from wealth out of waste, 6.45 percent from eco- friendly products and 6.67 percent from beauty products batch established enterprises. This data suggests that the peak time for adoption of training by the trainees in this study is found to be seven months.
- During fourth round of follow up, no trainees from eco- friendly products and beauty products had initiated enterprise building while, 8.82 percent from wealth out of waste and 2.86 percent from convenience food had established enterprises. Thus, a gradual decrease has been noted down after nine months of training.
- Final round of follow up which was conducted after eleven months of training had identified establishment of enterprises by 3.23 percent of trainees each from eco- friendly products batch. Convenience food, wealth out of waste and beauty products batches had no enterprises during this phase. Altogether after five rounds of follow up, it was found that 45.71 percent from convenience food, 23.53 percent from wealth out of waste, 16.13 percent from eco- friendly products and ten percent from beauty products established enterprises individually and as group ventures. Thus, follow up activities helped the researcher to systematically oversee the progress and entrepreneurial initiatives taken by the trainees.
- The follow up methods adopted to track and sustain the entrepreneurial intentions among the trainees were individual contact, focus group meetings, enterprise visits,

telephonic conversations, creation of Whatsapp groups, observation, panel discussion, round robin method and critical incidents technique.

Phase IV: Impact Assessment Phase

- Paired sample t-test was used by the researcher in order to find out the variation in entrepreneurial knowledge, attitude and practice of the respondents before and after attending the training programmes. Under the aspect of knowledge, variables such as 'More than ten people required to operate micro- enterprises', 'Packaging and labelling should be standardized', 'Social media can act as a marketing tool', 'Business through social media increase sales', 'Stand- Up India programme is meant for women entrepreneurs', 'District Industries Centres provide technical assistance', 'Mudra loans can be availed through co- operative banks', 'FSSAI or FAO certifications are essential for food based enterprises', 'Accepting challenges and facing it bravely is one of the qualities of an entrepreneur' and 'Records and book keeping is important for entrepreneurship' are the variables which are significant at 1% level of significance. Variables such as 'SWOC analysis helps to know the feasibility of a business', 'Business plan helps for smooth functioning of the enterprise' and 'Quality check is essential to maintain standards in the product' are significant at 5% level of significance. Variables such as 'Market research is optional in a business plan' and 'Commercial banks provide various supportive schemes for women entrepreneurs' are the variables which are non- significant in nature.
- Regarding attitudinal change, variables such as 'Attending entrepreneurial training programmes bring desirable changes in the participants', 'Entrepreneurship helps to empower women', 'Engaging in entrepreneurship helps to improve social status', 'Entrepreneurial training help women to come forward to avail for financial assistance', 'Entrepreneurship helps to motivate people to achieve great things in life', 'Self-confidence improve by means of entrepreneurship', 'It is not recommendable to seek for loan to start a new enterprise' and 'Social commitment improves after getting into entrepreneurship' are significant at 1% significance level of interval. Variables such as 'Those who are having family business background only can start enterprises', 'Entrepreneurship helps one to be own boss then being an employee', 'Entrepreneurs are assets in the society', 'Innovative people can become successful in entrepreneurship' and 'It is good to invest money to reap profit from entrepreneurship' are the variables which are statistically significant at 5% level of intervals. Variables such as 'Availing loan from bank is a cumbersome procedure' and 'Entrepreneurship is a risk taking career' are non-significant in nature.

- Regarding statements related to the practice of entrepreneurship, variables such as ‘Participation in entrepreneurial training programme’, ‘Preparation of a business plan’, ‘Conduct of market survey’, ‘Availability of raw materials assessed’, ‘Visit to related enterprise’, ‘Interaction with successful entrepreneur’, ‘Experience in packaging and labelling of a product’ and ‘Experience in product development’ are statistically significant at 1% level of intervals. Variables such as ‘Hands on experience for development’, ‘Approached bank for financial assistance’, ‘Marketing through social media’ and ‘Initiatives for group formation’ are statistically significant at 5% level of interval. Variables such as ‘Readiness to invest money for starting an enterprise’, ‘Interaction with Government agencies for business purpose’ and ‘Ownership of enterprise’ are statistically non- significant.
- Product making skills developed by the trainees after involving in the training programme was calculated discipline wise and found that among the trainees from convenience food, 90 percent skill was developed, trainees from Wealth out of waste group scored 90.79 percent skill, eco-friendly products batch earned 83.50 percent skill and beauty products acquired 86.19 percent skills.
- In order to find out the adoption category of the trainees in the pre and post phases of training, data collected regarding the extent of adoption of entrepreneurship was analysed. In the pre- training stage, 61.54 percent of trainees were in the low adoption category, 25.38 percent in the medium category and 13.08 percent in the high adoption category while, in the post- training stage, 49.23 percent of trainees were in the low adoption category, 30.77 percent in the medium category and 20 percent were in the high adoption category.
- Impact of entrepreneurial training programme was also assessed through finding out the number of trainees who had established and planning to establish enterprises. It could be inferred from the table that more than half of the trainees had either established or planning to establish own enterprises. That is, 24.62 percent had established enterprises, 29.23 percent were planning to establish enterprises and 46.15 percent of the trainees were not focused to venture in the near future. These findings point out the positive impact of the entrepreneurial training programmes attended by the selected trainees.
- Motives for opting the enterprises after attending the training programme was assessed. Under the category of convenience food, cent percent were interested to involve in food industry, 87.5 percent had chosen the enterprise due to the availability of local resources

and raw materials as coconut is available in abundance in every households for domestic as well as for other economic purposes, 75 percent were attracted to the low cost of production. For 68.75 percent of the selected trainees, they expected to run enterprise with nominal investment, 43.75 percent got inspired from successful entrepreneurs, 37.5 percent had chosen the enterprise due to the approachability to product promoting agencies like Kudumbashree, Coconut Development Board, Co- operative societies and other SHGs and 31.25 percent got attracted due to the market demand for coconut related convenience food. In the case of wealth out of waste category, they had the motive of utilizing waste wisely, thus less harming the nature, cent percent had been attracted to the option of low cost of raw materials, 87.5 percent were interested in doing creative ideas out of waste materials that are thrown out as useless, 50 percent aimed at market demand due to the plastic ban in the district and another 50 percent responded to the demand for the product, 37.50 percent opined of the less competition in the market and 25 percent were getting support from NGOs for the establishment of wealth out of waste related enterprises. Eco-friendly products related enterprises were chosen by the trainees due to various reasons. Local availability of resources and raw materials like reed and bamboo in their area of residence was the response of cent percent of trainees, 80 percent were of the view point on manufacturing and promotion of environment friendly products which do not harm the nature, 80 percent had the availability of traditional skilled reed workers, 80 percent utilized the ban on plastic products, 60 percent got attracted to the market demand of the product in tourism sectors, 40 percent had NGOs support and 20 percent had knowledge and linkages to local retail outlets. When enquired about choosing beauty products as the field of enterprise, it was expressed that cent percent were updated on the rising demand for natural beauty care products and their interest in the field of beauty products, 66.67 percent had market openings and had contact with selling outlets like super markets, beauty parlours and direct contact with customers.

- A total of 15 enterprises were set up by 32 trainees after attending the entrepreneurial training programmes. Enterprise category implies that more number of enterprises that is 46.67 percent were set up in the convenience food category followed by 20 percent in the wealth out of waste category, another 20 percent in the beauty products category and 13.33 percent in the eco- friendly products category.
- Majority that is 60 percent had not registered their enterprise and 40 percent had applied for registration in the District Industries Centre and waiting for registration, more than half of the enterprises had applied for loan from bank, 26.67 percent had not applied for loan

and only 13.33 percent had got loan sanctioned from banks, majority (66.67 percent) of the enterprises were set up in rural areas, 20 percent were built in the semi-urban localities and only 13.33 percent were in the urban location, majority 66.67 percent of enterprises were functioning at household level, 20 percent of the enterprises were set up in building that have been rented for production purpose and 13.33 percent of the enterprises were functioning in building owned by any family member of the trainees.

- More than half of the enterprises that is 66.67 percent had no employees, 20 percent had one employee and 13.33 percent had two employees in their enterprises, sole proprietorship accounts majority of the enterprises, that is, 66.67 percent and 33.33 percent were partnership ventures, where trainees formed groups and associated together for the building up of the enterprise of their interests, the initial seed money that had paved basement for the enterprise covered an amount of above Rs. 50,000 for 40 percent of enterprises followed by an investment between Rs. 25,001 and Rs. 50,000 for 13.33 percent of enterprises and only 46.67 percent had an investment below Rs. 25,000 for starting up.
- The frequency of production in the enterprises ranges from day to day to monthly production. It was found out on enquiry that 33.33 percent of enterprises had a daily production frequency, 20 percent of enterprises manufacture products weekly once, weekends, seasonal and based on orders respectively and 6.67 percent each had production frequency of monthly once. The profit percentage of these enterprises ranges from 38 percent to 89 percent. Highest monthly profit was for handmade soap unit 1 which is Rs. 18730, with production cost of Rs. 2270. Lowest monthly profit was for instant coconut masala and theyal mix unit 1 which is Rs. 4,960, with production cost of Rs. 8,000.
- Regarding the constraints faced by the trainees while establishing their enterprises, among the trainees from convenience food batch, insecurity feeling (87.5 percent), dependence on others for carrying raw materials and products because of not having own vehicle (81.25 percent), more interference from family members (75 percent), difficulty in finding skilled employees to work (68.5 percent) and difficulties in balancing work and family life (68.75 percent) were some of the constraints they faced while establishing enterprises. Trainees from wealth out of waste batch responded that they faced time management problems in the beginning (87.5 percent), concerned about the feeling of insecurity (75 percent), faced difficulty in finding skilled employees to work (75 percent) and had to cope up with the interference from family members in enterprise related aspects (62.5 percent). Regarding the responses from eco-friendly products batch, cent percent had difficulties like unreachability to modern advertising options due to price hike, instability

on investment choice (80 percent) and pressures to achieve target (80 percent). Cent percent of trainees from beauty products batch had to face constraints like dependence on others for carrying raw materials and products because of not having own vehicle, difficulty in finding skilled employees to work, difficulties in balancing work and family life and instability on investment choice.

- Future plans arisen from convenience food batch were expansion of the business in terms of both quality and quantity (100 percent), clearance of registration and license for the enterprise (93.75 percent), improve labelling and packaging of the products (87.5 percent), utilization of benefits from Government schemes (75 percent), more linkages and collaborations with development boards, NGOs and local outlets (68.75 percent), improve standards in product (62.5 percent), attend similar training programmes to enrich skills (56.25 percent), more social media marketing (50 percent), inclusion of technological updates (43.75 percent) and exporting of products (31.25 percent). Important plans of trainees from wealth out of waste batch were expansion of the business (100 percent), more linkages and collaborations with development boards, NGOs and local outlets (100 percent), attend similar training programmes to enrich skills (87.5 percent), more social media marketing and clearance of registration and license for the enterprise (87.5 percent). Similarly cent percent of trainees from eco- friendly products batch expressed their future plans as expansion of business, utilization of benefits from Government schemes, more linkages and collaborations with development boards, NGOs and local outlets, 80 percent had intentions of more social media marketing for their products, participations in skill development training programmes and clearance of registration related formalities. Cent percent of beauty products batch trainees had expectations like expansion of their firm, clearance of registration and license, creation of more collaborations and linkages, attend similar training programmes to enrich knowledge and skill and focus on more social media marketing platforms.
- Among the trainees who were planning to establish enterprises, under the category of convenience food, 76.92 percent were determined to establish virgin coconut oil unit and 23.08 percent of the trainees intend to start coconut laddu making unit. When it comes to the wealth out of waste category, 85.71 percent were intending to go for paper bag business and 14.29 percent were looking forward about home décor items unit. With regard to eco-friendly products, cent percent of the trainees were planning to establish reed products unit which include lamp shade, reed basket, muram (winnow), flower vase and containers. Under the category of beauty products, 40 percent were interested in soap making unit,

another 40 percent interested in hibiscus shampoo making enterprise and 20 percent were planning to start henna mix making enterprise.

- The delay in establishment of enterprise for 21.05 percent was due to the time required for conducting market survey for checking the feasibility of the selected enterprise, 21.05 percent were lacking self- confidence and they were feeling less courage and were afraid of the risk that they had to bear, 15.79 percent of trainees need time for the arrangements of infrastructure facilities and amenities required for the manufacturing unit, 18.42 percent were waiting for the sanctioning of legal procedures and loan formalities 7.89 percent need time since they are in shortage of raw materials due to seasonal variations and 2.63 percent were waiting for the appropriate group members to join hands.
- It was worth knowing that the trainees had taken various forward steps in order to get into entrepreneurship. After getting acquainted with knowledge and skill by taking part in the entrepreneurial training programmes, the trainees got involved in various productive activities like participation in Kudumbashree mela and Onam market as well as exhibitions organised by NGOs like YMCA, Thanal and SEWA, made infrastructural arrangements for setting up of enterprise, interacted with bank officials and Government officials, practiced trial and error, distributed free product samples and collected feedbacks, interacted with successful entrepreneurs for advice and suggestions, done market survey for understanding the market needs and trends and engaged in identifying the pros and cons of the product. Among the trainees from convenience food batch, more number of trainees (23.08 percent) had participated in various exhibitions organised by NGOs, SHG groups, Kudumbashree and also as part of Onam celebrations, they made infrastructure arrangements for setting up of the enterprise and interacted with bank officials and Government officials for financial details regarding enterprise building. More number of trainees belonging to wealth out of waste batch (21.43 percent) distributed free sample to near ones and collected feedback for further improvement and were involved in identifying the pros and cons of the products they had developed for commercial purpose. Among the eco- friendly products batch, more number of trainees (33.33 percent) made infrastructure arrangements and were understanding the market needs and trends via market survey. About 40 percent of trainees from beauty products batch had participated in exhibitions and trade fairs after attending the entrepreneurial training programmes.
- It was imperative to know the reasons behind the decision to not engage in entrepreneurship by the trainees who had attended the training programmes. Fear of consequences related to risk taking (50 percent), failed to get loan from bank due to past

bank loan liability (33.33 percent), concerned about competition from entrepreneurs in similar field of food enterprise (16.67 percent) were the reasons for not venturing by the trainees from convenience food batch. Studying on possibilities for innovative ideas in this sector (33.33 percent), failed to get team members for a group venture (25 percent), got engaged in other employment sector (16.67 percent), lack of support from family (16.67 percent) and not confident about the feasibility of the products (8.33 percent) were the pulling back factors for trainees from wealth out of waste batch. Difficulty in identifying market updates (35 percent), fear of failure (30 percent), unexpected economic liabilities in the family (20 percent) and health related issues (15 percent) were the reasons for not getting into entrepreneurship for the trainees from eco- friendly products batch. Searching for opportunities in other related areas of enterprises (59.09 percent), seeking fund sources for establishment of enterprise (27.27 percent) and difficulty in accessing production location (13.64) were the hurdles which hindered the trainees from beauty products batch to involve in entrepreneurial venture.

- SWOC analysis of the trainees was carried out by the researcher after the training programme. Strengths and Opportunities are presented in such a way that the aspects noted down under strengths leads to making use of the opportunities available. After the training programme, the trainees are knowledgeable in the area of business plan creation so that they can utilize this ability to put forward proposals to avail bank loans and Government benefits. Membership in SHGs develop leadership skills in them which is an inevitable quality of an entrepreneur, communication skills make them self- confident to approach for utilizing entrepreneurial opportunities available, good decision making skills leads to better risk taking ability, the trainees had a strong background of support from Government and NGOs that open up more entrepreneurship avenues for them, family support, which is vital for entrepreneurship success is one among the strengths of the trainees that help them to achieve work life balance which in turn is an opportunity available to them, availability of raw materials help them make profit and finally the strength of network of marketing tie ups made through the training programme via subject experts assist them in popularisation of their products through various organisations, exhibitions, retail outlets and advertising options. Weaknesses are the factors that hinder upward movement of the trainees and had to face various challenges on the way to successful entrepreneurship. Weaknesses leads to inability to face the challenges. Lack of exposure is a weakness for majority of the trainees since they had very less exposure to entrepreneurship field prior attending the training programme which make them afraid of failure in business, less initiative nature make them

get less involved in entrepreneurship, thereby making them less experienced, cumbersome loan formalities make them de- motivated from their path and constantly fluctuating market demands leads to instability in business. Lack of assets in terms of money leads to trouble in starting up of enterprise, enterprise management conflicts may arise due to disorganisation in the firm and finally inadequate transportation facilities leads to mobility restrictions.

Conclusion

This action research have made it possible to transform non- entrepreneurs and potential entrepreneurs to skilled entrepreneurs. Women who were having no or meagre source of income, have now become employers and started to earn themselves. The training needs of the respondents were categorised accordingly and implemented the training programmes. The overall feedback regarding the conduct of the entrepreneurial training programmes was appreciable. It also helped to change the Knowledge, Attitude and Practice (KAP) and skills of the trainees with respect to entrepreneurship. Follow up methods were also adopted and implemented by the researcher in a systematic way to track the development and progress of the trainees towards entrepreneurship. The impact brought forth by this action research encompass enhancement of product development skills as well as enhanced exposure to practical aspects of entrepreneurship like marketing technologies, banking procedures, brand building, enterprise management and promotion.

Recommendations

- The present investigation can be carried out among males in the future.
- The training package can be modified according to the needs and administered by entrepreneurship development agencies.
- The follow up and impact assessment of the EDPs need to be systematically carried out from time to time by the Government and Non- Government Organisations involved in entrepreneurship trainings to solve their specific problems experienced by the entrepreneurs after starting the enterprise.
- Similar entrepreneurial training programmes can be executed by Central Government and State Government, various Government and Non- Government organizations, should be adequately improved and extended so that they may prepare entrepreneurs to successfully operate their enterprises and expand their entrepreneurial activities.
- Educated unemployed and technically qualified people should be attracted towards such programmes by providing them with suitable incentives.