

IV RESULTS AND DISCUSSION

The findings of the study entitled “**An Action Research on the Impact of Entrepreneurial Training Programmes for Selected Women in Thiruvananthapuram District of Kerala**” have been presented and discussed under four phases:

Phase I: Pre- Training Phase

- A. General information of the respondents
- B. Entrepreneurial background details of the respondents
- C. Entrepreneurial training needs assessment of the respondents

Phase II: Training Implementation Phase

- A. Socio- economic profile of the trainees
- B. Sources of information obtained by the trainees on the conduct of entrepreneurial training programmes
- C. Implementation of the entrepreneurial training programmes
- D. Feedback of the entrepreneurial training programmes
- E. Usefulness of the entrepreneurial training programmes
- F. Suggestions towards the improvement of entrepreneurial training programmes

Phase III: Post Training Phase

- A. Follow up time line
- B. Follow up methods administered to the trainees
- C. Various Dimensions of follow up programme

Phase IV: Impact Assessment Phase

- A. Impact of entrepreneurial training programmes on the Knowledge, Attitude and Practice (KAP) of the trainees
- B. Product making skills developed by the trainees
- C. Extent of adoption of entrepreneurship before and after the entrepreneurial training programmes by the trainees
- D. Impact of entrepreneurial training programmes on familial, financial and social aspects of the trainees
- E. Establishment of enterprises by the trainees after entrepreneurial training programmes
- F. SWOC (Strength Weakness Opportunities and Challenges) analysis of the trainees

Phase I: Pre-Training Phase

A. General information of the respondents

General information of the respondents are discussed under the following subheadings:

- a. Socio- economic profile of the respondents
- b. Saving pattern and debt details of the respondents
- c. Self Help Group membership details of the respondents

a. Socio- economic profile of the respondents

Socio- economic profile focus on variables like age, religion, marital status, place of residence, family type, educational qualification, occupation and monthly income of the family as well as that of the respondents. It is presented in Table X and Figure 19.

Table X
Socio-economic Profile of the Respondents

Variables	Frequency (n=240)	Percentage
Age		
Below 20 years	5	2.08
20 – 30 years	71	29.58
31 – 40 years	99	41.25
41 – 50 years	52	21.67
Above 50 years	13	5.42
Religion		
Hindu	174	72.50
Christian	56	23.33
Muslim	10	4.17
Marital status		
Married	190	79.17
Unmarried	20	8.33
Divorced	12	5.00
Widow	11	4.58
Separated	7	2.92
Place of residence		
Rural	144	60.00
Semi-Urban	61	25.42
Urban	35	14.58
Family type		
Nuclear	130	54.17
Joint	32	13.33
Extended	78	32.50
Educational qualification		
Primary school	40	16.67
High School Education	32	13.33
Higher Secondary	78	32.50
Graduation	61	25.42
Post-Graduation	29	12.08

Variables	Frequency (n=240)	Percentage
Occupation		
House Wife	83	34.58
Unskilled Labourer	40	16.67
Private Employee	39	16.25
Self Employed	34	14.17
Government Employee	27	11.25
Student	17	7.08
Monthly income of the family (in Rs.)		
Below Rs. 10,000	2	0.83
Rs. 10,001 – Rs. 20,000	15	6.25
Rs. 20,001 – Rs. 30,000	70	29.17
Rs. 30,001 – Rs. 40,000	99	41.25
Above Rs. 40,000	54	22.50
Monthly income of the respondent (in Rs.)		
Below Rs. 10,000	99	41.25
Rs. 10,001 – Rs. 20,000	37	15.42
Rs. 20,001 – Rs. 30,000	16	6.67
Rs. 30,001 – Rs. 40,000	3	1.25
Above Rs. 40,000	2	0.83
No fixed income	83	34.58
Land Holdings (in Cents)		
Below 5 cents	17	7.08
5 cents – 10 cents	85	35.42
11 cents – 15 cents	43	17.92
16 cents – 20 cents	53	22.08
Above 20 cents	27	11.25
Not owning land	15	6.65

It is evident from the above table that 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. Thus, it can be inferred from the data that, majority of the study sample were of middle aged women.

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.

As far as the civil status of the respondents is concerned, it was revealed from the study that 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. It was shocking to know the shattered family status of the study sample who were divorced, widow and separated. These women were protected by their family and they even get Government pensions and other supportive schemes such as credit facilities, housing and livelihood supports.

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 work of Nandamuri and Gowthami (2013), it was found that urbanites have more entrepreneurship resourcefulness than semi- urban and rural residents.

The disintegration of joint families into extended and nuclear families was noticed in the study area which showed that percentage of nuclear families comprised 54.17, 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. It was perceptible through the study that the educational standards of the study sample was appreciable.

The occupational diversification of the study sample represents organised as well as unorganised sectors. More than one third of the respondents that is 34.58 percent were housewives followed by 16.67 percent who were unskilled labourers. Unskilled labourers were engaged in construction works, coolie works, household servant services and beneficiaries of MGNREGP (Mahatma Gandhi National Rural Employment Guarantee Programme) works. Private employees constitute 16.25 percent of the respondents who were school teachers, DTP operators, sales girls, receptionists and tuition teachers. Self- employed women constitute 14.17 percent of the respondents who were engaged in entrepreneurship ventures like textile shops, textile designing centres, tuition centres, schools, organic farming, floriculture, poultry and livestock management, fresh juice packaging, baking unit, beauty parlour, stationary shops and mehandi designing parlour. About 11.25 percent of the respondents were Government employees in schools, banks, hospitals, Panchayat office, post office and colleges. Students composed of 7.08 percent of the respondents who were studying in colleges in Under Graduate, Post Graduate and other Diploma Programmes.

Data briefing on the monthly household income of the respondents states that 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. The monthly household income depicted the earning capacity of the household as considerably appreciable since the members in the family had well secured jobs both in private and Government sectors. Apart from this, they even had subsidiary sources of income from land, farming, poultry, livestock management, horticulture and so on.

Data regarding the monthly income of the respondents are in conflict with that of the household income as presented in the table. It was stated 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.

As per the research findings of Sivaraman (2017), changes in the social and economic frameworks contribute to invigorate the role and status of women. Socio-economic characteristics nourish the intention of entrepreneurship budding among women.

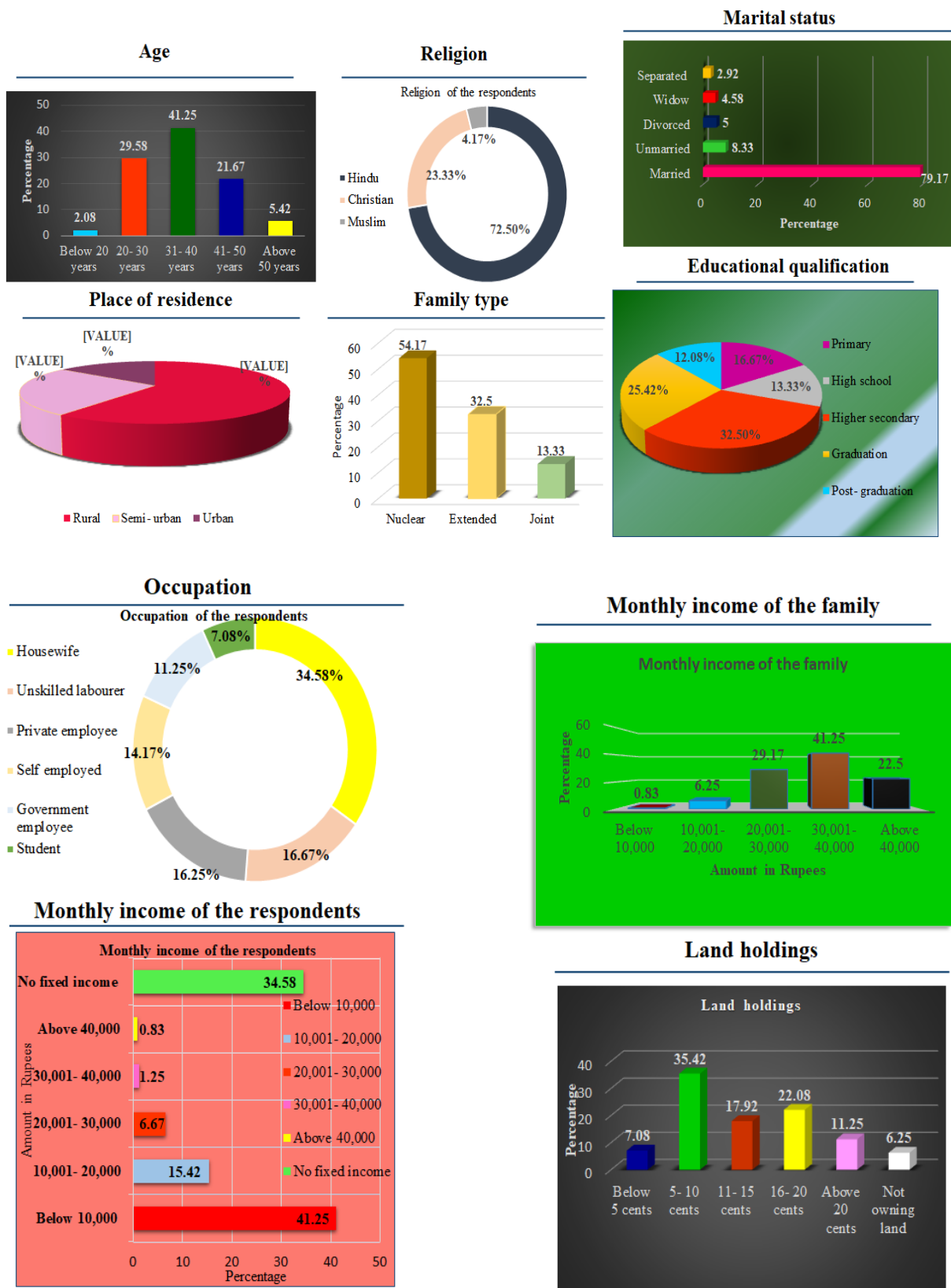


Figure 19: Socio-economic Profile of the Respondents

b. Saving pattern and debt details of the respondents

Table XI describes the saving pattern and debt details of the respondents.

Table XI

Saving Pattern and Debt Details of the Respondents

Variables	Frequency	Percentage
Choice of saving pattern (n=240)		
Bank	145	60.42
Co-operatives	50	20.83
Post office	22	9.17
Chit funds	16	6.67
Insurance	5	2.08
Self- saving (not in any institution)	2	0.83
Indebtedness (n=240)		
Have debt	127	52.92
Do not have debt	113	47.08
Reasons for debt (n= 127)		
Home loan	65	51.18
Marriage	15	11.81
Educational loan	14	11.02
Vehicle loan	13	10.24
Business purpose	7	5.51
Land loan	5	3.94
Medical expenses	4	3.15
Personal purpose	4	3.15
Sources of availing credit (n=127)		
Bank	85	66.93
Co-operative	22	17.32
Self Help Groups	7	5.51
Neighbours	5	3.94
Friends and relatives	5	3.94
Private finance	3	2.36

Women's inclination towards saving behaviour indicate empowerment as well as disclose their repayment capacity and borrowing power (Girija and Kalaivani, 2018). 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. Post office savings were preferred by 9.17 percent of respondents, chit funds were the best choice for 6.67 percent, insurance premiums were favoured by 2.08 percent than other options of saving money and only 0.83 percent of respondents were saving their money by themselves in their home. This meagre percent were women above 50 years of age and they wish to keep money in their hands than depositing in any other institutions. It can be inferred that Co- operatives are influential and had more popularity among the people in the study area after Banks. It was found through further

enquiry that milk and handloom development co- operative societies are wide popular, trustworthy and profitable in the study area.

More than half of the respondents that is 52.92 percent were caught in debt and 47.08 percent were free from debts. They get credit through mortgaging land, vehicle, home and gold.

Reasons for borrowing money were analysed and found that majority 51.18 percent of the respondents had borrowed money for building houses, 11.81 percent had borrowed money for daughter's marriage, 11.02 percent had taken education loan, 10.24 percent had brought car, scooter and bike by utilizing vehicle loans, 5.51 percent had taken money for business needs, 3.94 percent purchased land with borrowed money, 3.15 percent got into debt due to treatment expenses and another 3.15 percent had borrowed money for personal purposes like repaying of debt amount, purchase of assets and so on.

More than one third of the respondents that is 66.93 percent had availed credit facilities from banks, 17.32 percent of respondents utilized credit from Co-operatives, 5.51 percent depended on SHG loans, 3.94 availed money from neighbours, another 3.94 percent of respondents borrowed money from friends and relatives and only 2.36 percent had taken from private finance through gold loans.

c. Self Help Group membership details of the respondents

Self-Help Group membership details of the respondents is presented in Table XII.

Table XII
Self-Help Group Membership Details of the Respondents

Variables	Frequency	Percentage
Membership in Self Help Groups (n= 240)		
Not a member	149	62.08
Member	91	37.92
Years of membership in SHG (n= 91)		
Below one year	1	1.10
1- 5 years	36	39.56
6- 10 years	42	46.15
Above 10 years	12	13.19
Reasons for joining SHG*(n= 91)		
For improving income	82	90.11
For achieving better standard of living	73	80.22
For availing loans	62	68.13
For utilizing extra time	59	64.84
By motivation from friends	43	47.25
To avail Government schemes	41	45.05
To involve in group activities	31	34.07
To involve in entrepreneurship	22	24.18
Reasons for not joining SHG* (n= 149)		
Lack of interest	92	61.74
Lack of self confidence	87	58.39
Lack of awareness	58	38.93
Have secured job	37	24.83
Family responsibilities	28	18.79
Lack of time	27	18.12
Drop out from SHG	17	11.41
Lack of support from family	9	6.04

***Multiple responses**

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 and Tailors. As per Beena and Sari (2014), Self Help Groups that take part in commercial activities are able to provide employment and enhance entrepreneurial skills of women. So, the women who were members in various SHGs can make use of group dynamics to engage in entrepreneurship.

As far as the duration for which the members were engaging in SHG activities is concerned, it was found that 46.15 percent of the respondents were SHG members for a time period of six to ten years, 39.56 percent were members for one to five years, 13.19 percent were having an experience of above 10 years in SHGs and only 1.10 percent of respondents joined SHG within one year time.

On investigating on the reasons for joining SHG, it was noticed that, the respondents had joined the group due to multiple rationales. Major motivation behind the membership for 90.11 percent of the respondents were improving their income, 80.22 percent of the respondents joined SHG for achieving better standard of living, 68.13 percent had the motive of availing bank loans, 64.84 percent had joined on the grounds of utilizing extra time, 47.25 percent had received motivation from friends, 45.05 percent of the respondents had a motive of availing of Government schemes, 34.07 percent had the intention to involve in group activities and 24.18 percent of responses were to involve in entrepreneurship.

Reasons for not joining SHG were assessed and it was pointed out that multiple responses had been marked by the respondents. Majority (62 percent) had lack of interest in joining SHG, 58 percent had lack of self- confidence to involve in SHG activities, 39 percent were unaware of the SHG functioning, 25 percent had secured job and thus not qualified to enter SHG, 19 percent had obligations due to family responsibilities, 18 percent had lack of time, 11 percent were drop out from SHG due to various reasons like health related issues, change in residence, loan repayment conflicts, inability to contribute to thrift amount, age restrictions and only 6.04 percent were not SHG members due to lack of support from family.

B. Entrepreneurial background details of the respondents

Entrepreneurial background details of the respondents are discussed under the following sections:

- a. Previous experience of respondents in the field of entrepreneurship
- b. Participation of the respondents in entrepreneurial training programmes
- c. Involvement of family members in the field of entrepreneurship
- d. Entrepreneurial competencies of the respondents

a. Previous experience of the respondents in the field of entrepreneurship

Previous experience of the respondents in the field of entrepreneurship and their respective enterprises are elaborated in Table XIII and portrayed in Figure 14.

Table XIII

Previous Experience of the Respondents in the Field of Entrepreneurship

Variables	Frequency	Percentage
Previous experience (n= 240)		
Experienced	28	11.67
Not experienced	212	88.33
Nature of enterprise (n= 28)		
Cattle farm	6	21.43
Tailoring	5	17.86
Handloom society	4	14.29
Copra processing	4	14.29
Garment units	2	7.14
Poultry farm	2	7.14
Tuition centre	2	7.14
Beauty parlour	2	7.14
Pappad making	1	3.57

Majority (88.33 percent) of the respondents were not involved in entrepreneurship and 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. Over the decades, facts and figures shows a gradual increase in the number of women who are interested to involve in entrepreneurship (Kaviarasu et al., 2018).

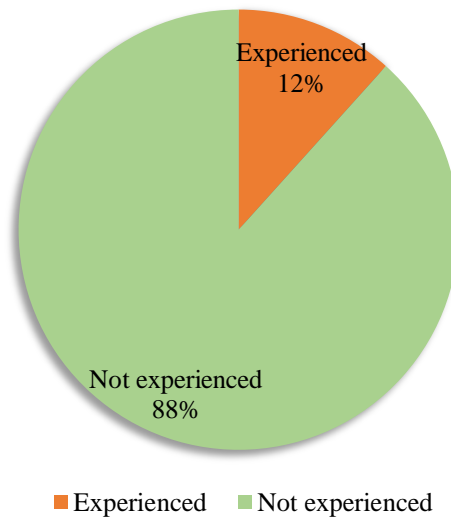


Figure 20: Previous Experience of the Respondents in the Field of Entrepreneurship

The respondents who were having experience in entrepreneurship got engaged in entrepreneurial activities such as cattle farming, tailoring, handloom society management, copra (dried coconut kernel) processing, garment units, poultry farming, tuition centre, beauty

parlour and pappad making. Among these enterprises, more women were involved in cattle farming that is 21.43 percent and the least accounts for pappad making that is 3.57 percent.

b. Participation of the respondents in entrepreneurial training programmes

Participation of the respondents in entrepreneurial training programmes and the trainings undergone by them are presented in Table XIV and portrayed in Figure 21.

Table XIV

Participation of the Respondents in Entrepreneurial Training Programmes

Variables	Frequency	Percentage
Participation (n= 240)		
Participated in entrepreneurial training programmes	25	10.42
Not participated in entrepreneurial training programmes	215	89.58
Entrepreneurial trainings undergone by the respondents (n= 25)		
Stitching and embroidery	4	16
Computer skills and DTP	3	12
Paper plate making	3	12
Baking	2	8
Beauty parlour	2	8
Copra processing	2	8
Pickle production	2	8
Soft toys making	1	4
Jewellery making	1	4
Fabric painting	1	4
Handloom weaving	1	4
Poultry farming	1	4
Pappad making	1	4
Coir products making	1	4

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 can be assumed that those who were having a base in attending training programmes can better utilize the training opportunities given to them in the future than those who were going to attend trainings for the very first time.

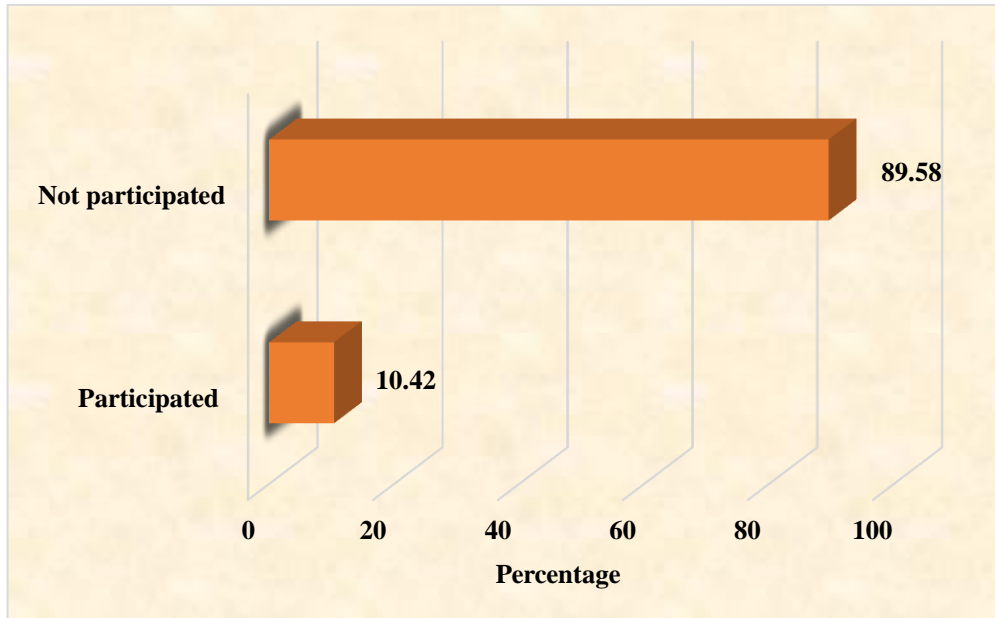


Figure 21: Participation of the Respondents in Entrepreneurial Training Programmes

Entrepreneurial trainings undergone by the respondents were enlisted and found that 16 percent had attended stitching and embroidery classes, 12 percent had undergone training on computer skills and DTP trainings, 12 percent had participated in paper plate making, eight percent participated in baking classes, eight percent attended beauty parlour courses and other streams of trainings attended by the respondents were copra processing, pickle production, soft toys making, jewellery making, fabric painting, handloom weaving, poultry farming, pappad making and coir (coconut fibre) products making.

The findings are in par with the findings of Johnson (2015), who found that his study sample had undergone trainings in tailoring (30.15 percent), embroidery (14.19 percent), dairy and poultry (2.66 percent), beauty parlour (6.20 percent), pappad making (4.87 percent), masala making (4.43 percent) and so on.

c. Involvement of family members in the field of entrepreneurship

Involvement of family members in the field of entrepreneurship and the nature of family businesses in which they are involved is described in Table XV.

Table XV
Involvement of Family Members in the Field Entrepreneurship

Variables	Frequency	Percentage
Involvement of family members (n= 240)		
Involved in entrepreneurship	53	22.08
Not involved in entrepreneurship	187	77.92
Nature of family business (n= 53)		
Stationery shop	10	18.87
Cattle farm	7	13.21
Copra processing	7	13.21
Poultry farm	5	9.43
Handloom society	5	9.43
Vegetable shop	4	7.55
Hotel	4	7.55
Rubber (latex) business	3	5.66
Fancy store	2	3.77
Pappad making	2	3.77
Textile shop	2	3.77
Printing press	1	1.89
Tailoring	1	1.89

Family background played a great role behind the choice of entrepreneurship among women (Gupta and Aggarwal, 2015; Sherif, 2018). 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.

A brief data on the nature of family business involved by the family members of the respondents pointed out that more number of respondents had stationery shop as their family business which accounts for 18.87 percent while the least percent was printing press and tailoring which accounts for 1.89 percent each. Other enterprises engaged by the family members were cattle farm, copra processing, poultry farm, handloom society, vegetable shop, hotel, latex business, fancy store, pappad making and textile shop.

d. Entrepreneurial competencies of the respondents

To understand the underlying dimensions of entrepreneurial competencies among the respondents, factor analysis was done. Various competencies were listed and the respondents were asked to rate as ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’. The scales start with 5 as maximum for strongly agree and end with minimum 1 for strongly disagree. To determine the appropriateness of applying factor analysis the KMO and Bartlett’s test measures were computed and the results are presented below.

Table XVI
Cronbach's Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.721	10

Table XVII
KMO and Bartlett's Test Measures

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.762
Bartlett's Test of Sphericity	Approx. Chi-Square	789.018
	Df	45
	Sig.	0.000

The KMO statistics for all respondents was 0.762 signifying higher than acceptable adequacy of sampling. Bartlett’s test of sphericity was also found to be significant at 1 percent level providing evidence of the presence of relationship between the variables to apply factor analysis.

Table XVIII enlists the Eigen values, their relative explanatory powers and the factor loadings for 10 components identified within the data set. The Eigen values greater than one alone was considered for inclusion in the analysis.

Table XVIII
Entrepreneurial Competencies of the Respondents

Entrepreneurial competencies	Components		
	1	2	3
	Intrinsic facts	Acquired facts	Critical facts
Initiative	.903	-	-
Seeking opportunities	.905	-	-
Commitment	.925	-	-
Problem solving ability	-	-	.878
Self- confidence	-	.863	
Risk taking ability	-	-	.701
Economic motivation	.939	-	-
Social participation	.910	-	-
Market perception	-	.722	-
Knowledge and skill	-	.856	-
Eigen Value	4.932	1.679	1.265
Percent of Variance	49.319	16.792	12.648
Cumulative percent	49.319	66.111	78.759

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.

Similar findings by Rajni and Mehta (2018), explains that factors like initiative, opportunity seeking, knowledge, work commitment, planning and problem solving are entrepreneurial competencies of women.

C. Entrepreneurial training needs assessment of the respondents

Entrepreneurial training needs of the respondents were assessed and discussed under the following titles:

- a. Training needs assessment of the respondents
- b. Relationship between general information variables and the interest to participate in entrepreneurial training programmes by the respondents
- c. Discipline wise need based entrepreneurial training programmes preferred by the respondents
- d. Preferences on the details of the entrepreneurial training programmes
- e. Training package preferred by the respondents
- f. Training methods opted by the respondents
- g. Expectations of the respondents towards the training programmes

a. Training needs assessment of the respondents

An assessment of the training needs of the respondents regarding the conduct and participation in entrepreneurial training programmes were carried out and elaborated in Table XIX.

Table XIX
Training Needs Assessment of the Respondents

Variables	Frequency	Percentage
Interest to participate in training (n= 240)		
Interested	130	54.17
Not interested	110	45.83
Reasons to participate in the training* (n= 130)		
Need for income generation	125	96.15
Skill up gradation	121	93.08
Improve standard of living	117	90.00
To get social identity	108	83.08
Family support	93	71.54
Passion towards entrepreneurship	92	70.77
Utilization of Government assistance	90	69.23
Utilization of free time	88	67.69
Change from daily routine	87	66.92
Exposure on recent knowledge	87	66.92
Association and involvement in group activities	74	56.92
To interact with public	68	52.31
Achievement motivation	64	49.23

To improve self-respect	63	48.46
For self- satisfaction	62	47.69
To achieve independent decision making power	58	44.62
Interest to take up family business	49	37.69
Reasons for not participating in the training*		
Lack of entrepreneurial mind set	68	61.82
Ignorance towards the need for training	67	60.91
Lack of confidence in participation	66	60.00
Already employed	58	52.73
Lack of adequate time	53	48.18
Unavailability of certificate of training	53	48.18
Inclination for job employment	43	39.09
Family responsibilities	41	37.27
Studying (University exams are approaching)	6	5.45
Have to attend other programmes on this time of training	5	4.55

***Multiple responses**

As stated by Lal and Arora (2017), double burden of household chores and child care make it difficult for women to attend formal and informal trainings, thus making them less efficient. But, in this study, 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. Thus, a positive result had been received regarding the respondents in effective participation in the training. Out of 240 respondents, 130 trainees had come forward to participate in the training.

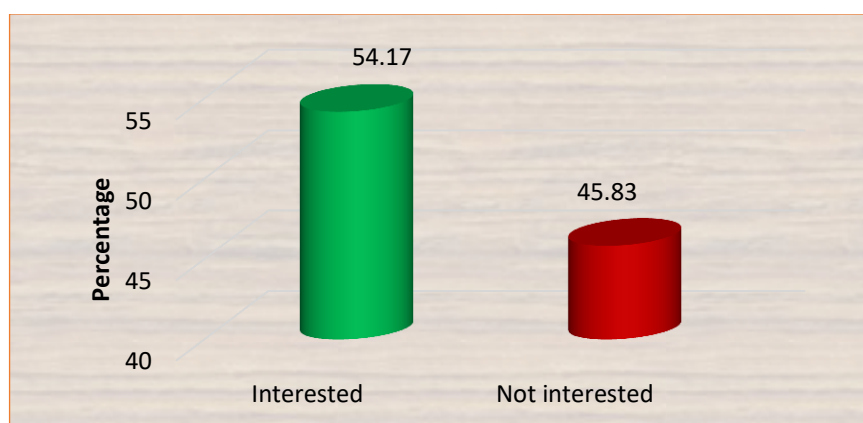


Figure 22: Interest to Participate in Training

Multiple responses had been recorded from the respondents regarding their choice of participation in training. Majority (96.15 percent) were in need for income generation which made them involve in the training followed by skill upgradation which accounts for 93.08

percent of the respondents. Other reasons were need to improve standard of living (90 percent); motive of social identity (83.08 percent), support from family (71.54 percent), passionate towards entrepreneurship (70.77 percent), utilization of Government assistance (69.23 percent) and making use of free time (67.69 percent), change from usual daily routine (66.92 percent), exposure on recent knowledge (66.92 percent), association and involvement in group activities (56.92 percent), to interact with public (52.31 percent), achievement motivation (49.23 percent), to improve self-respect (48.46 percent), for self-satisfaction (47.69 percent), to achieve independent decision making power (44.62 percent) and due to their interest in taking up family business after getting exposure from the training programmes (37.69 percent). These reasons are the motivating factors that become a strong foundation for them to sustain the entrepreneurial behaviour after getting exposed to the training programmes.

Similarly, multiple responses were collected from the respondents regarding the reasons for not participating in the training. Entrepreneurial mind set is an essential catalyse for involving in business but about 61.82 respondents were stating that they lack entrepreneurial mind set, 60.91 percent were ignorant towards the need for training which implicate their unfamiliarity on the importance of entrepreneurship, 60 percent were not confident to take part in the training, 52.73 percent were already engaged in secured jobs, 48.18 had no sufficient time to allocate for the programme, 48.18 percent were concerned about the unavailability of certificates after completion of the training, 39.09 percent were inclined towards Government jobs, 37.27 percent were pulled back by family responsibilities, 5.45 percent were students, thus have limited time to allocate for training and only 4.55 percent had to attend other programmes on the time of training to be organised. These factors pull them back from moving forward towards positive changes and development of women.

b. Relationship between general information variables and the interest to participate in entrepreneurial training programmes by the respondents

The present study has used binary logistic regression to find out the relationship between general information variables and the interest to participate in entrepreneurial training programmes by the respondents.

Table XX**Relationship between general information variables and the interest to participate in entrepreneurial training programmes by the respondents****(Results of Logistic Regression Analysis)**

Variables	B	S.E.	Sig.	Exp (B)
Age	0.352	0.274	0.009**	0.352
Marital Status	0.529	0.714	0.995	10.236
Educational Qualification	0.293	0.293	0.317	0.746
Family Type	0.222	0.909	0.107	0.222
Monthly income of the respondents	0.075	0.329	0.000**	0.075
Family Income	0.419	0.402	0.008**	0.419
Land holdings in Cents	1.019	0.471	0.030*	1.019
Place of Residence	-1.088	0.407	0.007**	-1.088
Occupation	0.816	0.348	0.019*	0.816
Self Help Group membership	0.183	0.443	0.679	0.832
Constant	3.258	1.176	0.006	26.008
Nagelkerke R Square	0.703			
Hosmer and Lemeshow test (χ^2)	4.335			
Number of Observations	240			
Classification Percentage	78			

***Significant at 1 percent level; ** Significant at 5 percent level.**

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. Gdadyan et al.(2017) made similar inference that, socio- economic factors have an impact on entrepreneurial activities of trainees.

c. Discipline wise need based entrepreneurial training programmes preferred by the respondents

Discipline wise need based entrepreneurial training programmes preferred by the respondents is displayed in Table XXI and Figure 23.

Table XXI**Discipline Wise Need Based Training Programmes Preferred by the Respondents**

Item	Frequency	Percentage
Nature of enterprise (n= 130)		
Convenience food	35	26.92
Wealth out of waste	34	26.15
Eco- friendly products	31	23.85
Beauty products	30	23.08
Product		
Convenience food (n= 35)		
Virgin coconut oil	11	31.43
Coconut laddu	10	28.57
Instant coconut masala mix	8	22.86
Coconut theeyal mix	4	11.43
Coconut water soft drink	2	5.71
Wealth out of waste (n= 34)		
Paper bag	12	35.29
Coconut shell soap dish	8	23.53
Cloth pouch	6	17.65
Craft items from plastic bottle	5	14.71
Home decors from popsicle sticks	3	8.82
Eco-friendly products (n= 31)		
Reed container	9	29.03
Flower vase	8	25.81
Lamp shade	6	19.35
Packing basket	5	16.13
Muram	3	9.68
Beauty Products (n= 30)		
Handmade soap	13	43.33
Henna mix	6	20.00
Papaya facial cream	5	16.67
Herbal hibiscus shampoo	3	10.00
Beetroot lip balm	3	10.00

Some of the auxiliary business possibilities impending women entrepreneurs as observed by Sangolagi and Alagawadi (2016) are eco- friendly technology, herbal and health care, food processing, soap factories, packaging and IT enabled enterprises. Similarly, in the current research work also, enterprise wise categorisation of the responses indicated that almost equal share of participants had preferred four subgroups of enterprises, 26.92 percent for convenience food, 26.15 percent for wealth out of waste, 23.85 percent for eco- friendly products and 23.08 percent for beauty products.

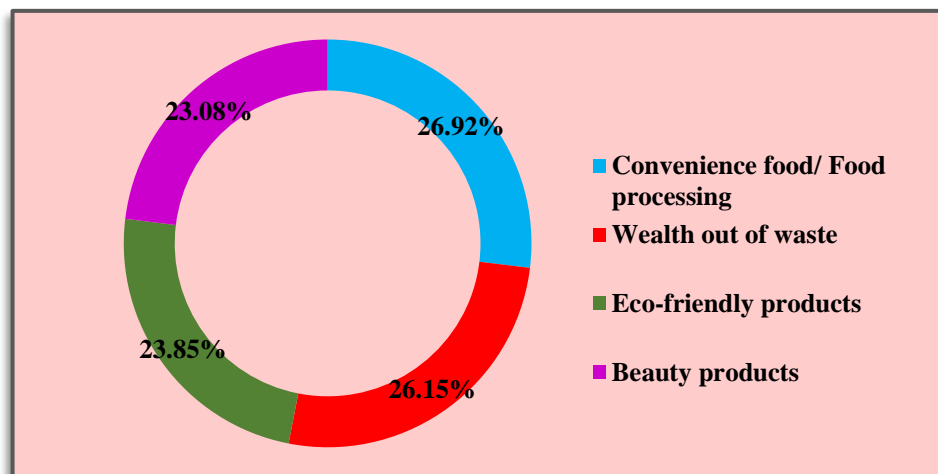


Figure 23: Nature of Enterprise Preferred for Training

Product wise details revealed that from each enterprise, five products had been selected by the respondents and which is presented in Table XXI. Ritu et al. (2017) found that food processing related enterprises are of high training need among more number of women. Convenience food related enterprise comprised of products like virgin coconut oil, coconut laddu, instant coconut masala mix, coconut theyal mix and coconut water soft drinks. Under the enterprise of wealth out of waste, paper bag, coconut shell soap dish, cloth pouch, craft items from plastic bottle and home decors from popsicle sticks were the products. The range of products in eco- friendly products were reed container, flower vase, lamp shade, packing basket and muram (winnow). Beauty products preferred by the respondents were handmade soap, henna mix, papaya facial cream, herbal hibiscus shampoo and beetroot lip balm.

d. Preferences on the details of the entrepreneurial training programmes

Discipline wise details on the preferences of the respondents on time, duration, venue and choice of subject experts with respect to the entrepreneurial training programmes are tabulated and presented in Table XXII.

Table XXII

Preferences on the Details of the Entrepreneurial Training Programmes

Details	Discipline								Total (n= 130)	
	Convenience Food (n= 35)		Wealth out of waste (n= 34)		Eco- friendly products (n= 31)		Beauty products (n= 30)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Time slot preference										
9.30 am to 2.30 pm	22	62.86	8	23.53	5	16.13	18	60	53	40.77
10.00 am to 3.00 pm	10	28.57	23	67.65	21	67.74	2	6.67	56	43.08
1.00 pm to 6.00 pm	2	5.71	2	5.88	2	6.45	4	13.33	10	7.69
10.00 am to 12.00 pm	1	2.86	1	2.94	3	9.68	6	20	11	8.46
Duration (in days)										
1-2 days	4	11.43	1	2.94	5	16.13	9	30	19	14.62
3 days	20	57.14	19	55.88	18	58.06	16	53.33	73	56.15
4 days	2	5.71	3	8.82	1	3.23	2	6.67	8	6.15
5- 6 days	1	2.86	6	17.65	6	19.35	2	6.67	15	11.54
One week	8	22.86	5	14.71	1	3.23	1	3.33	15	11.54
Venue										
Near to residence	20	57.14	10	29.41	16	51.61	5	16.67	51	39.23
Co-operative Society	9	25.71	5	14.71	6	19.35	5	16.67	25	19.23
Training Centre	5	14.29	2	5.88	8	25.81	1	3.33	16	12.31
Community hall	1	2.86	17	50	1	3.23	19	63.33	38	29.23
Subject experts										
Professional trainers	7	20	16	47.06	5	16.13	13	43.33	41	31.54
Successful entrepreneurs	18	51.42	9	26.47	5	16.13	7	23.33	39	30
Government and bank officials	5	14.29	5	14.71	15	48.39	5	16.67	30	23.08
Experienced academicians	5	14.29	4	11.76	6	19.35	5	16.67	20	15.38

The respondents were asked about their convenient time to attend the training programmes and it was found that among the respondents constituted in the convenience food batch, majority that is 62.86 percent favoured time slot of 9.30 am to 2.30 pm, among the wealth out of waste category, 67.65 percent preferred 10. 00 am to 3.00 pm for attending training, among the respondents from eco- friendly products group, majority, that is 67.74 percent opted time slot from 10.00 am to 3.00 pm while the respondents who come under beauty products batch preferred 9.30 am to 2.30 pm. Thus, it is obvious from the table that, more number of respondents preferred the time from 10.00 am to 3.00 pm for attending the training programme. It was explained by the majority of respondents that from 10.00 am to

3.00 pm, they had sufficient free time available since their children and husbands go for school and work places respectively. After 3.00 pm, they were engaged in household chores.

Among the respondents from convenience food batch, more than half of the respondents that is 57.14 percent needed training for three days, 55.88 percent of the respondents from wealth out of waste batch also needed three days of training, 58.06 percent from eco- friendly products batch were also willing to spent three days for taking part in the training and 53.33 percent from beauty products group also preferred for three days of training programmes. When total number of respondents are considered, it is evident that majority that is 56.15 percent preferred three days entrepreneurial training programmes. It is implicated that majority of the respondents have got homogenous interest with respect to duration of training. The findings are in par with the findings of Masur (2014), who also found in her study that majority (52.50 percent) of women respondents attended income generating trainings for one to three days.

Venue of the training programmes opted by the respondents from convenience food batch showed that 57.14 percent were comfortable if the training is organised near their home, with respect to the respondents from wealth out of waste, 50 percent required training to be arranged in the community meeting hall, 51.61 percent of the respondents from eco- friendly products batch were willing to attend training in a place near to their home and 63.33 percent were comfortable to attend training in community hall. When the opinion of respondents as a whole is taken, it can be inferred that since majority of the respondents were housewives, they wish to be near their home and so that they need not spend money or energy to places far away from their home.

Subject experts for entrepreneurial training programmes constitute professional trainers to experienced entrepreneurs. When asked about their choice of subject expert, 51.42 percent of the respondents from convenience food batch responded that they needed successful entrepreneurs as their trainers, 47.06 percent opted professional trainers in the case of wealth out of waste batch, 48.39 percent opted Government and bank officials as trainers in the case of respondents from eco- friendly products group and 43.33 percent opted professional trainer as their subject expert for handling training sessions. Thus, when total number of respondents are considered 31.54 percent preferred professional trainers.

e. Training package preferred by the respondents

Discipline wise details on the preferences expressed by the respondents with respect to the entrepreneurial training package is portrayed in Table XXIII.

Table XXIII
Training Package Preferred by the Respondents*

Training content	Frequency	Percentage
Convenience food (n= 35)		
Steps in starting of enterprise	35	100
Launching formalities	32	91.43
Proposal writing to avail loan	31	88.57
Product making class	31	88.57
Logo creation	26	74.29
FSSAI registration procedures	25	71.43
Standardisation	23	65.71
Quality check	23	65.71
Weighing methods	22	62.86
Labelling requisitions	20	57.14
Interaction with entrepreneurs in food industry	19	54.29
Wealth out of waste (n= 34)		
Product development	34	100
Resource management	34	100
Business plan	33	97.06
Rules and regulations in starting and running of enterprise	33	97.06
Marketing ideas	30	88.24
Market survey methods	27	79.41
Taxation and GST registration	26	76.47
Legal formalities	25	73.53
Book keeping details	25	73.53
DIC registration	24	70.59
Organizations supporting wealth out of waste products	21	61.76
Bank schemes for entrepreneurs	20	58.82
Insurance	20	58.82
Eco- friendly products (n= 31)		
Motivational aspects	31	100
Time management ideas	31	100
Tips for efficient running of enterprise	30	96.77
Product development skills	30	96.77
Udyog Aadhar registration details	28	90.32
Product pricing	27	87.09
Brand development and branding ideas	27	87.09
Digital marketing	23	74.19
Accounting details	21	67.74
Sources of funds available for entrepreneurs	21	67.74
Beauty products (n= 30)		
Development of entrepreneurship skills	30	100
Skill training in handmade beauty products	30	100
Tips for developing leadership qualities	29	96.67
Team work tips	29	96.67
Communication skills development	28	93.33
Enterprise building procedures	24	80
Guidance on business opportunities and ideas	23	76.67
Ideas for marketing tie ups	22	73.33
Profit loss analysis	22	73.33
Customer engagement	21	70
Interaction with Government officials involved in entrepreneurship	21	70

*Multiple responses

Among the respondents who have opted convenience food as their enterprise field, cent percent need to know about the steps in starting of an enterprise, 91.43 percent require information on formalities related to launching of enterprise, 88.57 percent were interested in understanding writing a business proposal in order to avail loan from financial institutions, 88.57 percent look forward to get imbibed with coconut based convenience food products making sessions, 74.29 percent were eager to have skill in the creation of unique logos for their products, FSSAI registration which is mandatory for food related industry was the preference for 71.43 percent of the respondents, 65.71 percent need to know about standardisation of products, 65.71 percent preferred quality check, 62.86 percent require skill in weighing of products, 57.14 percent need to have knowledge in labelling requirements and 54.29 percent were interested to have sessions on interaction with entrepreneurs from renowned food industries.

As far as the batch who had preferred for wealth out of waste products enterprise is concerned, it is revealed in the table that, cent percent of the respondents each require product development skill in wealth out of waste category of enterprise and resource management techniques which involve time, money, energy, raw materials, man power and so on. Detailed information on business plan creation and implementation of it was the choice for 97.06 percent of the respondents, rules and regulations governing the starting and running of an enterprise in the wealth out of waste area of enterprise was the preference given by 97.06 percent of the respondents, 88.24 percent of the respondents require knowledge acquisition in ideas related to marketing of products and services, 79.41 percent require information on market survey and its various methods, taxation and GST registration was the choice for 76.47 percent, legal formalities related to enterprise management was favoured by 73.53 percent while another 73.53 percent opted for details on book keeping, DIC registration was the preference for 70.59 percent of respondents, 61.76 percent were eager to know the organisations that support for enterprises coming under wealth out waste, 58.82 percent each preferred sessions on bank schemes available for entrepreneurs especially budding women entrepreneurs and insurance formalities related to enterprise.

Cent percent each of the respondents who come under eco- friendly products batch had chosen motivational aspects and time management ideas as their most preferred content for the entrepreneurial training programme, 96.77 percent need assistance in efficient running of enterprise, another 96.77 percent preferences was for product development skills in reed products, 90.32 percent require to know the steps involved and the benefits to be achieved through Udhhyog Aadhar registration, 87.09 percent each wish to have product pricing details

and brand development ideas, 74.19 percent were eager to update in the entrepreneurship field through various digital marketing ideas, 67.74 percent each need to know about accounting details and various sources of availing funds for the purpose of entrepreneurship development.

When enquired about the preferences for training package to the respondents from beauty products batch, it was revealed that cent percent each need knowledge in entrepreneurship skills and skill training in beauty products, tips for team work was the choice of training content for 96.67 percent, 93.33 percent wished to develop their communication skills through this training programme, 80 percent require information on the procedures involved in the starting of an enterprise, 76.67 percent need guidance on business opportunities and ideas feasible to the local market as well as the geographical peculiarities, 73.33 percent need to have better ideas on marketing tie ups, another 73.33 percent were interested to know the profit loss analysis of the enterprise, 70 percent selected the efficient techniques of customer engagement and another 70 percent were interested to have interaction with Government officials involved in entrepreneurship so that they can have this exposure as an investment while starting an enterprise.

Thus, it is inferred from the table that, even though the preferences vary in each discipline, the contents can be generalised and implicated that the respondents require acquisition of knowledge and skill in all aspects related to enterprise building, managing and successful running of the same. Similarly, Srikanth et al. (2013) in their study explained that training components of entrepreneurship training comprise of awareness, self- confidence, skill training, management, marketing, finance, project formulation and interaction with successful entrepreneurs.

f. Training methods opted by the respondents

Training methods opted by the respondents is described discipline wise in Table XXIV.

Table XXIV
Training Methods Opted by the Respondents

Training Methods	Discipline								Total (n= 130)	
	Convenience Food (n= 35)		Wealth out of waste (n= 34)		Eco- friendly products (n= 31)		Beauty products (n= 30)			
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Demonstration with practical experience	10.63	1	8.82	1	10.35	1	8.33	2	9.53	1
Lecture	10.37	2	8.47	3	10.13	2	6.87	1	8.96	2
Discussion forum	6.11	5	5.68	7	5.84	5	7.13	3	6.19	4
Brain storming	5.57	7	5.18	8	3.45	10	5	8	4.80	7
Sensitivity training	3.71	9	3.09	10	5.52	6	5.43	6	4.44	9
Case studies	4.63	8	8.5	2	4	8	6.80	5	5.98	6
Simple literature	1.23	11	5.76	6	3.84	9	2.67	11	3.38	10
Video presentations	2.57	10	2.32	11	2.68	11	3.67	10	2.81	11
Role play	5.6	6	4.12	9	4.74	7	4.33	9	4.69	8
Consultation with entrepreneurs	7.03	4	5.91	5	5.87	4	5.23	7	6.01	5
Exposure visit to enterprises	8.51	3	8.15	4	6.48	3	10.67	1	8.45	3

Training methods are vital in imbibing specific skills and knowledge among the learners. Even though the training methods vary for each session of training, the choice of it 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. Discipline wise ranking to training methods is elaborated in the table. When analysed among the total respondents, Rank I was assigned to the method ‘Demonstration with practice’ in which the trainer demonstrate the process of making a product specific to each enterprise chosen by the respondents and at the same time the respondents learn the skill by doing it by themselves, Rank II was given to the ‘Lecture method’ where the trainer explains the concepts and ideas, Rank III was given to the method ‘Exposure visit to enterprises’ where the respondents were taken to an enterprise of their field of interest and observe the functioning and management of the same along with the interactions with the entrepreneur as well as employees, Rank IV was given to ‘Discussion forum’ method in which a topic related to the

field of study was introduced to the respondents and they discuss it among the group members, Rank V was assigned to 'Consultation with entrepreneurs' where the respondents get chances to meet entrepreneurs involved in their enterprises so that they can interact, interview and clarify their doubts related to all aspects of entrepreneurship, Rank VI was given to 'Case studies' where the respondents study about an entrepreneur or enterprise in detail, Rank VII was given to 'Brain storming' method where problem solving is encouraged through idea generation, Rank VIII was given to 'Role play' where the respondents were assigned various roles of an entrepreneur and evaluate it by observing how they act upon on specific situations in enterprise building and managing, Rank IX was given to 'Sensitivity training' where the respondents were made aware of themselves by giving them chances to speak about their experiences and feelings thereby strengthening group interactions, Rank X was given to 'Simple literature' which consist of reading materials like booklets, brochures and other materials and Rank XI was given to 'Video presentations' on various facets of entrepreneurship development.

The results lead to similar conclusion of Manimala and Kumar (2012) who found that trainees preferred learning through doing as an important and prior learning need in an entrepreneurship training programme.

g. Expectations of the respondents towards the training programmes

Expectations of the respondents towards the entrepreneurial training programmes is elaborated in Table XXV.

Table XXV

Expectations of the Respondents towards the Training Programmes*

Expectations	Frequency	Percentage
Convenience food (n= 35)		
Monetary allowances for participation in training	35	100
To manufacture homemade convenient food	35	100
Updating with new skills	32	91.43
Looking for linkages with Government and Non- Government agencies	30	85.71
Involving family members to entrepreneurship	29	82.86
Interaction with other similar interested people	28	80
Value addition to coconut at low cost of production	25	71.43
Outreaching the material which is locally available and abundant to global market	19	54.29
Wealth out of waste (n= 34)		
Economic benefits by participating in the training	34	100
Utilization of fund through Government schemes	30	88.24
Starting an enterprise in wealth out of waste products	29	85.29
Utilization of nature friendly techniques	21	61.76
Development of entrepreneurship capabilities	20	58.82
Development of positive attitude towards entrepreneurship	16	47.06
Minimizing the impact of waste generation and accumulation	14	41.18
Collaboration with selling outlets	13	38.24
Promotion of aesthetic recycling ideas	11	32.35
Modification of useless products to useful products	11	32.35
Eco- friendly products (n= 31)		
Monetary allowance for attending training	31	100
Starting of an enterprise which is eco- friendly in nature	26	83.87
Opportunity for socialisation	17	54.84
Getting ideas on online trading of eco- friendly products	15	48.39
Exporting ideas	12	38.71
Environment consciousness	12	38.71
Development of self- esteem	11	35.48
Upgrading the traditional reed workers to business mainstream	10	32.26
Proper guidance and support even after training	9	29.03
Beauty products (n= 30)		
Economic benefits	30	100
Cost effective production techniques	23	76.67
Raising confidence level after training	23	76.67
Gathering profit making ideas	21	70
Starting of beauty products unit	21	70
Involvement in team activities	19	63.33
Develop homemade cosmetic products	14	46.67
Getting proper knowledge from starting to managing of enterprise	13	43.33
Promote organic cosmetic ingredients	12	40

*Multiple responses

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. Updating with new skills and capabilities with respect to entrepreneurship field was the expectation of 91.43 percent of the respondents, 85.71 percent were looking forward to create entrepreneurship linkages with Government and Non- Government agencies through the training, 82.86 percent expect to involve family members in this field so that they can ensure familial support in future for all aspects related to enterprise running, 80 percent were keen to interact with likeminded people so that they can join hands for group ventures, 71.43 percent were expecting to do value addition in coconut to produce convenience food products at low production cost and 54.29 percent of the respondents had the goal of outreaching coconut based food products to global market under their own brand names so that the resource which is locally and abundantly available in this topography get wide reach in the market.

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, 85.29 percent expect to start an enterprise in wealth out of waste products after getting skilled through the training, 61.76 percent had the expectation of utilization of nature friendly techniques by adopting this field of enterprise, 58.82 percent were eager to develop entrepreneurship capabilities which enable them to successfully manage an enterprise, 47.06 percent expect to develop a positive attitude towards entrepreneurship, 41.18 percent aims at minimizing the impact of waste generation and accumulation by engaging in this field of entrepreneurship, 38.24 percent expect to get collaborations with various selling outlets of NGOs, Self Help Groups, KVKs, training centres and other organizations, promotion of aesthetic recycling ideas was the expectation of 32.35 percent of the respondents and 32.35 percent expect modification of useless products to useful products by participating in 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, 54.84 percent had the intention of utilizing opportunity for socialisation by interacting with other similar interested people, 48.39 percent were expecting to get ideas on online trading of eco- friendly products, 38.71 percent each expect exporting ideas and also with the intention of environment consciousness, 35.48 percent expect to

develop self- esteem, 32.26 percent hope for upgrading the traditional reed workers to business mainstream and 29.03 percent need proper guidance and support even after training.

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, 70 percent expect to gather profit making ideas, another 70 percent hope to start beauty products unit, 63.33 percent were looking forward to get involved in group activities, 46.67 percent expect to develop homemade cosmetic products at reasonable price, 43.33 percent require proper knowledge in starting and managing of enterprise and 40 percent wish to promote organic cosmetic ingredients by engaging in this enterprise.

Phase II: Training Implementation Phase

Training implementation phase involves 130 trainees who were subsampled from the 240 women respondents after assessing their training needs.

A. Socio- economic profile of the trainees

Table XXVI describes socio- economic profile of the trainees.

Table XXVI

Socio-economic Profile of the Trainees

Variables	Discipline								Total (n= 130)	
	Convenience food (n= 35)		Waste out (n= 34)		Eco- friendly products (n= 31)		Beauty products (n= 30)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Age										
Below 20 years	-	-	1	2.94	-	-	3	10	4	3.08
20 – 30 years	12	34.29	8	23.53	8	25.81	13	43.33	41	31.54
31 – 40 years	18	51.43	17	50	12	38.71	12	40	59	45.38
41 – 50 years	2	5.71	5	14.71	9	29.03	2	6.67	18	13.85
Above 50 years	3	8.57	3	8.82	2	6.45	-	-	8	6.15

Religion										
Hindu	25	71.43	26	76.47	27	87.09	20	66.67	98	75.38
Christian	9	25.71	7	20.59	3	9.68	7	23.33	26	20
Muslim	1	2.86	1	2.94	1	3.23	3	10	6	4.62
Marital status										
Married	26	74.29	28	82.35	25	80.65	23	76.67	102	78.46
Unmarried	3	8.57	5	14.71	2	6.45	7	23.33	17	13.08
Divorced	4	11.43	1	2.94	2	6.45	-	-	7	5.38
Widow	2	5.71	-	-	2	6.45	-	-	4	3.08
Place of residence										
Rural	18	51.43	16	47.06	17	54.84	18	60	69	53.08
Semi-Urban	13	37.14	12	35.29	7	22.58	4	13.33	36	27.69
Urban	4	11.43	6	17.65	7	22.58	8	26.67	25	19.23
Family type										
Nuclear	25	71.43	16	47.06	17	54.84	16	53.33	74	56.92
Joint	4	11.43	7	20.59	4	12.90	5	16.67	20	15.38
Extended	6	17.14	11	32.35	10	32.26	9	30	36	27.69
Educational qualification										
High School Education	6	17.14	8	23.53	3	9.68	7	23.33	24	18.46
Higher Secondary	21	60	9	26.47	12	38.71	7	23.33	49	37.69
Graduation	7	20	13	38.24	7	22.58	11	36.67	38	29.23
Post-Graduation	1	2.86	4	11.76	9	29.03	5	16.67	19	14.62
Occupation										
House Wife	29	82.86	13	38.24	6	19.35	3	10	51	39.23
Unskilled Labourer	2	5.71	9	26.47	21	67.74	6	20	38	29.23
Private Employee	1	2.86	10	29.41	1	3.23	11	36.67	23	17.69
Student	2	5.71	1	2.94	1	3.23	6	20	10	7.69
Government Employee	1	2.86	1	2.94	2	6.45	4	13.33	8	6.15
Monthly income of the family (in Rs.)										
Below Rs. 10,000	1	2.86	-	-	-	-	-	-	1	0.77
Rs. 10,001 – Rs. 20,000	1	2.86	3	8.82	5	16.13	6	20	15	11.54
Rs. 20,001 – Rs. 30,000	20	57.14	14	41.18	11	35.48	12	40	57	43.85
Rs. 30,001 – Rs. 40,000	10	28.57	9	26.47	7	22.58	8	26.67	34	26.15
Above Rs. 40,000	3	8.57	8	23.53	8	25.81	4	13.33	23	17.69
Monthly income of the respondent (in Rs.)										
Below Rs. 10,000	11	31.43	9	26.47	13	41.96	18	60	51	39.23
Rs. 10,001 – Rs. 20,000	2	5.71	6	17.65	1	3.23	5	16.67	14	10.77
Rs. 20,001 – Rs. 30,000	2	5.71	1	2.94	2	6.45	-	-	5	3.85
Rs. 30,001 – Rs. 40,000	1	2.86	-	-	-	-	-	-	1	0.77
Above Rs. 40,000	1	2.86	-	-	-	-	-	-	1	0.77
No fixed income	18	51.43	18	52.94	15	48.39	7	23.33	58	44.62

It is apparent from the table that, age of the respondents when assessed as a whole, indicates that more number of respondents (45.38 percent) were from the age group of 31 to 40 years. Likewise, discipline wise categorisation also reveals that under the age group of 31 to 40 years, more number of respondents were from the batches of convenience food, wealth out of waste and eco- friendly products. While, in the case of beauty products batch, more representation is seen from the respondents of the age group 20- 30 years, which implicate that younger women preferred to participate in beauty products enterprise when compared to other categories of enterprises.

Religion wise distribution of the trainees pointed out that majority (75.38 percent) were from Hinduism which is also reflected in the data with respect to discipline wise categorisation.

The civil status of the trainees encompass women who were married, unmarried, divorced and widow. It was observed from the collected data that majority of the trainees were married (78.46 percent) which infers that, in the study area, married women get more support and opportunities from their families to get involved in training programmes when compared with women of other civil status.

Data regarding the place of residence of the trainees shows that more number of trainees as a whole (53.08 percent) and from disciplines like convenience food (51.43 percent), wealth out of waste (47.06 percent), eco- friendly products (54.84 percent) and beauty products (60 percent) were from rural areas. Least representation came from urban areas which indicates that in the study area, rural women showed more enthusiasm to undergo training compared to other areas of dwelling.

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.

This is an important finding in the understanding of the monthly income of the trainees that majority of the respondents were having meagre to no regular income as they were unemployed and employed in petty works in the unorganised sectors. The share of trainees who had no fixed income was 44.62 percent, 39.23 percent were earning below Rs. 10,000 per month through jobs like serving nearby households in domestic works, coolie works, workers under employment guarantee schemes and construction related works.

B. Sources of information obtained by the trainees on the conduct of entrepreneurial training programmes

The sources through which the trainees received information on the conduct of the training is elaborated in Table XXVII.

Table XXVII
Sources of Information Obtained by the Trainees on the Conduct of
Entrepreneurial Training Programmes*

Sources of information	Discipline								Total (n= 130)	
	Convenience food (n=35)		Wealth out of waste (n=34)		Eco-friendly products (n=31)		Beauty products (n=30)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Training brochure	35	100	32	94.12	30	96.77	30	100	127	97.69
Phone calls	21	60	32	94.12	27	87.09	30	100	110	84.62
Local Newspaper	21	60	30	88.24	29	93.55	27	90	107	82.31
Social media	27	77.14	19	55.88	23	74.19	24	80	93	71.54
Friends or relatives or neighbours	7	20	22	64.71	16	51.61	25	83.33	70	53.85
Kudumbashree Neighbourhood Groups	14	40	19	55.88	8	25.81	11	36.67	52	40
FM Radio	12	34.29	17	50	9	29.03	13	43.33	51	39.23
NGO	3	8.57	12	35.29	9	29.03	7	23.33	31	23.85

*Multiple responses

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.

As discussed here, research work of Masur (2014) also mentions about the sources of training information and it was found in his study that majority of women trainees received training information through trained women followed by friends, neighbours and training institution.

C. Implementation of the entrepreneurial training programmes

Based on the training needs assessment, convenience and interest of the trainees, training package was prepared and implemented. Training brochure and training booklets is elaborated in Annexure VIII and IX. Detailed training package and training schedule is affixed in the Methodology section.

D. Feedback of the entrepreneurial training programmes

Feedback of the entrepreneurial training programmes among the trainees was enquired by the researcher. This study tried to identify the significant factors of the respondents on their training feedback by using factor analysis.

**Table XXVIII
Cronbach's Reliability Test**

Reliability Statistics	
Cronbach's Alpha	No. of Items
.794	17

To determine the reliability of applying factor analysis, the Cronbach’s Alpha test was applied and the result can be found in the Table XXVIII. From the table it can be found that the Cronbach`’s alpha value was .794 which is greater than 0.6 indicating the internal consistency of the constructs. Hence, the instrument used in this study had a high reliability value. Factor analysis was done to determine the underlying dimensions of the constructs.

**Table XXIX
KMO and Bartlett's Test Measures**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	2390.078
	Df	190
	Sig.	.000

As a first step, two tests namely, Kaiser-Meyer-Olkin measures of sampling adequacy (KMO) and Bartlett’s Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The estimated Kaiser-Mayer-Olkin measure of

sampling adequacy was 0.791 and χ^2 value for Bartlett's test for sphericity 2390.078 which indicate that the selected variables for factor analysis was found to be appropriate.

Table XXX
Feedback of the Entrepreneurial Training Programmes

Statements	Components			
	1	2	3	4
	Overall evaluation of training	Efficiency of resource person	Teaching learning methods	Teaching learning atmosphere
Our expectations were fulfilled through this training programme	.852			
Excellent interaction with co-participants was provided in the training programme	.807			
Training programme enable you to start your own enterprise	.824			
Conduct of the training was appreciable	.938			
This training can be recommended to others	.718			
Helpful and relevant reading materials were provided			.946	
Comfortable training environment and physical facilities were provided				.798
Realistic and applicable training was implemented	.883			
Need based training was provided	.871			
Knowledgeable resource persons were provided to handle the sessions		.906		
Trainers had excellent communication skill		.914		
Adequate time was provided for questions, discussions and clearing doubts			.920	
Appropriate teaching aids were used in various sessions			.950	
Satisfying hospitality was provided				.761
Relevant subject matters were dealt throughout the training programme		.899		
Properly organised and easy to follow contents were provided		.897		
Provision for interaction of the participants with the trainer was provided		.798		
Eigen Value	6.888	4.690	3.081	1.452
Percent of Variance	31.310	21.317	14.005	6.598
Cumulative percent	31.310	52.627	66.632	73.605

Feedback evaluation of entrepreneurship development programmes is imminent to check its success rate (Nitheeshkumar and Sreekanth, 2015). The communalities of all the 17 variables were above 0.5 indicating that a good percentage of variance in the variables was explained by the factors. To find out how many factors are to be retained, Eigen values were obtained. The estimated Eigen values are given in table XXX. For identifying the feedback of the respondents on their training programme with Eigen values exceeding one were retained for the 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 explains 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 explains 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 explains about 6.598 percent of variance in the feedback of the training programme of the respondents.

E. Usefulness of the entrepreneurial training programmes

Usefulness of the entrepreneurial training programmes as opined by the trainees is presented in Table XXXI.

Table XXXI

Usefulness of the Entrepreneurial Training Programmes*

Usefulness	Frequency	Percentage
Convenience food (n= 35)		
Got to know about detailed process of launching an enterprise	35	100
Development of skill in value added food products making	35	100
Interacted with entrepreneurs in convenience food enterprise	35	100
Got idea on FSSAI registration procedures	35	100
Started to think about starting an enterprise	28	80
Got awareness on judicious uses of locally available resources	27	77.14
Family support for entrepreneurship was ensured	16	45.71
Wealth out of waste (n= 34)		
Ability to produce economically viable products from waste was developed	34	100
Got information on starting small scale cottage industries with wealth out of waste products	34	100
Got information on supportive tie ups to collaborate in future	31	91.18
Made aware of the concept of reduce, recycle and reuse	30	88.24
Got to know about working within a group	23	67.65
Self- confidence was developed	15	44.12
Eco- friendly products (n= 31)		
Marketing tie ups were identified	31	100
Online trading opportunities were identified	31	100
Identified groups with similar interest to start joint venture	24	77.42
Got ideas for managing time properly	21	67.74
Environment consciousness was developed	16	51.61
Interpersonal skills enhanced	11	35.48
Beauty products (n= 30)		
Got information on procedures to register an enterprise in MSME and DICs	30	100
Got contact details of organisations promoting beauty products	30	100
Got information on making of beauty products with minimal investment	30	100
Got ideas on production of innovative organic beauty products	24	80
Enriched with profit making ideas with minimum cost of production	19	63.33
Selling outlets were identified	13	43.33
Leadership skills were identified	12	40

***Multiple responses**

Among the trainees who have opted convenience food as their enterprise revealed the following with regard to the usefulness of the entrepreneurial training programmes: trainees 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: received information on procedures to register an enterprise in Micro Small and Medium Enterprises and District Industries Centres (100 percent), received contact details of organisations promoting beauty products (100 percent), received information on making of beauty products with minimal investment (100 percent), received 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).

F. Suggestions towards the improvement of entrepreneurial training programmes

Suggestions put forward by the selected trainees, after the completion of entrepreneurial training programmes are consolidated and presented in Table XXXII.

Table XXXII
Suggestions of the Trainees towards the Improvement of Entrepreneurial
Training Programmes*

Suggestions	Frequency	Percentage
Convenience food (n= 35)		
Practical sessions on handling of machineries (coconut grating shredding, de- shelling and coconut milk extracting machines) were needed	23	65.71
Certification was required	22	62.86
Soft skills techniques need to be imbibed	12	34.29
Wealth out of waste (n= 34)		
Machine operated paper bag making process was also needed to be familiarised	27	79.41
Further periodic training in paper bag and home décor items with latest updates are required in future	19	55.88
Certification was required	19	55.88
Collaboration with Government agencies with respect to the production of home décor items from plastic waste was needed	8	23.53
Eco- friendly products (n= 31)		
Video conference or meeting with entrepreneurs in importing field was required.	25	80.65
Other members of the family who were interested was also needed to be included.	21	67.74
Training on more diverse products in combination with reed and coir or banana fibre is required in future	16	51.61
Machine handling experience in industrial level production was required	14	45.16
Beauty products (n= 30)		
Familiarisation of industrial level processing and production of beauty products was needed.	27	90
Field visits outside the district was required.	22	73.33
Field visit to any popular brand of beauty product was required.	16	53.33

*Multiple responses

A critical examination of the table indicates that, multiple responses had arisen from the trainees. Among trainees from the convenience food batch, 65.71 percent suggested for practical sessions on handling of machineries like coconut grating, shredding, de- shelling and coconut milk extracting machines, 62.86 percent pointed out the need for certification and 34.29 percent required 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 79.41 percent of trainees from wealth out of waste batch, followed by 55.88 percent who had expressed the need for further periodic training in paper bag and home décor items with latest updates and certification and 23.53 percent needed collaboration with Government agencies with respect to the production of home décor items from plastic waste.

Regarding the trainees from eco- friendly products batch, 80.65 percent suggested video conference or meeting with entrepreneurs in importing field, 67.74 percent suggested the need for including other family members who were interested to participate in the training, 51.61 percent require training on more diverse products in combination with reed and coir or banana fibre and machine handling experience in industrial level production was required by 45.16 percent of trainees.

Familiarisation of industrial level processing and production of beauty products (90 percent), field visits outside the district (73.33 percent) and field visit to any of the popular brands of beauty product (53.33) were the suggestions made by trainees from beauty products batch. Similarly, in the research work of Belwanshi (2007), it was noted down that 41.17 percent of the women trainees suggested field visits outside the study area for improving the effectiveness and utility of the training.

Phase III: Post Training Phase

Post training phase involves follow up activities after the entrepreneurial training programmes.

A. Follow up time line

Follow up time line portraying the number of trainees who had adopted entrepreneurship after the implementation of the entrepreneurial training programmes during various rounds of follow up is elucidated in Table XXXV and Figure 24.

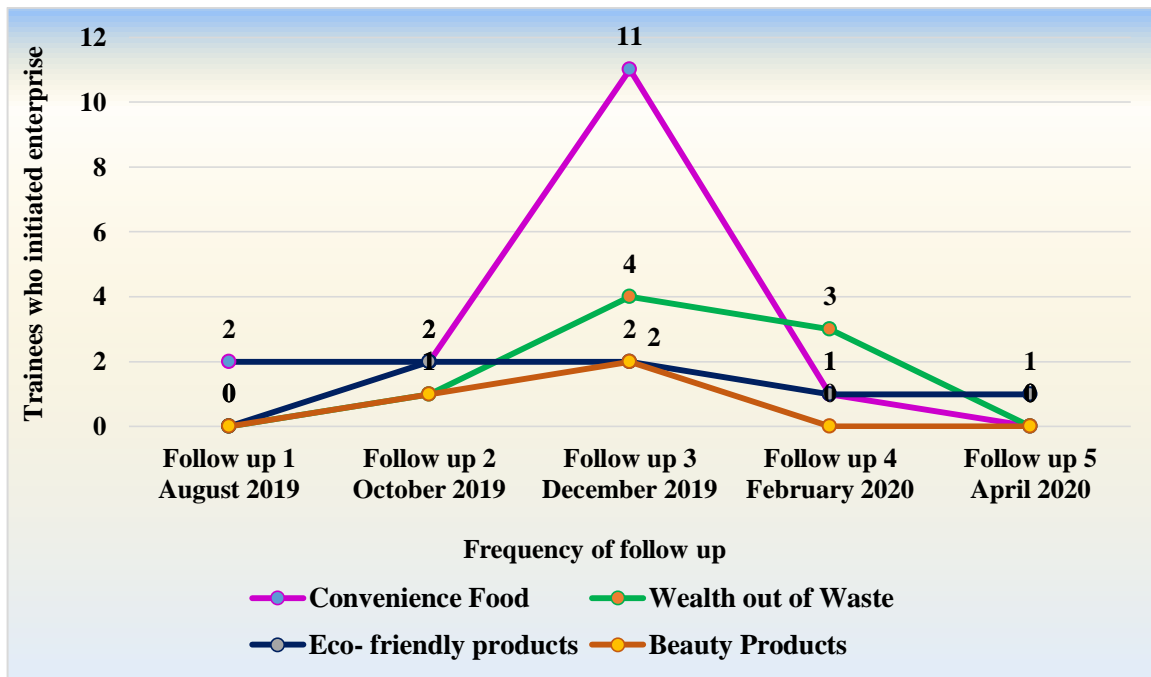


Figure 24: Follow up Time Line

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. Detailed information on the trainees who had established enterprises during various rounds of follow up has been presented in Table XXXIII.

Table XXXIII

Initiation of Enterprise by the Trainees during follow up Phase

Discipline	Trainees who had initiated enterprise during										Total	
	1 st round of follow up		2 nd round of follow up		3 rd round of follow up		4 th round of follow up		5 th round of follow up			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Convenience food (n= 35)	2	5.71	2	5.71	11	31.43	1	2.86	0	0	16	45.71
Wealth out of waste (n= 34)	0	0	1	2.94	4	11.76	3	8.82	0	0	8	23.53
Eco- friendly products (n= 31)	0	0	2	6.45	2	6.45	0	0	1	3.23	5	16.13
Beauty products (n= 30)	0	0	1	3.33	2	6.67		0	0	0	3	10
Total (n= 130)	2	1.54	6	4.62	19	14.62	4	3.08	1	0.77	32	24.62

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.

B. Follow up methods administered to the trainees

Follow up methods administered to the trainees has been presented discipline wise in Table XXXIV.

Table XXXIV
Follow up Methods Administered to the Trainees*

Follow up method	Discipline								Total (n= 130)	
	Convenience food (n=35)		Wealth out of waste (n=34)		Eco-friendly products (n=31)		Beauty products (n=30)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Telephonic conversation	35	100	31	91.18	31	100	30	100	127	97.69
Focus group meetings	32	91.43	26	76.47	19	61.29	21	70	98	75.38
Whatsapp group	27	77.14	19	55.88	23	74.19	24	80	93	71.54
Critical incidents technique/ Case study	23	65.71	26	76.47	19	61.29	20	66.67	88	67.69
Panel discussion	21	60	16	47.06	12	38.71	18	60	67	51.54
Round robin method	18	51.43	10	29.41	17	54.84	11	36.67	56	43.08
Enterprise visit	13	37.14	7	20.59	5	16.13	3	10	28	21.54
Individual contact	8	22.86	6	17.65	11	35.48	7	23.33	32	24.62

*Multiple responses

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. Multiple methods utilized by the trainees is presented in the table. The researcher contacted the trainees through phone calls and majority of the trainees (cent percent and more than 90 percent) from each discipline had got in touch through these calls. Focus group meetings were arranged by intimating them through phone calls, whatsapp media, local leaders, friends and neighbours. During focus group meetings, the trainees were observed, conducted panel discussions, opinion sharing on certain issues through round robin method and discussions on behaviour modifications and experiences learned by the trainees were shared among other trainees through critical incidents techniques. Along with these methods, trainees who were available for travel and interested were taken to enterprises set up by other trainees. The trainees who were unavailable for focus group meetings were contacted individually and tracked their progress with respect to entrepreneurship.

C. Various Dimensions of follow up Programme

Various dimensions of follow up programme implemented in the phase III of research work is portrayed in Figure 25.

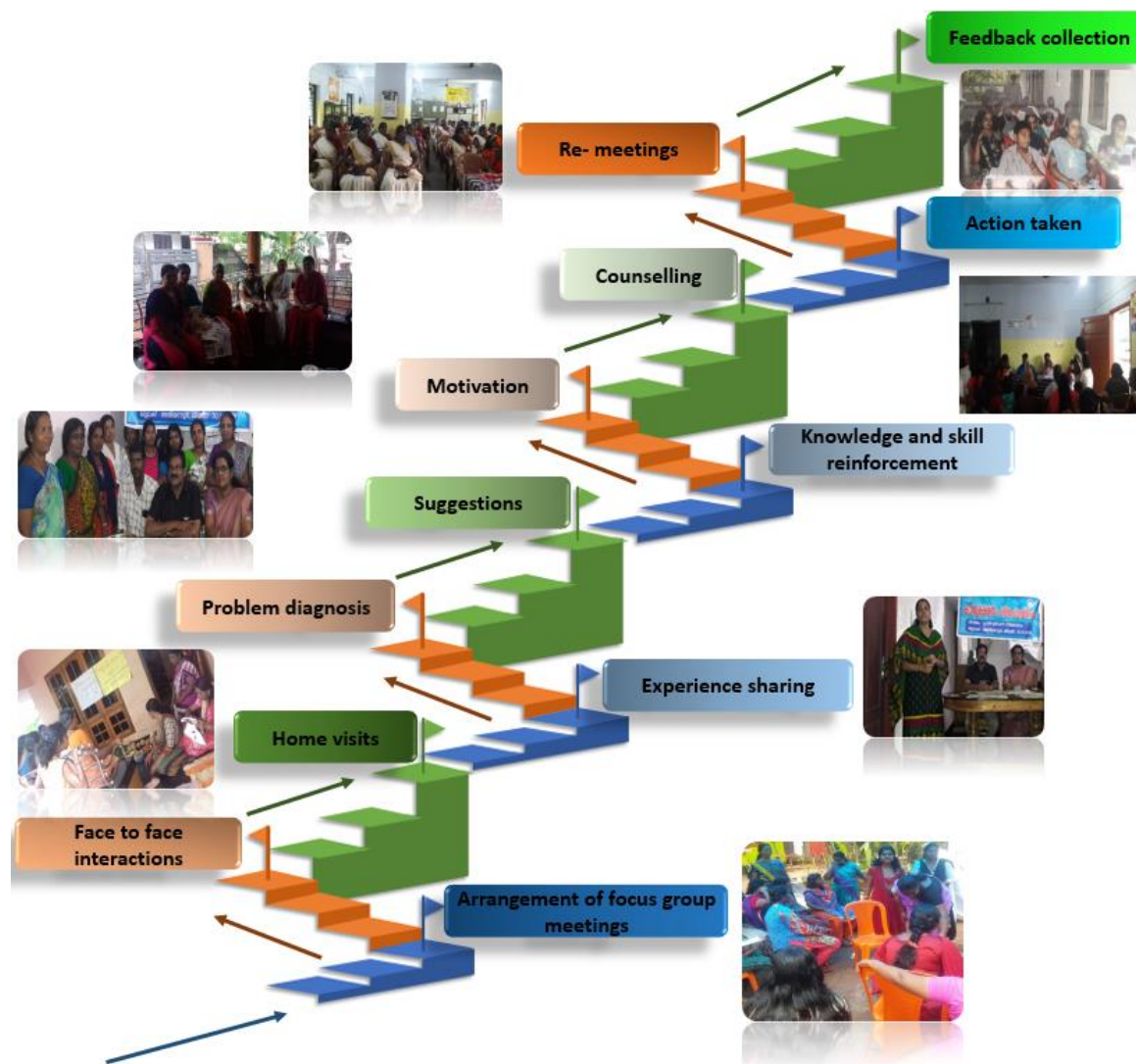


Figure 25: Various Dimensions of follow up Programme

During follow up, meetings of trainees and trainers were arranged based on their disciplines in order to track the progress and rectification of constraints faced if any by the trainees. Time and location of the meetings were fixed based on the availability of trainers and trainees. Meetings were organised near to the residence of trainees in the evening from 3.00 pm to 5.00 pm. During focus group meetings, problem analysis techniques were adopted for rectifying the problems encountered by the trainees during their journey to entrepreneurship.

Face to face interactions with the trainees through informal talks and interviews were carried out by the researcher and trainers. The trainees opened up about the difficulties they faced while approaching for financial aids, resource procurement, branding and marketing.

Some even had issues with their confidence level to initiate for enterprise building and few were concerned about the risk factors associated with entrepreneurship.

Those trainees who were not available for focus group meetings were contacted individually through home visits. The updates and progress of the trainees were also tracked through telephone calls, whatsapp messages and calls and Self Help groups. Identification of the problems, rectification of the same through counselling were the techniques carried out and to be noted down during follow up. Subject experts also revisited the trainees in order to concrete the entrepreneurial ideas and to give entrepreneurship motivation for those who are in the track. They assisted the trainees in applying what they have learned during the training, prepared action plans, market survey questionnaires, estimated budget for establishing enterprise, calculated pricing and costing of products, filled up forms for loan applications, practiced online registrations like FSSAI and Udhhyog Aadhar, created linkages with machinery suppliers.

It was encouraging to observe that the trainees were enthusiastic to take part in the organisation of follow up meetings, they voluntarily took charge of various activities like arranging chairs, tables, and refreshments thereby making each meeting lively and enjoyable. Some of the trainees practiced the product making skills they have acquired during training and supplied those products to everyone in the meeting. Thus, repeated practice of newly acquired skill helped them to reinforce the same as well as developed a sense of confidence among them. They were motivated by hearing experiences shared by those trainees who had established enterprises and also learned the hurdles they faced while venturing. Re- meetings were arranged for discussions regarding initiation for entrepreneurship and problem rectifications. Finally feedbacks from the trainees were collected through their verbal responses.

Phase IV: Impact Assessment Phase

Post training impact assessment phase is the final and concluding phase of the research work, where the impact brought about through the training had been analysed critically.

A. Impact of entrepreneurial training programmes on the Knowledge, Attitude and Practice (KAP) of the trainees

Impact of entrepreneurial training programmes on the Knowledge, Attitude and Practice (KAP) of the trainees is detailed under the following sections:

- a. Knowledge of the trainees before and after the entrepreneurial training programmes
- b. Attitude of the trainees before and after the entrepreneurial training programmes
- c. Practice of the trainees before and after the entrepreneurial training programmes

a. Knowledge of the trainees before and after the entrepreneurial training programmes

Paired sample t-test was used by the researcher in order to find out the entrepreneurial knowledge level of the respondents. The result of the study can be found in the table XXXV.

H_0 : There is no change in the entrepreneurial knowledge level of the respondents after the training programme

H_a : There is change in the entrepreneurial knowledge level of the respondents after the training programme.

Assumptions:

- The distribution of data is, overall, normal as the value of kurtosis does not exceed 8 and the value of skewness is comprised between -2 and $+2$
- To test for the assumptions of the paired-samples t-test, Levene's test of homogeneity of variances was conducted and did not yield any discrepancy

Reliability:

The scales used to measure all the variables seem reliable if we rely on Cronbach's alpha to test for their reliability. All scales have a Cronbach alpha that is ranging between .545 and .801 before and after training programme for the respondents. It is important to conduct the reliability test after the programme, in order to verify whether any change occurred before and after training programme for the respondents.

Table XXXV
Knowledge of the Trainees Before and After the Entrepreneurial
Training Programmes

Statements	Mean score		t-value	Sig.
	Pre-training	Post-training		
More than ten people required to operate micro- enterprises	1.5667	2.5875	-18.601	.000*
SWOC analysis helps to know the feasibility of a business	1.8708	1.9208	-2.372	.019**
Business plan helps for smooth functioning of the enterprise	1.5667	2.2875	2.211	.029**
Market research is optional in a business plan	1.6208	1.6167	-.639	.524
Packaging and labelling should be standardized	1.5083	2.3833	-4.952	.000*
Social media can act as a marketing tool	1.5708	2.5250	-13.588	.000*
Business through social media increase sales	1.6167	2.4833	-16.283	.000*
Stand- Up India programme is meant for women entrepreneurs	1.6583	1.8042	-13.017	.000*
Commercial banks provide various supportive schemes for women entrepreneurs	1.5792	1.8667	1.328	.186
Quality check is essential to maintain standards in the product	1.5667	2.2875	2.211	.029**
District Industries Centres provide technical assistance	1.8375	2.3792	-7.976	.000*
Mudra loans can be availed through co- operative banks	1.9833	2.1708	-4.108	.000*
FSSAI or FAO certifications are essential for food based enterprises	1.6000	2.5333	-16.026	.000*
Accepting challenges and facing it bravely is one of the qualities of an entrepreneur	1.8542	2.4625	-8.157	.000*
Records and book keeping is important for entrepreneurship	1.5958	2.1958	-7.786	.000*

*Significant @ 1% level; **Significant @ 5% level

To verify the research hypothesis according to which the program would yield changes in the entrepreneurial knowledge of the respondents the paired sample t-test was conducted. And the result can be verified in the above table. The study showed that 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.

Similar findings have been obtained in the study of Bala and Jain (2017), in which they have found that after exposure to training programmes, knowledge of women improved which is evident statistically through t- value 0.05 level of significance pointing out better impact of the training programme.

b. Attitude of the trainees before and after the entrepreneurial training programmes

Paired sample t-test was used by the researcher in order to find out the entrepreneurial attitude of the respondents. The result of the study can be found in the Table XXXVI.

H_0 : There is no change in the entrepreneurial attitude of the respondents after the training programme

H_a : There is change in the entrepreneurial attitude of the respondents after the training programme.

Assumptions:

- The distribution of data is, overall, normal as the value of kurtosis does not exceed 8 and the value of skewness is comprised between -2 and +2
- To test for the assumptions of the paired-samples t-test, Levene’s test of homogeneity of variances was conducted and did not yield any discrepancy

Reliability:

The scales used to measure all the variables seem reliable if we rely on Cronbach's alpha to test for their reliability. All scales have a Cronbach alpha that is ranging between .632 and .813 before and after training programme for the respondents. It is important to conduct the reliability test to verify whether any change occurred before and after training programme for the respondents.

Table XXXVI
Attitude of the Trainees Before and After the Entrepreneurial Training Programmes

Statements	Mean		t-value	Sig.
	Pre-training	Post-training		
Those who are having family business background only can start enterprises	1.9769	2.5462	-2.510	.013**
Attending entrepreneurial training programmes bring desirable changes in the participants	2.0846	2.4462	5.088	.000*
Entrepreneurship helps to empower women	2.5846	2.7862	4.379	.000*
Engaging in entrepreneurship helps to improve social status	2.2923	2.3615	-2.646	.009*
Entrepreneurial training help women to come forward to avail financial assistance	3.5538	3.0769	4.055	.000*
Entrepreneurship helps to motivate people to achieve great things in life	2.5231	3.5692	-3.301	.001*
Availing loan from bank is a cumbersome procedure	2.9538	3.6154	1.311	.192
Entrepreneurship is a risk taking career	2.4846	2.2923	1.552	.123
Entrepreneurship helps one to be own boss then being an employee	2.3846	2.6923	2.438	.016**
Self- confidence improve by means of entrepreneurship	2.3231	2.6154	-7.965	.000*
Entrepreneurs are assets in the society	2.4385	2.9769	-2.346	.020**
Innovative people can become successful in entrepreneurship	2.6308	2.4615	2.327	.022**
It is not recommendable to seek for loan to start a new enterprise	2.0325	2.6615	6.289	.000*
Social commitment improves after getting into entrepreneurship	2.9077	3.0462	3.664	.000*
It is good to invest money to reap profit from entrepreneurship	2.5846	2.4462	2.437	.016**

*Significant @ 1% level; **Significant @ 5% level

From the above table, it can be incurred that 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.

Bala and Jain (2017), through their research work inferred a positive attitudinal change of the women trainees after exposure to income generating training programmes.

Similar inference brought out by Kalpana and Thilakam (2017) which emphasise that a strong determination to undertake entrepreneurship is brought out through an optimistic attitude over it which can be established further through imparting skills in association with entrepreneurial knowledge.

c. Practice of the trainees before and after the entrepreneurial training programmes

Paired sample t-test was used by the researcher in order to find out the entrepreneurial practice of the respondents. The result of the study can be found in the Table XXXVII.

H₀: There is no change in the entrepreneurial practice of the respondents after the training programme

H_a: There is change in the entrepreneurial practice of the respondents after the training programme.

Assumptions:

- The distribution of data is, overall, normal as the value of kurtosis does not exceed 8 and the value of skewness is comprised between -2 and +2
- To test for the assumptions of the paired-samples t-test, Levene's test of homogeneity of variances was conducted and did not yield any discrepancy

Reliability:

The scales used to measure all the variables seem reliable if we rely on Cronbach's alpha to test for their reliability. All scales have a Cronbach alpha that is ranging between .427 and .789 before and after training programme for the respondents. It is important to conduct

the reliability test after the programme in order to verify whether any change occurred before and after training programme for the respondents.

Table XXXVII
Practice of the Trainees Before and After the Entrepreneurial
Training Programmes

Statements	Mean		t-value	Sig.
	Pre-training	Post-training		
Participation in entrepreneurial training programme	2.1615	2.9923	-18.591	.000*
Preparation of a business plan	2.1231	2.9723	-15.275	.000*
Readiness to invest money for starting an enterprise	2.2692	2.2385	-1.945	.054
Conduct of market survey	2.1462	2.5385	-11.053	.000*
Availability of raw materials assessed	2.3385	2.4692	-13.197	.000*
Hands on experience for product development	2.1385	2.2231	2.168	.032**
Visit to related enterprise	1.9923	2.1231	-19.259	.000*
Interaction with successful entrepreneur	2.2231	2.2615	-4.942	.000*
Approached bank for financial assistance	2.1923	2.1769	-2.142	.040**
Experience in packaging and labelling of a product	1.9923	2.1846	-6.366	.000*
Interaction with Government agencies for business purpose	2.0846	1.9077	-1.963	.052
Experience in product development	2.0692	2.1385	-8.048	.001*
Marketing through social media	2.2077	2.3154	2.013	.046**
Initiatives for group formation	2.1231	2.1385	2.042	.043**
Ownership of enterprise	2.4231	2.4671	.425	.672

*Significant @ 1% level; **Significant @ 5% level

The paired sample t test showed that in the current study 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.

B. Product making skills developed by the selected trainees

Product making skills developed by the trainees after involving in the training programme was tabulated along with the major steps involved in the making of each product and illustrated in Table XXXVIII and Figure 26 respectively.

Table XXXVIII
Product Making Skills Developed by the Trainees

Products and scoring steps	Total score for each product (a)	Score obtained by the trainees (b)	Percentage of skill developed (c) c=b÷a× 100
Convenience food (n= 35)			
Virgin coconut oil Selection of coconut Grating Squeezing and sieving Heating Final product quality or consistency Packing	210	192	91.43
Coconut laddu Selection of coconut Grating Sauting Addition of ingredients Shaping into balls Packing	210	180	85.71
Instant coconut masala mix Selection of coconut Grating Addition of ingredients Final product quality or consistency Packing	175	161	92.00
Coconut theeyal mix Selection of coconut Grating Addition of ingredients Sauting Final product quality or consistency Packing	210	197	93.81
Coconut water soft drink Selection of coconut Breaking and cleaning Addition of ingredients Final product quality or consistency Packing	175	152	86.86
Total	980	882	90.00

Wealth out of waste(n= 34)			
Paper bag Folding Measuring and cutting Fixing attachments Final product appearance	136	129	94.85
Coconut shell soap dish Selection of good coconut shell Carving Polishing Finishing Final product appearance	170	150	88.24
Cloth pouch Measuring Cutting Stitching Zip fixing Finishing Final product appearance	204	166	81.37
Craft items from plastic bottle Cutting Pasting Painting Fixing Finishing Final product appearance	1020	953	93.43
Home decors from popsicle sticks Cutting Pasting Painting Fixing Finishing Final product appearance	816	732	89.71
Total	2346	2130	90.79
Eco- friendly products(n= 31)			
Reed container Measuring and cutting of reed stem Slicing into thin strips Treating with caustic soda Drying Making pattern of product Finishing Final product appearance	217	197	90.78
Flower vase Measuring and cutting of reed stem Slicing into thin strips Treating with caustic soda Drying Making pattern of product Finishing Final product appearance	217	189	87.10
Lamp shade Measuring and cutting of reed stem Slicing into thin strips Treating with caustic soda	217	156	71.89

Drying Making pattern of product Finishing Final product appearance			
Packing basket Measuring and cutting of reed stem Slicing into thin strips Treating with caustic soda Drying Making pattern of product Finishing Final product appearance	217	184	84.79
Muram Measuring and cutting of reed stem Slicing into thin strips Treating with caustic soda Drying Making pattern of product Finishing Final product appearance	217	180	82.95
Total	1085	906	83.50
Beauty products(n= 30)			
Handmade soap Mixing of the ingredients Pouring into moulds Drying Final product appearance Packing	150	134	89.33
Henna mix Ingredients mixing Grinding Addition of preservatives Final product consistency Packing	120	107	89.17
Papaya facial cream Ingredients mixing Grinding Addition of preservatives Final product consistency Packing	120	104	86.67
Herbal hibiscus shampoo Ingredients mixing Grinding Addition of preservatives Final product consistency Packing	120	98	81.67
Beetroot lip balm Ingredients mixing Grinding Addition of preservatives Final product consistency Packing	120	100	83.33
Total	630	543	86.19

A score of one mark was given to each right steps taken and no marks for wrong steps made by the selected trainees. The products thus made were scored by the trainers and assigned score individually. Scores for each product vary accordingly based on the steps involved in it. Under the category of convenience food, a total of five products were made by the selected 35 trainees individually. Virgin coconut oil making consisted of six steps and one trainee could obtain a maximum of six marks totalling a score of 210 for all the trainees. The steps taken for the preparation of each product by each trainee was analysed and scored by the trainer. Thus, out of 210, a mark of 192 was obtained by all trainees, earning a total skill of 91.43 percent. Coconut laddu making constituted six steps and the total score to be obtained by the participants was 210 and the marks scored was 180 owing 85.71 percent of skill by all the trainees after making coconut laddu. There were five steps and a score of 175 for the product instant coconut masala mix. The score of 161 was obtained by the trainees making 92 percent of skills. Coconut theeyal mix constituted six steps with a total score of 210 and the trainees obtained 197 marks and as a result, 93.81 percent skill was developed by them. Coconut water soft drink making comprised of five steps and the total score to be obtained by all the trainees was 175 and they obtained 152 owing 86.86 percent of total skill. When the overall summation of scores under convenience food was calculated, altogether the five products earned a total of 882 out of 980 and thus giving 90 percent of overall skill developed. It can be inferred that considerably a better result was obtained in terms of development of product making skill.

Wealth out of waste constituted five products namely paper bag, coconut shell soap dish, cloth pouch, craft items from plastic bottle and home decors from popsicle sticks. There were 34 participants under this category. Paper bag making comprised of four steps and the total score to be obtained was 136. The score obtained by the trainees was 129 and thus, 94.85 percent of skill was developed by them. Coconut shell soap dish comprised of five steps and the total score was 170, trainees obtained 150 owing 88.24 percent of skill. Cloth pouch involved six steps and the total score was 204, the trainees obtained 166 marks owing 81.37 percent of skill. Craft items from plastic bottle comprised of six steps with five products making a total score of 1020 and the trainees obtained 953 score owing 93.43 percent of skill. Home decors from popsicle sticks comprised of six steps with five products making a total score of 732 out of 816 owing 89.71 percent of skill. When overall skill developed under wealth out of waste category was analysed, out of total score of 2346, a score of 2130 was obtained by the trainees owing 90.79 percent of skill.

Under the category of eco- friendly products, a total of 31 trainees participated. Here also, five products were made. Making of reed container comprised of seven steps with a total

score of 217 from which 197 was scored by the trainees owing 90.78 percent of skill. Flower vase making comprised of seven steps, making a total of 217 out of which 189 was obtained by the trainees owing 87.10 percent of skill. Lamp shade making consisted of seven steps, 156 marks was obtained by the trainees out of 217 owing 71.89 percent of skill. Packing basket comprised of seven steps with a total score of 217. The trainees obtained 184 owing 84.79 percent of skill. Muram (winnow) making comprised of seven steps with a total score of 217, a score of 180 was obtained by the trainees owing 82.95 percent. Overall assessment of skills developed under eco- friendly products concluded that out of 1085 score, a score of 906 was obtained owing 83.50 percent of skill.

Under the category of beauty products, five products like handmade soap, henna mix, papaya facial cream, herbal hibiscus shampoo and beetroot lip balm were made by the selected trainees. A total of 30 trainees were the participants under this category. Five steps were involved in the making of handmade soap, with a total score of 150. Trainees obtained 134 owing 89.33 percent of skill. Henna mix making comprised of five steps constituting a total score of 120. A score of 107 was obtained owing 89.17 percent of skill. Papaya facial cream making comprised of five steps having a total score of 120 out of which 104 was obtained by the trainees owing 86.67 percent of product making skill. Herbal hibiscus shampoo comprised of five steps with a total score of 120, out of which 98 marks was obtained owing 81.67 percent of skill. Beetroot lip balm making comprised of five steps which constitute 120 marks, out of which 100 marks was obtained by the trainees, owing 83.33 percent of product making skill. Overall assessment of the scores obtained by the trainees under the category of beauty products revealed that a score of 543 was obtained by the trainees out of 630, thus obtaining 86.19 percent of skills developed.

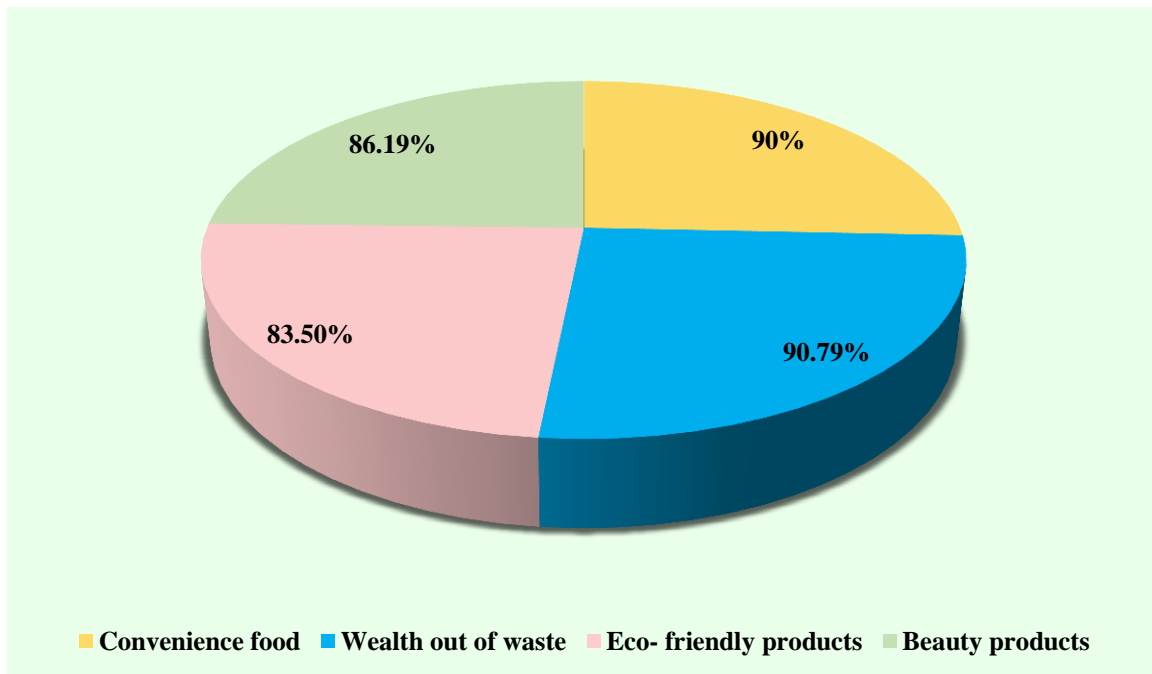


Figure 26: Product Making Skills Developed by the Trainees

Similar findings was obtained by Babel and Sharma (2016) in their study in which they had assessed the skill developed by the respondents in making jute products and found that a total of 1165 score was obtained by the respondents, thus acquiring 94.71 percent of overall skill.

C. Extent of adoption of entrepreneurship before and after the training programmes by the trainees

Extent of adoption of entrepreneurship before and after the training programmes by the trainees is explained under the following headings:

- a. Adoption category of the trainees
- b. Extent of adoption of entrepreneurship by the trainees

a. Adoption category of the trainees

Adoption category of the trainees with respect to entrepreneurship is explained in Table XXXIX.

Table XXXIX
Adoption Category of the Trainees

Adoption category	Discipline																Total (n= 130)			
	Convenience food (n= 35)				Wealth out of waste (n= 34)				Eco- friendly products (n= 31)				Beauty products (n= 30)							
	Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Low (4-6)	22	62.86	19	54.29	18	52.94	16	47.06	21	67.74	17	54.84	19	63.33	12	40	80	61.54	64	49.23
Medium (7- 9)	9	25.71	10	28.57	9	26.47	10	29.41	7	22.58	8	25.81	8	26.67	12	40	33	25.38	40	30.77
High (10-12)	4	11.43	6	17.14	7	20.59	8	23.53	3	9.68	6	19.35	3	10	6	20	17	13.08	26	20

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. Adoption categories of the trainees were classified as low, medium and high based on the scores obtained for their responses. Low adoption category of the trainees secured score between four and six, medium adoption category of the trainees obtained score of seven to nine and the high adoption category of trainees achieved score from ten to twelve. An evaluation of the table shows that pre- training and post- training scores have reflected a positive impact of the entrepreneurial training programmes. 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.

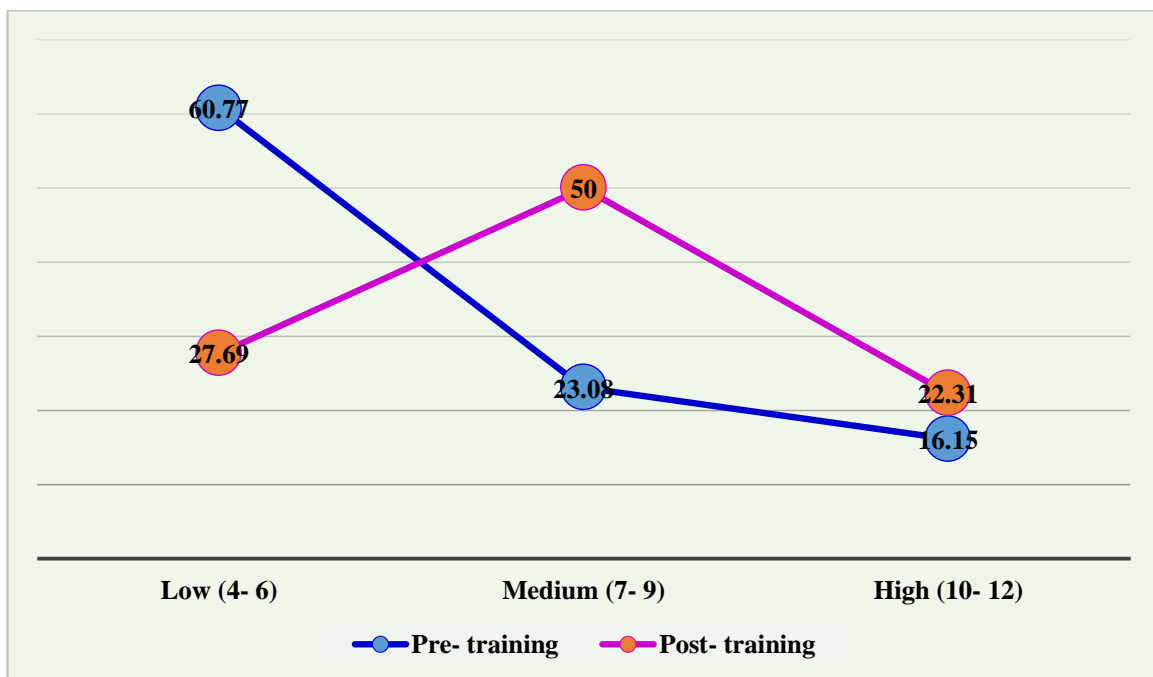


Figure 27: Adoption Category of the Trainees

Similarly, in a study by Bala and Jain (2017), they found out that an output of 38.89 percent of respondents had medium level of symbolic adoption of income generation training programme, followed by 36.67 percent in the low adoption category and 24.44 percent of respondents in the high adoption category.

b. Extent of adoption of entrepreneurship by the trainees

Extent of adoption of entrepreneurship by the trainees before and after the training programmes is detailed in Table XL.

Table XL
Extent of Adoption of Entrepreneurship by the Trainees

Statement	Discipline																Total (n= 130)			
	Convenience food (n= 35)				Wealth out of waste (n= 34)				Eco- friendly products (n= 31)				Beauty products (n= 30)				Pre-training		Post-training	
	Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training		Pre-training		Post-training	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Extent of involvement																				
100%	6	17.14	8	22.86	4	11.76	5	14.71	3	9.68	5	16.13	7	23.33	11	36.67	20	15.38	29	22.31
50%	8	22.86	9	25.71	7	20.59	6	17.65	17	54.84	16	51.61	4	13.33	5	16.67	36	27.69	36	27.69
Below 50%	21	60	18	51.43	23	67.65	23	67.65	11	35.48	10	32.26	19	63.33	14	46.67	74	56.92	65	50
Type of activities																				
Manufacturing and trade	6	17.14	8	22.86	13	38.24	14	41.18	8	25.81	11	35.48	3	10	9	30	30	23.08	42	32.31
Manufacturing only	10	28.57	9	25.71	5	14.71	6	17.65	18	58.06	17	54.84	11	36.67	10	33.33	44	33.85	42	32.31
Trade only	19	54.29	18	51.43	16	47.06	14	41.18	5	16.13	3	9.68	16	53.33	11	36.67	56	43.08	46	35.38
Time for adoption																				
Within 3 months	5	14.29	7	20	9	26.47	12	35.29	3	9.68	6	19.35	14	46.67	18	60	31	23.85	43	33.08
Within 6 months	5	14.29	5	14.29	9	26.47	7	20.59	5	16.13	6	19.35	2	6.67	4	13.33	21	16.15	22	16.92
Within one year	25	71.43	23	65.71	16	47.06	15	44.12	23	74.19	19	61.29	14	46.67	8	26.67	78	60	65	50
Entrepreneurship work only																				
With Government support and own money	8	22.86	10	28.57	12	35.29	15	44.12	5	16.13	9	29.03	4	13.33	8	26.67	29	22.31	42	32.31
With own money and determination	5	14.29	5	14.29	6	17.65	5	14.71	5	16.13	3	9.68	2	6.67	3	10	18	13.85	16	12.31
With Government support only	22	62.86	20	57.14	16	47.06	14	41.18	21	67.74	19	61.29	24	80	19	63.33	83	63.85	72	55.38

Information on the extent of adoption of entrepreneurship before and after exposure to the training programmes showed a positive trend of mind- set of the trainees with respect to entrepreneurship that was hopeful and encouraging to carry out further research works. A glance at the table reveals that the extent of involvement in entrepreneurship by the trainees of convenience food batch was 100 percent for 17.14 percent before the training programme while after the training it had raised to 22.86 percent. Likewise, for the adoption of type of activities, three responses were recorded as manufacturing and trade, manufacturing only and trade only, among these categories, 54.29 percent of trainees opted trade only before the training and after the training, it was 51.43 percent. As far as the time of adoption of entrepreneurship is concerned, the trainees responded that they might venture into business within one year by 71.43 percent of trainees before involving in training programme and after the training, 20 percent were looking forward to start new venture within 3 months of time. Entrepreneurship work only if Government support is available was the view point of 62.86 percent of trainees before engaging in the training programme, whereas, after the training programme, 28.57 percent of the trainees were with the attitude that entrepreneurship work with Government support and own money.

Similarly, the trainees (67.65 percent) from wealth out of waste batch opined before and after training that the extent up to which they adopt entrepreneurship was below fifty percent. Before training, for 47.06 percent, the type of activity they might engage was trade only while after participating in the training, their views had changed considerably and 41.18 percent look forward for manufacturing and trade of products. The time they require for adoption of what they have learned from the training is maximum one year for majority of the trainees both before and after training. During pre- training period, most of the trainees (47.06 percent) had an opinion that entrepreneurship is possible only if Government support is available whereas engaging in training helped them to change their view and 44.12 percent believe that entrepreneurship can be worked out well with own money and Government support.

As far as the extent of adoption of entrepreneurship by the trainees from eco- friendly products batch is concerned, majority had opted for fifty percent involvement both before (54.84 percent) and after (51.61 percent) training. The type of activity they might get involved was manufacturing only for majority both before (58.06 percent) and after (54.84 percent) training. The time required for adoption of entrepreneurship was within one year for 74.19 percent and 61.29 percent before and after training respectively. It was good to know that more

than half of the trainees both before and after training had the attitude of engaging in entrepreneurship with own money and Government assistance.

Regarding the opinion of trainees from beauty products batch, the extent of involvement in entrepreneurship was 100 percent for 23.33 percent before the training programme while after the training it had raised to 36.67 percent. Likewise, for the adoption of type of activities, 10 percent opted manufacturing and trade before the training and after the training, it was 30 percent. As far as the time of adoption of entrepreneurship is concerned, the trainees responded that they might venture into business within three months by 46.67 percent of trainees before involving in training programme and after the training, 60 percent were looking forward to start new venture within 3 months of time. Entrepreneurship work with own money and Government support was the view point of 13.33 percent of trainees before engaging in the training programme, whereas, after the training programme, it raised to 26.67 percent.

D. Impact of entrepreneurial training programmes on familial, financial and social aspects of the trainees

The impact of entrepreneurial training programmes on familial, financial and social aspects of the trainees are presented in Table XLI.

Table XLI
Impact of Training Programmes on Familial, Financial and Social Aspects of the Trainees

Aspects	Convenience food (n= 35)		Wealth out of waste (n= 34)		Eco-friendly products (n= 31)		Beauty products (n= 30)		Total (n= 130)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Familial aspects										
Better fulfilment of needs of the family	11	31.43	9	26.47	8	25.81	5	16.67	33	25.38
Better decision making in the family	6	17.14	2	5.88	2	6.45	2	6.67	12	9.23
Better utilization of quality time	6	17.14	7	20.59	5	16.13	9	30	27	20.77
Improved self-esteem and personality development	4	11.43	6	17.65	3	9.68	7	23.33	20	15.38
Acquired more family support	5	14.29	7	20.59	7	22.58	3	10	22	16.92
Improved work life balance	3	8.57	3	8.82	6	19.35	4	13.33	16	12.31
Financial aspects										
Independency to approach bank and Government offices	10	28.57	8	23.53	3	9.68	4	13.33	25	19.23
Increased financial independence	8	22.86	1	2.94	7	22.58	2	6.67	18	13.85
Improvement in income and savings in the family	7	20	12	35.29	8	25.81	6	20	33	25.38
Improved capability to save money	4	11.43	2	5.88	5	16.13	5	16.67	16	12.31
Achieved ability to find additional source of income	3	8.57	5	14.71	4	12.90	7	23.33	19	14.61
Capacity to manage financial problems	3	8.57	6	17.65	4	12.90	6	20	19	14.62
Social aspects										
Participation and engagement in more social gatherings	11	31.43	4	11.76	5	16.13	9	30	29	22.31
Social contacts increased	6	17.14	10	29.41	6	19.35	4	13.33	26	20
Involvement in socially responsible activities	6	17.14	5	14.71	7	22.58	6	20	24	18.46
Membership in Self Help Groups	5	14.29	7	20.59	3	9.68	6	20	21	16.15
Improved social status	4	11.43	5	14.71	8	25.81	2	6.67	19	14.62
Better understanding of social issues	3	8.57	3	8.82	2	6.45	3	10	11	8.46

Entrepreneurial training programmes had brought about desirable impact on the familial, financial and social aspects of the trainees, which is evident in the table.

It was expressed by 25.38 percent of the trainees that they were capable of better fulfilment of needs of the family when compared to their status before attending the training, 20.77 percent opined that they could utilize quality time in economically useful ways, 16.92 percent felt more support from their families, 15.38 percent were able to improve their self-esteem and development of personality, 12.31 percent expressed that they noticed improvement in work life balance and 9.23 percent opined that they had improved decision making power in the family.

Economic wellbeing or financial security determine the overall standard of living directly and indirectly, which insinuates its significance in one's life especially taking into account of women's status in the family and society. It was welcoming to know that 25.38 percent of the trainees achieved improvement in income and savings in the family, 19.23 percent developed independency to approach bank and other Government and Non-Government offices and 14.62 percent got the capacity to manage financial problems. An increased efficiency to find additional sources of income was one of the outcomes as recalled by 14.61 percent of the trainees, 13.85 percent reported that they had attained financial independence and 12.31 percent improved their capability to save money.

Along with familial and financial aspects, social dimensions of improvement was visible and reflected in the responses of the trainees. It was appreciable that 22.31 percent participated and got engaged in social gatherings, increased social contact was the progress remarked by 20 percent of selected trainees, 18.46 percent involved in socially responsible activities like cleaning the road sides, public parks and drainage in their living area, associated with ASHA workers in health surveys and associated awareness campaigns, enrolled as sanitation workers under ASHA and involved with youth clubs to distribute free meals to old age people in their area of residence, 16.15 percent joined hands with Self- Help Groups and became SHG members, 14.62 percent were of the view that they had improved their status in the society and 8.46 percent disclosed that they had achieved better understanding of social issues like prevalence and forms of domestic violence, unemployment, inequality and gender discrimination.

Thus, the findings are in concurrence with the findings of Kapila (2019) that participating in trainings boosted women through economic, social and psychological benefits that enlist 60 percent who received extra income, enhanced self- confidence, 40 percent

reduced unnecessary expenses, developed sense of identity and overcome fear, 30 percent could involve more in family decisions and got better accepted in family and society.

Women achieved capacity to manage and undertake economic related activities in a better way along with understanding of the social problems and learned to undertake initiatives after engaging in training and development programmes (Amutha and Hemalatha, 2018).

E. Establishment of enterprises by the trainees after entrepreneurial training programmes

Details on the establishment of enterprises by the trainees after entrepreneurial training programmes is explained under the following headings:

- a. Information on enterprises established by the trainees
- b. Information on enterprises planning to establish by the trainees
- c. Reasons for not establishing enterprise by the trainees

a. Information on enterprises established by the trainees

Detailed information on the enterprises established by the trainees is discussed under the following sections:

- i. Establishment of enterprises by the trainees
- ii. Nature of enterprises established by the trainees
- iii. Launching and promotion details of the enterprises established by the trainees
- iv. Financial assistance obtained by the trainees for enterprise establishment
- v. Support obtained by the trainees for the establishment of enterprises
- vi. Reasons for choosing the enterprise after attending the training programmes
- vii. Discipline wise enterprise units established by the trainees
- viii. Infrastructural and allied details of the enterprises established by the trainees
- ix. Economic impact of the establishment of enterprises by the trainees
- x. Constraints faced by the trainees during enterprise establishment
- xi. Future plans of the trainees

i. Establishment of enterprises by the trainees

Establishment status of enterprises by the trainees after attending the entrepreneurial training programmes is illustrated in Table XLII.

Table XLII
Establishment of Enterprises by the Trainees

Discipline	Establishment status					
	Established enterprise		Planning to establish		Not focused to venture	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Convenience food (n= 35)	16	45.71	13	37.14	6	17.14
Wealth out of waste (n= 34)	8	23.53	14	41.18	12	35.29
Eco- friendly products (n= 31)	5	16.13	6	19.35	20	64.52
Beauty products (n= 30)	3	10	5	16.67	22	73.33
Total Trainees (n= 130)	32	24.62	38	29.23	60	46.15

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.

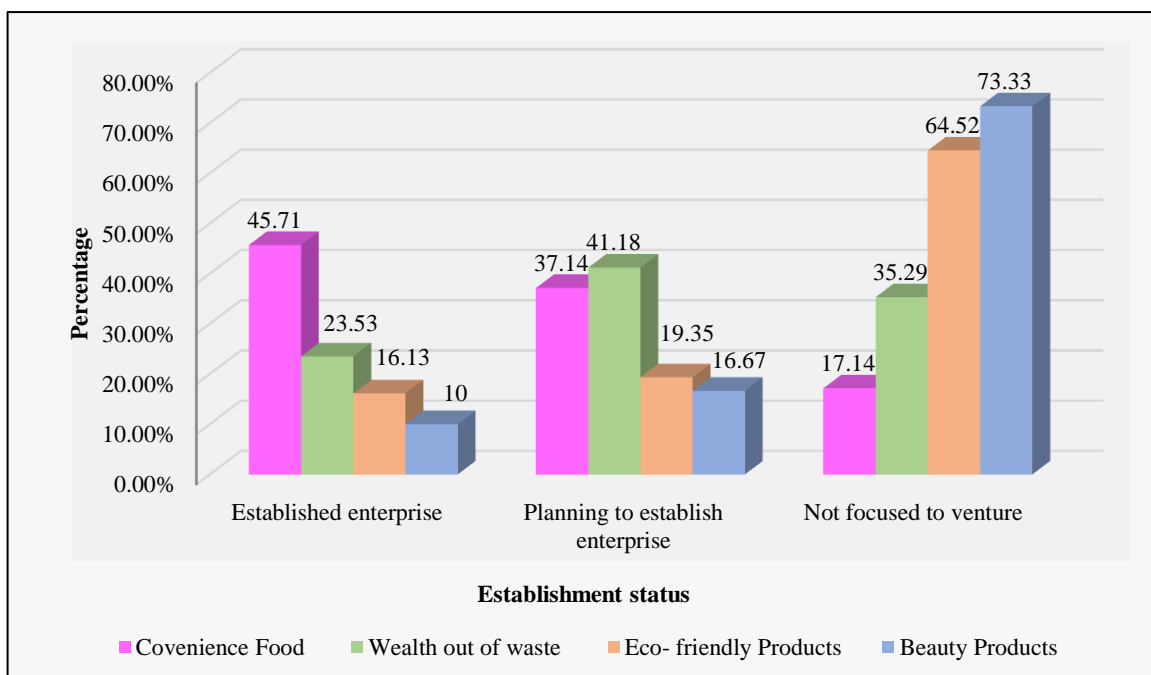


Figure 28: Establishment of Enterprises by the Trainees

Similar findings obtained in a study by Masur (2014), in which it was noted down that after attending training from KVK (Krishi Vigyan Kendra), 11.25 percent of women established enterprises and as per the study of Kumar (2017), it was observed that 25.95 percent of trainees started their own enterprise after trained through EDPs. Nitheeshkumar and Sreekanth (2015) also stated that it is indispensable to evaluate the entrepreneurial training to know how many participants have actually started their own enterprises after completing the trainings.

ii. Nature of enterprises established by the trainees

Nature of enterprises established by the trainees is tabulated in Table XLIII.

Table XLIII

Nature of Enterprises Established by the Trainees

Nature of enterprise	Frequency	Percentage
Convenience food (n= 16)		
Virgin coconut oil	10	62.5
Coconut laddu	4	25
Instant coconut masala and theyyal mix	2	12.5
Wealth out of waste (n= 8)		
Paper bag	7	87.5
Coconut shell soap dish	1	12.5
Eco- friendly products (n= 5)		
Reed products {lamp shade, reed basket, container, flower vase and muram (winnow)}	5	100
Beauty products (n= 3)		
Soap	2	66.67
Henna mix and hibiscus herbal shampoo	1	33.33

A detailed explanation on the nature of enterprises established by the trainees implies that more number of women entrepreneurs had been created in the convenience food category followed by wealth out of waste, eco- friendly products and beauty products. Among the convenience food batch, 62.5 percent had set up virgin coconut oil unit, 25 percent were involved in coconut laddu making unit and 12.5 percent were engaged in instant coconut masala and theyyal mix production and distribution units. Under wealth out of waste, 87.5 percent of the trainees were involved in paper bag making, 12.5 percent involved in coconut shell soap dish making. Under eco-friendly products, all trainees who had established

enterprise took up production of reed products like lamp shade, reed basket, container, flower vase and muram (winnow). In the case of beauty products category, 66.67 percent of the trainees set up soap making unit and 33.33 percent were involved in henna mix and hibiscus herbal shampoo making and distribution.

iii. Launching and promotion details of enterprises established by the trainees

Details regarding the training adoption time, launch pad and product promotion details are elaborated in Table XLIV.

Table XLIV

Launching and Promotion Details of Enterprises Established by the Trainees

Variables	Discipline								Total (n= 32)	
	Convenience food (n= 16)		Wealth out of waste (n= 8)		Eco-friendly products (n= 5)		Beauty products (n= 3)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Training adoption time										
Within 11 months	0	0	0	0	1	3.23	0	0	1	3.12
Within 9 months	1	2.86	3	8.82	0	0	0	0	4	12.5
Within 7 months	11	31.43	4	11.76	2	6.45	2	6.67	19	59.38
Within 5 months	2	5.71	1	2.94	2	6.45	1	3.33	6	18.75
Within 3 months	2	5.71	0	0	0	0	0	0	2	6.25
Launchpad*										
Family	16	100	6	75	5	100	3	100	30	93.75
Local leaders	2	12.5	0	0	1	20	1	33.33	4	12.5
Relatives	3	18.75	1	12.5	2	40	2	66.67	8	25
Bank official	1	6.25	0	0	1	20	1	33.33	3	9.38
Well- wishers	0	0	2	25	3	60	1	33.33	6	18.75
Friends	12	75	8	100	4	80	3	100	27	84.38
Product promotion details*										
Exhibition	12	75	5	62.5	5	100	3	100	28	87.5
Department store	7	43.75	3	37.5	4	80	1	33.33	15	46.88
Notice	13	81.25	2	25	4	80	2	66.67	21	65.63
Free sample	3	18.75	4	50	1	20	1	33.33	9	28.13
Agencies	4	25	1	12.5	1	20	3	100	9	28.13
Direct order	3	18.75	1	12.5	1	20	2	66.67	7	21.88
Advertisements	2	12.5	1	12.5	1	20	1	33.33	5	15.63
Social media	3	18.75	2	25	1	20	1	33.33	7	21.88

*Multiple responses

As per the findings of Prema and Pavithran (2003), gestation period for entrepreneurship ranges from one week to two years and was found that within two years of time, majority of the trainees start their own enterprises.

In the current research work, data concerning to the time taken by the trainees to establish their own enterprises pointed out that 59.38 percent of the trainees succeeded in establishing their own enterprises within seven months of time followed by 18.75 percent within five months, 12.5 percent within nine months, 6.25 percent within three months and 3.12 percent within eleven months of time. Convenience food batch have more representation of entrepreneurs compared to other disciplines.

Multiple responses from the part of the trainees showed that launching of the enterprise units of the trainees were blessed with the presence and prayers of their parents, support from family members, local leaders, relatives, bank officials, well-wishers, friends and so on. Parents and other family members were present at the time of launching the enterprise in 93.75 percent of the trainees, 84.38 percent responded that friends were present, 25 percent had the presence of their relatives during launchpad.

It is evident from the table that the trainees had acquired sufficient knowledge in varied product promotion ideas and multiple channels were used by them to promote and market their products. Exhibitions were conducted by them under various NGOs, as part of Onam celebration (harvest festival of Kerala) and Kudumbashree melas, which account for 87.5 percent of the trainees who had now turned into entrepreneurs. About 46.88 percent sell their products through department stores and nearby shops, 65.63 percent distributed notices regarding the products they make, 28.13 percent distributed free samples to relatives and neighbourhood, 28.13 percent were networking with supporting agencies, 21.88 percent take direct order from customers, 15.63 percent of the trainees had given advertisements in newspapers and FM Radio and 21.88 percent had utilized social media platforms like whatsapp, youtube and facebook for product promotion and marketing. Enterprise wise product promotion strategies reveals that cent percent of trainees from eco-friendly and beauty products batches had adopted exhibition as the medium for the promotion of their products.

iv. Details on financial assistance obtained by the trainees

Details regarding the financial assistance obtained by the trainees for the establishment of enterprises is portrayed in Table XLV.

Table XLV

Details on Financial Assistance Obtained by the Trainees

Variables	Discipline								Total (n= 32)	
	Convenience food (n= 16)		Wealth out of waste (n= 8)		Eco-friendly products (n= 5)		Beauty products (n= 3)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Source of financial assistance										
Private lending	4	25	5	62.5	0	0	0	0	9	28.13
Own money	3	18.75	0	0	0	0	1	33.33	4	12.5
SHG	3	18.75	0	0	0	0	0	0	3	9.38
Family	2	12.5	1	12.5	4	80	0	0	7	21.88
Co- operative society	2	6.25	0	0	0	0	0	0	1	3.12
Friends and relatives	1	6.25	0	0	1	20	0	0	2	6.25
Bank	1	12.5	2	25	0	0	2	66.67	6	18.75
Amount										
Below Rs. 25,000	12	75	8	100	5	100	3	100	28	87.5
Rs.25001-Rs. 50,000	2	12.5	0	0	0	0	0	0	2	6.25
Above Rs. 50,000	2	12.5	0	0	0	0	0	0	2	6.25

It is evident from the table that, 28.13 percent of the trainees had received financial assistance through private lending, 21.88 percent got money from family, 18.75 percent had utilized credit from bank, 12.50 percent used their own money, 9.38 percent had utilized money from SHG, 6.25 percent received money from friends and relatives and 3.12 percent availed loan from co- operative society.

Rodrigues (2016), in his work stated that 42 percent of the respondents had utilized loan facilities from bank to start their business and 22 percent borrowed money from relatives and friends for the same.

It can be noted down that majority that is 87.50 percent of the trainees received financial assistance of Rs. 25,000 for the establishment of enterprises, 6.25 percent had utilized an amount between Rs. 25001 and Rs. 50,000 and another 6.25 percent had made use of money above Rs. 50,000 for setting up of enterprises.

v. Support obtained by the trainees for the establishment of enterprise*

Support obtained by the trainees for establishing enterprises is presented in Table XLVI.

Table XLVI

Support Obtained by the Trainees for the Establishment of Enterprise*

Support obtained for the establishment of enterprise	Discipline								Total (n= 32)	
	Convenience food (n= 16)		Wealth out of waste (n= 8)		Eco-friendly products (n= 5)		Beauty products (n= 3)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Frequency	Percentage	Frequency	Percentage	Frequency
Moral support										
Family	13	81.25	7	87.5	5	100	3	100	28	87.5
Friends	4	25	3	37.5	4	80	3	100	14	43.75
Well wishers	3	18.75	1	12.5	2	40	2	66.67	8	25
Counsellor	1	6.25	0	0	1	20	1	33.33	3	9.38
Motivation video	1	6.25	0	0	0	0	0	0	1	3.12
Marketing support										
Kudumbashree	11	68.75	3	37.5	1	20	1	33.33	16	50
Ananthapuri Coconut Producer's Company	8	50	0	0	0	0	0	0	8	25
Local Self Government Stationery shops	5	31.25	1	12.5	1	20	2	66.67	9	28.13
Supermarket	2	12.5	3	37.5	0	0	0	0	5	15.63
SEWA (NGO)	1	6.25	2	25	1	20	1	33.33	5	15.63
Textiles	0	0	7	87.5	5	100	3	33.33	15	46.88
Kerala State Bamboo Corporation Ltd	0	0	6	75	0	0	0	0	6	18.75
Event management unit	0	0	0	0	5	100	0	0	5	15.63
Beauty parlour	0	0	0	0	2	40	3	100	5	15.63
	0	0	0	0	0	0	3	100	3	9.38
Management support										
Group members	12	75	6	75	4	80	0	0	22	68.75
Self	4	25	2	25	1	20	3	100	10	31.25
Father	3	18.75	2	25	4	80	2	66.67	11	34.38
Husband	2	12.5	4	50	3	60	1	33.33	10	31.25
Brother	2	12.5	3	37.5	1	20	0	0	6	18.75
Mother	1	6.25	0	0	1	20	2	66.67	4	12.5
Raw materials procurement										
Friends	12	75	7	87.5	5	100	3	100	27	84.38
Family	5	31.25	3	37.5	4	80	1	33.33	13	40.63
Self	4	25	2	25	1	20	3	100	10	31.25
Agencies, suppliers	3	18.75	1	12.5	1	20	0	0	5	15.63
NGOs	2	12.5	3	37.5	2	40	1	33.33	8	25

In order to establish an enterprise, various support factors are required for an entrepreneur in terms of moral support, marketing, management, raw materials procurement and so on. As far as the moral support is concerned, it is obvious from the data that family

played a great role in the establishment of enterprises by the women trainees. They catered moral support for them at times of adversities and needs, which accounts for 87.5 percent. Friends provided moral support for 43.75 percent and 25 percent received moral support from their well-wishers.

Marketing support provided by Kudumbashree encompass platform for online and offline sales. The trainees who had established their own enterprises were invited to participate in exhibitions, trade fairs, festival related selling outlets and door to door selling of products through neighbourhood groups. Half of the established trainees had utilized Kudumbashree for marketing support and SEWA (NGO) provided support for marketing for 46.88 percent of the trainees through introducing sales outlets and other agencies.

Management is one of the crucial aspects of enterprise running and it is clear from the data that group members helped 68.75 percent of the trainees in managing their enterprises, 31.25 percent themselves manage their enterprises through the knowledge acquired via entrepreneurial training programmes, 31.25 percent had management support from their husband and father respectively 18.75 percent got assistance from their brothers and 12.5 had their mother's support for management of enterprises.

Production happen only if raw materials are available at the production unit. Hence, raw materials procurement duty had taken up by their friends for 84.38 percent of the trainees, 40.63 percent got help from family, 31.25 percent had themselves procured raw materials to the production unit, NGO was the raw materials procuring medium for 25 percent and 15.63 percent procured raw materials through various agencies and suppliers.

vi. Reasons for choosing the enterprise after attending the training programmes*

Reasons for choosing the enterprises after attending the training programmes is portrayed in Table XLVII.

Table XLVII**Reasons for Choosing the Enterprise after Attending the Training Programmes***

Reasons	Frequency	Percentage
Convenience food (n= 16)		
Interest in food industry	16	100
Locally available raw materials and resources	14	87.5
Low cost of production	12	75
Run enterprise with nominal investment	11	68.75
Success stories of entrepreneurs in the similar field	7	43.75
Approachability to product promotion agencies	6	37.5
Demand in the market	5	31.25
Wealth out of waste (n= 8)		
Low cost of raw materials	8	100
Interest to engage in creative ideas	7	87.5
Ban on plastic carry bags	4	50
Demand for the products	4	50
Less competition in market	3	37.5
Support from NGOs	2	25
Eco-friendly products (n= 5)		
Locally available resources and raw materials	5	100
Social responsibility of manufacturing and promotion of environment friendly products	4	80
Availability of skilled traditional workers (reed workers)	4	80
Ban on plastic products by the Government	4	80
Market demand (online and offline)	3	60
Support from NGOs	2	40
Availability of local retail outlets	1	20
Beauty products (n= 3)		
Rising demand for natural products	3	100
Interest in the field of beauty products	3	100
Contact with selling outlets	2	66.67
Market openings	2	66.67

***Multiple responses**

The motives behind opting the enterprises after attending the training programme was assessed and tabulated under four categories of enterprises. Multiple responses were received from the selected trainees. 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.

vii. Discipline wise enterprise units established after training

Details on discipline wise enterprise units established by the trainees after the entrepreneurial training programmes is elucidated in Table XLVIII.

Table XLVIII

Discipline wise Enterprise Units Established after Training

Discipline	Frequency (in terms of units) (n= 15)	Percentage
Convenience food	7	46.67
Wealth out of waste	3	20.00
Eco- friendly products	2	13.33
Beauty products	3	20.00

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 13.33 percent in the eco- friendly products category and 20 percent in the beauty products category.

viii. Infrastructural and allied details of the enterprises established by the selected trainees

Infrastructural and allied details of the enterprises like enterprise category, registration status, loan status, location, production unit, availability of amenities, employees employed, modes of operation, investment and production frequency are presented in Table XLIX.

**Table XLIX
Infrastructural and Allied Details of the Enterprises Established by the Selected Trainees**

Variables	Enterprise Units									
	Convenience food (n= 7)		Wealth out of waste (n= 3)		Eco-friendly products (n= 2)		Beauty products (n= 3)		Total (n= 15)	
	Units	Percentage	Units	Percentage	Units	Percentage	Units	Percentage	Units	Percentage
Registration status										
Not registered	3	42.86	2	66.67	1	50	3	100	9	60
Applied for registration	4	57.14	1	33.33	1	50	0	0	6	40
Loan status										
Applied for loan	3	42.86	2	66.67	2	100	2	66.67	9	60
Not applied for loan	2	28.57	1	33.33	0	0	1	33.33	4	26.67
Sanctioned loan	2	28.57	0	0	0	0	0	0	2	13.33
Location										
Rural	4	57.14	3	100	1	50	2	66.67	10	66.67
Semi- urban	2	28.57	0	0	1	50	0	0	30	20
Urban	1	14.29	0	0	0	0	1	33.33	2	13.33
Production place										
Household level	4	57.14	2	66.67	1	50	3	100	10	66.67
Rent building	1	14.29	1	33.33	1	50	0	0	3	20
Own building	2	28.57	0	0	0	0	0	0	2	13.33
Amenities										
Electricity										
Available	7	100	3	100	2	100	3	100	15	100
Unavailable	0	0	0	0	0	0	0	0	0	0
Water										
Available	7	100	3	100	2	100	3	100	15	100
Unavailable	0	0	0	0	0	0	0	0	0	0
Fuel										
Required and available	7	100	0	0	0	0	3	100	10	66.67
Not required	0	0	3	100	2	100	0	0	5	33.33

Transportation facilities										
Available	7	100	3	100	2	100	2	66.67	14	93.33
Unavailable	0	0	0	0	0	0	1	33.33	1	6.67
Communication facilities										
Available	7	100	3	100	2	100	3	100	15	100
Machineries										
Available	7	100	3	100	1	50	1	33.33	12	80
Unavailable	0	0	0	0	1	50	2	66.67	3	20
Employees										
No employees	3	42.86	2	66.67	2	100	3	100	10	66.67
One employee	2	28.57	1	33.33	0	0	0	0	3	20
Two employees	2	28.57	0	0	0	0	0	0	2	13.33
Mode of operation										
Sole proprietorship	5	71.43	1	33.33	1	50	3	100	10	66.67
Partnership	2	28.57	2	66.67	1	50	0	0	5	33.33
Initial investment amount										
Below Rs. 25,000	0	0	2	66.67	2	100	3	100	7	46.67
Rs. 25,001 – Rs. 50,000	1	14.29	1	33.33	0	0	0	0	2	13.33
Above Rs. 50,000	6	85.71	0	0	0	0	0	0	6	40
Production frequency										
Daily	3	42.86	2	66.67	0	0	0	0	5	33.33
Weekly once	2	28.57	1	33.33	0	0	0	0	3	20
Weekends	2	28.57	0	0	1	50	2	66.67	3	20
Seasonal or order based	0	0	0	0	1	50	0	0	3	20
Monthly	0	0	0	0	0	0	1	33.33	1	6.67

Registration of enterprise is an inevitable criteria. It was found from the collected data that 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.

It may be observed from the collected data that 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.

Location of the enterprise plays pivotal role in the advancement and success of an enterprise. From the survey, it was found that 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.

A critical examination of the table indicates that 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.

Amenities like power, water, fuel, transportation and machineries are needed for the smooth functioning of enterprises. Electricity connection is available for cent percent of enterprises, water is available for cent percent of enterprises, fuel is required and available for

66.67 percent of the enterprises (convenience food and beauty products enterprises), transportation facilities like access to main road, vehicle and reachability to market were available to 93.33 percent, 80 percent had machineries in their units for manufacturing of products while the rest 20 percent used hand and simple techniques for the production purpose.

Hiring of employees in an enterprise can be regarded as an indicator of entrepreneurship success (Gindling and Newhouse, 2014). Skilled and semi- skilled labourers are needed as helping hands in the production and distribution process. Individual run enterprises require employees than group ventures since in group ventures, group members can act as employees also. Some of the individual run enterprises had additional helping hands from their family members also. Thus, only a few enterprises in the current study required to employ labourers. 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. It was encouraging to know that, through the training programme, women had become self- reliant entrepreneurs along with providing employment opportunities for others.

Modes of operation refers to the type and form of enterprise which is determined by the number of persons involved in the establishment and managing of the business venture. 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.

In the study of Rajendhiran and Moorthy (2016), they enquired about initial investments by women entrepreneurs and found that it ranges from Rs. 18500 to Rs. 50,000 and the return on investment ranges from Rs. 9500 to Rs. 28000 per month. In the research findings of Kaushik (2013), it was pointed out that 65 percent of women invested Rs.15001 to Rs. 30000 in business followed by 22 percent which is Rs. 10000 to Rs. 15000 and only 13 percent invested more than Rs. 30000 in the business.

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.

ix. Economic impact of the establishment of enterprises by the trainees

Economic impact of the enterprise establishment had been outlined in table L.

Table L

Economic Impact of the Establishment of Enterprises by the Trainees

Enterprise	Production per month (Quantity)	Selling Price (Rs.)	Revenue (Rs.)	Production cost (Rs.)	Monthly Profit (Rs.)	Profit percentage (profit×100÷ revenue) (%)
Convenience food						
Virgin coconut oil unit 1	44 liters	110 per 100 ml	48,400	15,320	33,080	68
Virgin coconut oil unit 2	24 liters	120 per 100 ml	28,800	8,620	20,180	70
Virgin coconut oil unit 3	90 liters	100 per 100 ml	90,000	15,600	74,400	83
Virgin coconut oil unit 4	75 liters	110 per 100 ml	82,500	20,000	62,500	76
Coconut laddu unit	30 kg	175 per 250 g	21,000	9,000	12,000	57
Instant coconut masala and Theeyal mix unit 1	18 kg	180 per 250 g	12,960	8,000	4,960	38
Instant coconut masala and Theeyal mix unit 2	30 kg	150 per 200 g	18,000	10,000	8,000	44
Wealth out of waste						
Paper bag unit 1	500 no.	5 to 7 per bag	3,500	1780	1,720	49
Paper bag unit 2	1200 no.	5 to 10 per bag	12,000	3660	8340	70
Coconut shell soap dish unit	10 no.	350 per piece	3,500	850	2650	76
Eco- friendly products						
Reed Unit 1		Per piece				
Reed container	5 no.	130				
Flower vase	2 no.	50	2,810	1250	1560	56
Lamp shade	3 no.	300				
Packing basket	4 no.	80				
Muram	7 no.	120				
			8,095	2570	5525	68
Reed Unit 2		Per piece				
Reed container	10 no.	150				
Flower vase	8 no.	60				
Lamp shade	14 no.	300				
Packing basket	7 no.	95				
Muram	10 no.	125				
Beauty products						
Handmade soap unit 1	600	35 per piece	21,000	2270	18730	89
Handmade soap unit 2	800	35 per piece	28,000	3580	24420	87
Henna mix and	2 kg	250 per 250 g	2,900	990	1910	66
Hibiscus herbal shampoo unit	100 ml×10 bottles	90 per 100 ml				

Economic impact of the enterprise establishment had been outlined through the volume of production, revenue and profit of the enterprises built by the trainees. Hence attempting to reflect the economic impact of the entrepreneurial training programmes through the income wise benefits acquired by the enterprises. A detailed study had been made on the monthly production in terms of quantity, selling price of products, revenue, production cost, monthly profit and profit percentage of individual enterprises from all categories. 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 theeyal mix unit 1 which is Rs. 4,960, with production cost of Rs. 8,000.

The findings are strongly supported by the research work of Mayuran (2016), in which it was explained that training resulted in positive outcome on the performance of enterprises in terms of profit, revenue and size.

x. Constraints faced by the trainees during establishment of the enterprise

Constraints faced by the trainees during establishment of enterprises is described in Table LI.

Table LI
Constraints Faced by the Trainees during Establishment of the Enterprise*

Constraints	Discipline								Total (n= 32)	
	Convenience food (n= 16)		Wealth out of waste (n= 8)		Eco-friendly products (n= 5)		Beauty products (n= 3)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Constant feeling of insecurity	14	87.5	6	75	2	40	2	66.67	24	75
Dependence on others for carrying raw materials and products because of not having own vehicle	13	81.25	2	25	2	40	3	100	20	62.5
More interference from family members	12	75	5	62.5	2	40	2	66.67	21	65.63
Difficulty in finding skilled employees to work	11	68.75	6	75	1	20	3	100	21	65.63
Difficulties in balancing work and family life	11	68.75	2	25	2	40	3	100	18	56.25
Pressures to achieve target	10	62.5	3	37.5	4	80	1	33.33	18	56.25
Difficulty in procurement of raw materials during off season	9	56.25	1	12.5	3	60	2	66.67	15	46.88
Storage space limitations	9	56.25	3	37.5	1	20	1	33.33	14	43.75
Unreachability to modern advertising options due to price hike	8	50	4	50	5	100	2	66.67	19	59.38
Instability on investment choice	7	43.75	1	12.5	4	80	3	100	15	46.88
Delay in sanctioning of loan	6	37.5	2	25	1	20	1	33.33	10	31.25
Pessimistic attitude from peers	3	18.75	1	12.5	3	60	1	33.33	8	25
Time management problems	2	12.5	7	87.5	1	20	1	33.33	11	34.38

*Multiple responses

While establishing new enterprise, the entrepreneurs had to face various hurdles. These hurdles make them either succeed or fail. The one who courageously jump over through these hurdles succeed and those failed will learn new lessons from the failures.

Women had to face various obstacles for getting into the entrepreneurship arena and these constraints begin from the moment of thinking about entrepreneurship and continues throughout the venturing process. The only difference is in the intensity of hindrances and they become well versed in managing and coping up with the situation. As it is evident in the table, multiple responses were received 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.

Similarly in the study of Rao et al., (2016), stated the challenges faced by women during the establishment of their firm which encompass financial constraints for 59.3 percent of respondents, competition in the market for 11.9 percent, skilled labour problems for 10.2 percent and other constraints were work life problems, working space, lack of equipment, access to raw materials and lack of skills.

It can be pointed out in the study of Rao (2016), stated that, at times, family drags women away from business activities and simultaneously they involve more in business matters. Thus, it requires more effort for them to balance both work and personal life.

xi. Future plans of the trainees

The trainees who had established enterprises had future expectations with respect to the growth and development of their ventures. Table LII and figure 26 outline the future plans of trainees.

**Table LII
Future Plans of Trainees***

Future plan	Discipline								Total (n= 32)	
	Convenience food (n= 16)		Waste out (n= 8)		Eco-friendly products (n= 5)		Beauty products (n= 3)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Expansion of the business	16	100	8	100	5	100	3	100	32	100
Clearance of registration and license for the enterprise	15	93.75	7	87.5	4	80	3	100	30	93.75
Improve labelling and packaging of the products	14	87.5	2	25	3	60	1	33.33	11	34.38
Utilization of benefits from Government schemes	12	75	5	62.5	5	100	2	66.67	22	68.75
More linkages and collaborations with development boards, NGOs and local outlets	11	68.75	8	100	5	100	3	100	31	96.88
Improve standards in product	10	62.5	6	75	3	60	1	33.33	21	65.63
Attend similar training programmes to enrich skills	9	56.25	7	87.5	4	80	3	100	26	81.25
More social media marketing	8	50	7	87.5	4	80	3	100	28	87.5
Inclusion of technological updates	7	43.75	4	50	3	60	1	33.33	16	50
Exporting of products	5	31.25	4	50	2	40	1	33.33	16	50

*Multiple responses

Positive and welcoming plans had been expressed by the trainees in relation to their expectations in the future for their enterprises. Now, they had turned into women entrepreneurs and their plans for their enterprises varies in magnitude with respect to their areas of expertise.

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.

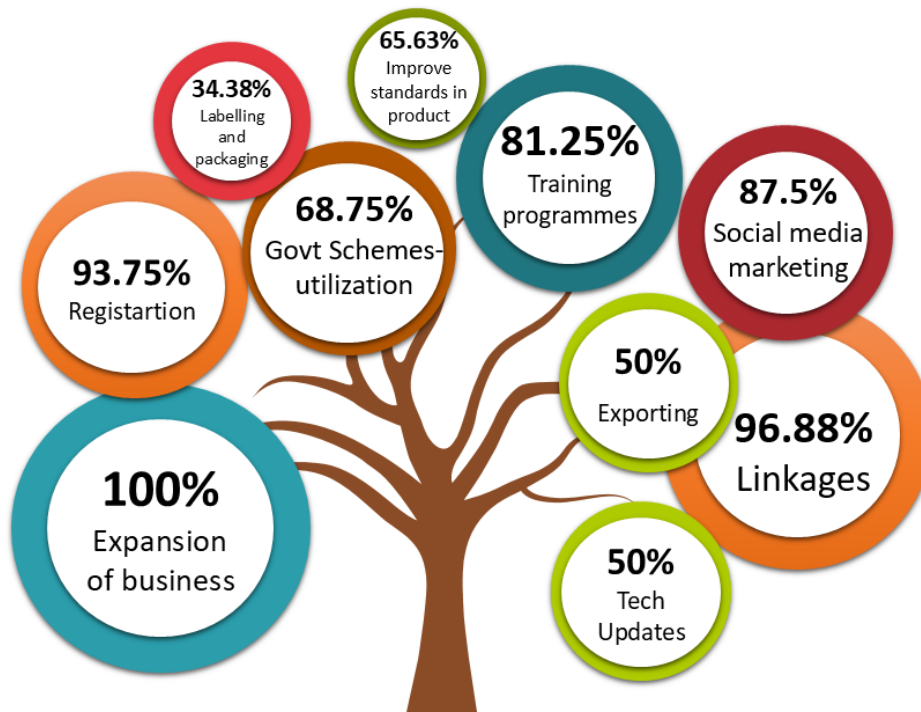


Figure 29: Future Plans of Trainees

b. Information on enterprises planning to establish by the trainees

Details regarding the enterprises panning to establish by the trainees after attending the entrepreneurial training programmes have been discussed under the following headings:

- i. Nature of enterprises planning to establish by the trainees
- ii. Details on enterprises planning to establish by the trainees
- iii. Hurdles for the delay in establishing enterprises
- iv. Steps taken after the training

i. Nature of enterprises planning to establish by the trainees

Data on the nature of enterprises planning to establish by the trainees is presented in Table LIII.

Table LIII**Nature of Enterprises Planning to Establish by the Trainees**

Nature of enterprise	Frequency	Percentage
Convenience food (n= 13)		
Virgin coconut oil	10	76.92
Coconut laddu	3	23.08
Wealth out of waste (n= 14)		
Paper bag	12	85.71
Home décor from popsicle sticks	2	14.29
Eco- friendly products (n= 6)		
Reed products {lamp shade, reed basket, container, flower vase and muram (winnow)}	6	100
Beauty products (n= 5)		
Soap	2	40
Hibiscus herbal shampoo	2	40
Henna mix	1	20

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.

ii. Details on planning for establishment of enterprise by the trainees

Information related to the type, location, credit choice, time gap required and marketing strategy of the proposed enterprises are elaborated in Table LIV.

Table LIV
Details on Planning for Establishment of Enterprise by the Trainees

Variables	Discipline								Total (n= 38)	
	Convenience food (n= 13)		Wealth out of waste (n= 14)		Eco- friendly products (n= 6)		Beauty products (n= 5)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Type of enterprise										
Sole proprietorship	12	92.31	7	50	4	66.67	3	60	26	68.42
Partnership	1	7.69	7	50	2	33.33	2	40	12	31.58
Location										
Rural	9	69.23	4	28.57	5	83.33	2	40	20	52.63
Urban	4	30.77	10	71.43	1	16.67	3	60	18	47.37
Production unit										
Rent	7	53.85	3	21.43	1	16.67	2	40	13	34.21
Household level	4	30.77	11	78.57	5	83.33	3	60	23	60.53
Own building	2	15.38	0	0	0	0	0	0	2	5.26
Credit choice*										
Bank	7	53.85	6	42.86	6	100	4	80	23	60.53
Family and friends	5	38.46	7	50	4	66.67	1	20	19	50
Co- operative society	3	23.08	5	35.71	5	83.33	2	40	15	39.47
Chit funds	3	23.08	4	28.57	1	16.67	1	20	9	23.68
Self- savings deposits	2	15.38	1	7.14	1	16.67	1	20	5	13.16
Private finance	1	7.69	2	14.29	3	50	3	60	9	23.68
Government schemes	1	7.69	3	21.43	5	8.33	2	40	11	28.95
Time required for starting up of enterprise										
More than one year	6	46.15	6	42.86	3	50	1	20	17	44.74
Two years	3	23.08	3	21.43	3	50	2	40	13	34.21
10 months to one year	3	23.08	3	21.43	0	0	1	20	5	13.16
4 months	1	7.69	1	7.14	0	0	0	0	2	5.26
6 months	0	0	1	7.14	0	0	1	20	1	2.63
Marketing strategy and business promotion ideas planned*										
Attractive labelling	12	92.31	9	64.29	5	83.33	2	40	28	73.68
Visiting cards	8	61.54	7	50	4	66.67	2	40	21	55.26
Online marketing	7	53.85	6	42.86	3	50	2	40	18	47.37
Local market	6	46.15	11	78.57	2	33.33	4	80	23	60.53
Discount mela	5	38.46	10	71.43	1	16.67	4	80	20	52.63
Customer feedback	4	30.77	12	85.71	6	100	1	20	23	60.53
More advertisements	4	30.77	3	21.43	1	16.67	4	80	12	31.58
Collaborations	3	23.08	13	92.86	3	50	3	60	22	57.89
Social media	3	23.08	9	64.29	2	33.33	3	60	17	44.74

*Multiple responses

The type and form of enterprise that the trainees are planning was asked and they opined that 68.42 percent preferred sole proprietorship over partnership which accounted for 31.58 percent of trainees. More number of trainees from all the four batches had also preferred for sole proprietorship form of enterprise.

The locale of the enterprise reveals that 52.63 percent of the trainees intend to start their units in rural areas while 47.74 percent preferred urban areas. When discipline wise preference is analysed, it was understood that more number of trainees from convenience food (69.23 percent) and eco- friendly products batch (83.33 percent) intend to start enterprises in rural areas while that of wealth out of waste (71.43 percent) and beauty products batch (60 percent), the preference goes to urban areas.

The data also implies that majority 60.53 percent of the trainees opined of starting enterprise within the comfort of their households, 34.21 percent were planning to rent building and only 5.26 percent intend to set up enterprise unit in own building meant for business purpose. Discipline wise choice shows that except convenience food batch, more number of trainees from other enterprises expect to run their enterprises at household level.

Choice of credit to be utilized for setting up of the enterprise was planned by the trainees and when assessed as a whole, it reveals that 60.53 percent preferred bank loans, 50 percent planned to borrow money from family and friends, 39.47 percent preferred loan from co- operative societies, 28.95 percent had planned to avail Government scheme of Mudra Yojana, 23.68 percent each had thought of mortgaging gold in private financial institutions and using chit funds and only 13.16 percent had planned to make use of their savings deposit.

The time required for adopting the training thereby starting up of the entrepreneurship is mentioned as the training adoption time required which is consolidated finally after five follow up meetings, thus taking a time period of eleven months. About 44.74 percent of the trainees reported that they might take more than one year to start their enterprises, 34.21 percent opined that they needed two years of time for venturing into business field, 13.16 percent expressed that they need 10 months to one year time, 5.26 percent require five months of time and 2.63 percent require six months' time for starting their own enterprise units.

The trainees from all the four batches planned for marketing strategies and business promotion ideas prior to the start- up which include focus on attractive labelling of products, distribution of visiting cards online and offline modes, online marketing, local market and customers, discount and fair price melas, customer feedback collection, more advertisements both online as well as offline, collaborations with agencies and social media openings. Brief

analysis of discipline wise product promotion ideas reveals that more number of trainees from convenience food batch intend to do attractive labelling (92.31 percent) and distribution of visiting cards (61.54 percent), wealth out of waste batch planned for collaborations (92.86 percent) and customer feedback (85.71 percent), eco- friendly products batch had ideas on customer feedback (100 percent) and labelling (83.33 percent), 80 percent of trainees from beauty products batch had planned for focussing on local markets, discount melas and more advertisements respectively.

iii. Hurdles for the delay in establishing of enterprises

Various hurdles faced by the trainees that cause delay in establishing enterprises is enumerated in Table LV.

Table LV
Hurdles for the Delay in Establishing of Enterprises

Hurdles for the delay in establishing enterprises	Discipline								Total (n= 38)	
	Convenience food (n= 13)		Wealth out of waste (n= 14)		Eco-friendly products (n=6)		Beauty products (n= 5)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Arranging infrastructure facilities related to enterprise	3	23.08	1	7.14	1	16.67	1	20	6	15.79
Conducting market survey for checking the feasibility of the selected enterprise	3	23.08	3	21.43	2	33.33	0	0	8	21.05
Waiting for sanctioning of legal procedures and loan formalities	3	23.08	2	14.29	1	16.67	1	20	7	18.42
Lack of self confidence	1	7.69	6	42.86	0	0	0	0	8	21.05
Seasonal unavailability of raw materials	1	7.69	0	0	1	16.67	1	20	3	7.89
Waiting for group members	1	7.69	0	0	1	16.67	0	0	1	2.63
Mobility restrictions	1	7.69	2	14.29	0	0	2	40	5	13.16

Some of the major reasons for the delay in starting of the enterprise as mentioned by the trainees are figured out in the table.

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.

Prema and Pavithran (2003), explained the reasons for getting blocked on the way to entrepreneurship and implied that about 60 percent of the trainees got blocked in the process of enterprise building because of the difficulty in loan sanctioning followed by 28 percent and 12 percent due to difficulty and delay in getting licences and infrastructure issues respectively.

Kumar (2015) and Mahajan (2013) were of the view that lack of self- confidence curb the growth of women entrepreneurs.

iv. Steps taken by the trainees after the entrepreneurial training programmes

Progressive steps taken by the trainees after the entrepreneurial training programmes has been elucidated in Table LVI.

Table LVI

Steps taken by the Trainees after the Entrepreneurial Training Programmes

Steps taken after the training	Discipline								Total (n= 38)	
	Convenience food (n= 13)		Waste out (n= 14)		Eco-friendly products (n= 6)		Beauty products (n= 5)			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Took part in exhibitions (Onam market, YMCA, Thanal, SEWA, Kudumbashree mela)	3	23.08	1	7.14	1	16.67	2	40	7	18.42
Infrastructural arrangements made for setting up of enterprise	3	23.08	1	7.14	2	33.33	0	0	6	15.79
Interacted with bank officials and Government officials	3	23.08	1	7.14	0	0	0	0	4	10.53
Trial and error	1	7.69	2	14.29	1	16.67	1	20	5	13.16
Free sample distribution and receiving feedbacks	1	7.69	3	21.43	0	0	0	0	4	10.53
Interaction with successful entrepreneurs for advice and suggestions	1	7.69	1	7.14	0	0	1	20	3	7.89
Understanding the market needs and trends	1	7.69	2	14.29	2	33.33	0	0	5	13.16
Identifying the pros and cons of the product	0	0	3	21.43	0		1	20	4	10.53

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.



Figure 30: Steps taken by the Trainees after the Entrepreneurial Training Programmes

c. Reasons for not establishing enterprise by the trainees

Various reasons pointed out by the trainees for not establishing enterprise is presented in Table LVII.

Table LVII
Reasons for not Establishing Enterprise by the Trainees

Reasons for not establishing enterprise by the trainees	Frequency	Percentage
Convenience food (n= 6)		
Fear of consequences related to risk taking	3	50
Failed to get loan from bank due to past bank loan liability	2	33.33
Concerned about competition from entrepreneurs in similar field of food enterprise	1	16.67
Wealth out of waste (n= 12)		
Studying on possibilities for innovative ideas in this sector	4	33.33
Failed to get team members for a group venture	3	25
Got engaged in other employment sector	2	16.67
Lack of support from family	2	16.67
Not confident about the feasibility of the products	1	8.33
Eco- friendly products (n= 20)		
Difficulty in identifying market updates	7	35
Fear of failure	6	30
Unexpected economic liabilities in the family	4	20
Health related issues	3	15
Beauty products (n= 22)		
Searching for opportunities in other related areas of enterprises	13	59.09
Seeking fund sources for establishment of enterprise	6	27.27
Difficulty in accessing production location	3	13.64

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.

In the words of Goyal and Prakash (2011) and Gandhi and Sharma (2014), women who take up training by attending various entrepreneurship development programmes, often fail to establish enterprises due to various reasons which in turn restrict the expansion of women entrepreneurship. According to Masur (2014), 81.25 percent of women specified lack of financial support as the major reason for not starting enterprises following lack of time which constitute 75 percent of women respondents.

F. SWOC (Strength Weakness Opportunities and Challenges) analysis of the trainees

A brief and consolidated SWOC (Strength Weakness Opportunities and Challenges) analysis was carried out in order to identify the strengths, weaknesses, opportunities and challenges of the trainees after attending the training programme in relation to sustaining of entrepreneurial behaviour. Strengths make them use the Opportunities available and Weakness leads to Challenges. The ability to face challenges make them successful entrepreneurs. In figure 30, an attempt had been made to portrait SWOC analysis in the form of a Snake and Ladder Game, where Ladder represents Strength and Opportunities while Snake represent Weakness and Challenges. In the picture of ladder, the symbol ‘♥’ denotes Strengths of the trainees to sustain entrepreneurial behaviour and the symbol ‘♠’ indicates Opportunities available for them to step into the field of entrepreneurship. In the picture of snake, the symbol ‘▲’ denotes Weaknesses due to which they are reluctant to go forward and the symbol ‘●’ denotes Challenges faced and going to face in the entrepreneurship building process by the trainees.

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. As discussed above, a consolidated outline of weaknesses and challenges are presented in the figure. 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.

Similarly, in the study of Vinay and Singh (2015), they had pointed out that access to finance, market, training, networks, policy makers, management problems, mobility constraints and gender inequality are some of the impediment to growth and development of women entrepreneurs. Kumari (2016) noted down the strengths of women entrepreneurs as self- confidence, determination, risk taking, education, foresight and dedication while weaknesses include sensitivity, worrying about rumours, competition and societal attitude.



♥Strength; ♠Opportunities; ▲Weakness; ●Challenges

Figure 31: SWOC Analysis of the Trainees