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A STUDY ON THE IMPACT OF SKILL DEVELOPMENT PROGRAM ON WOMEN ENTREPRENEURS

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ABSTRACT
The purpose of the present study is to explore the impact of skill development programs on women entrepreneur. However, three important factor such as, social factor, psychological factor and political factor have been examine. The present study is based on primary data which has been collected by using the questionnaire instrument. Total 200 women's have been target for the study in which 171 women positively participated in the research. The data has been analysis by using t test at the 5% level of significant. The findings of the study indicates that among all three factors social factor and political factor found positively and significantly related with women entrepreneur. On the other hand psychological factor has not found the positive significant variable.

INTRODUCTION

in the present scenario skill development programs have become one of the most significant tools to empower the women entrepreneurs in order to make them successful leaders. However, these skill development programs is continuously offering by the government and non-government organizations to make the women entrepreneurs more educated as well as encourage the women's to start their own business. Most of the research study have been clearly indicates that the development of entrepreneurial culture in the country is playing the crucial role to the long term growth and development. On the other hand women entrepreneurship may be considered the gender specific field of entrepreneurial research. Hence, it is important to provide opportunity to the women's to operate and open the business because it allows them to realize their full potential in order to prove that useful and effective members of the society. The women empowerment and entrepreneurship in the country is not frequently growing because of various factors such as, social factor, psychological factor and political factor. Thus, it has become the great challenge to overlook these factors and encourage the women's for highly participation of women's in various fields of business. The purpose of the present study is to explore the impact of various skill development program on women entrepreneurs and how it encourage women's to be more successful leader and entrepreneurs in the various fields. The study is based on the primary data which has been collected among the group of women whose are entrepreneurs and working in the various organizations on the different positions**.**

REVIEW OF LITERATURE

Elena-Loreni Baciu (2020), In the research study ―The Association between Entrepreneurial Perceived Behavioral Control, Personality, Empathy, and Assertiveness‖ it was found that empathy is one of the most important trait of entrepreneurial intentions by keeping empathic approach, entrepreneurs are more likely to consider the welfare of other individuals or groups. Empathy represents a central component of for maintaining social relationships and normal social functioning.

Iyer, (2017), in the research study ―developing life skills for economic progress‖ it was found that Self-awareness is often essential for the effective communication and interpersonal relations and for developing empathy with others. So the researcher suggests that Self-awareness has to be developed which will strengthen the other core life skills. By strengthening these core life skills many problems that are left unresolved can be solved else such problems can cause mental stress and will increase the accompanying physical strain.

Sheela, (2016), in the research study ―Financial Management: A Case Study of Women Entrepreneurs in Visakhapatnam District‖ the researcher observed that the reason behind the ability to influence the business growth

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was because women entrepreneurs had very limited skills to manage their finance. The study also indicates that women entrepreneurs used very little profits out for the expansion of their business whereas a large part of these profits was used for acquiring non business related assets.

Okpara, (2010), reported that In order to keep a daily track of transactions, women entrepreneurs must have sufficient financial management skills such as bookkeeping and inventory management but they lack in the same, due to which they end up losing track of their daily transactions and cannot account for their Page 39 expenses and profits at the end of the month. Uncertainty of the business environment often leads women entrepreneurs to face serious problems in respect of financial and overall performances, which even threatens their survival.

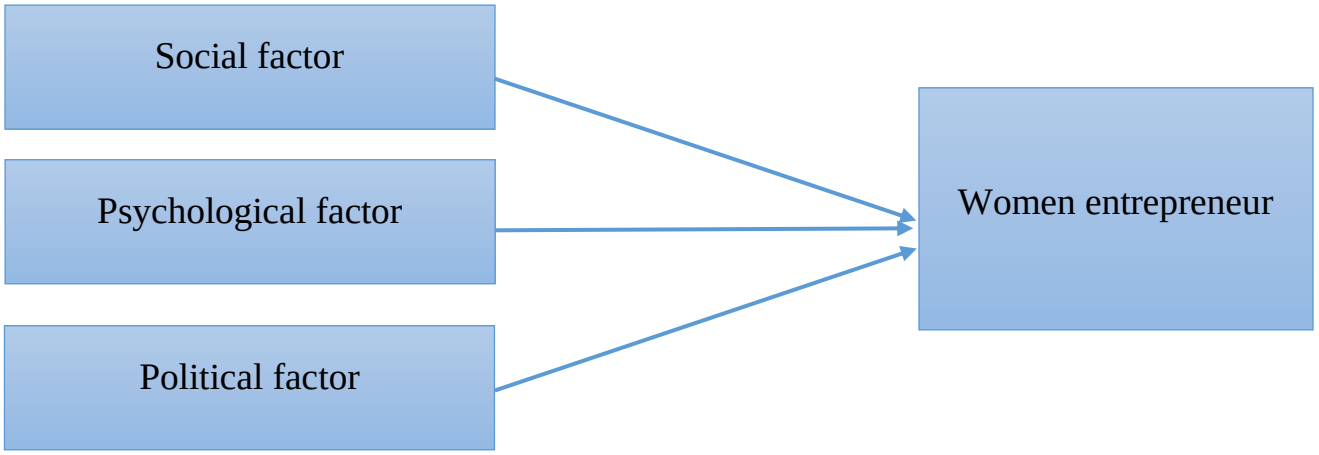
Bharathi S, (2018), In the research study ―a synoptic view on problems faced by women entrepreneurs‖ it was found that ,women constituted about 50 per cent of population but less than 5 present of them owned small scale business. Often Women have to face the problem of denial by the bankers for obtaining the credit facility, on the ground of lack of collateral security. This leads women's to have a limited access to the risk capital. The complicated procedure of bank loans and the delay in obtaining the loans deter many women from venturing out.

OBJECTIVE OF THE STUDY

The various objective of the study are as under

1. To study the impact of skill development on women entrepreneur towards social factor.
2. To study the impact of skill development on women entrepreneur towards psychological factor.
3. To study the impact of skill development on women entrepreneur towards political factor.

RESEARCH FRAMEWORK



HYPOTHESIS OF THE STUDY

The various hypothesis of the study are as under

H_{01}: There is no significant relationship between skill development program and women entrepreneur with respect to social factor.

H_{a1}: There is a significant relationship between skill development program and women entrepreneur with respect to social factor.

H_{02}: There is no significant relationship between skill development program and women entrepreneur with respect to psychological factor.

H_{a2}: There is a significant relationship between skill development program and women entrepreneur with respect to psychological factor.

H_{03}: There is no significant relationship between skill development program and women entrepreneur with respect to political factor.

H_{a3}: There is a significant relationship between skill development program and women entrepreneur with respect to political factor.

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RESEARCH METHODOLOGY

The present study related with systematic sampling method in order to collect the data. The purpose of selection of systematic sampling because the study is related with female entrepreneur and the population under the study is diversified. In order to analyses the data the descriptive research approach has chosen to conduct the research.

DATA COLLECTION

The data for the study has been collected by using the quantitative approach and the questionnaire method was used in order to collect the primary data. However, as per requirement the secondary data was collected from the various sources such as, published research paper, thesis etc.

SAMPLE SIZE AND DESIGN

The population for the study was target by using the systematic sampling techniques. However, the purpose of the selection of population is to explore the role of skill development program on women entrepreneurs. The population for the study included 200 females in which 171 females actively participate in survey. Hence, the final sample size of the study was found 171 women.

SAMPLE AREA

Sample area for the present study is limited upto various cities of Bhopal division.

TOOLS FOR DATA ANALYSIS

The 5 point likert scale was employed for scaling of data and t test has been used for data analysis at 5% level of significance and 95% level of confidence.

HYPOTHESIS TESTING

Table 1: Relationship between skill development program and women entrepreneur

Hypothesis	Statement	df	t	P value	Result
H_{a1}/ H_{01}	Impact of Social factor on women entrepreneur	3	5.320	0.001	Positively Significant
H_{a2}/ H_{02}	Impact of psychological factor on women entrepreneur	3	9.014	0.162	Not Significant
H_{a3}/ H_{03}	Impact of Political factor on women entrepreneur	3	7.125	0.031	Positively Significant

THE FINDING OF THE STUDY ARE AS UNDER

1. The above table deals with the relationship between skill development and women entrepreneur towards social factor. Result can be seen in table that the calculated value of t is 5.320 and p value is 0.001. However, the p value is less then the critical value and the result is significantly positive at 95% level of confidence and 5% level of confidence. Hence social factor played a significant to promote the skill development towards the women entrepreneur. In this case the study accepted the alternative hypothesis.
2. The above table deals with the relationship between skill development and women entrepreneur towards psychological factor. However, the result can be seen that calculated value of t is 9.014 and p value is 0.162. The result is not significantly positive because the p value is more then the critical value at 5% level of significant and 95% level of confidence. Hence, it can be explore that psychological factor is not playing the positive role towards the women entrepreneur because in this case study rejected alternative hypothesis and accepted the null hypothesis.
3. Table explore the relationship between skill development and women entrepreneur towards political factor. The result can be seen that the calculated value of t is 7.125 and p value is 0.031. However, the p value is less then the critical value at 95% level of confidence and 5% level of significance. On the basis of result it can be explore that political factor playing a significant role because in this case null hypothesis is rejected and alternative hypothesis is accepted.

CONCLUSION

The Findings of the study clearly prove that skill development programs are very important for women entrepreneur with respect to make them empowered and skilled. However, skill development program make them aware with respect to various field of operations such as management of finance, smooth running of business, etc. the purpose of the present study is to examine the impact of skill development program on women entrepreneur with respect to social factor, psychological factor and political factor. After having the data analysis it has been found that social factor and political factor is highly effective factors which may influence the women entrepreneur. On the other hand psychological factor has not been found significantly and positively related with women entrepreneur. Hence, in the three hypothetical assumption study accepted 2 positive relationship and one negative relationship.

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