



WOMEN ENTREPRENEURS DEVELOPMENT THROUGH TRAINING AND EDUCATION IN INDIA

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ABSTRACT

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Women entrepreneurs are the vital part of Indian economy and they are doing outstanding tasks. To begin the new ventures or having some plan to open the business, it is very vital to have rough plan. The lack of appropriate training, no skill development and illiteracy are the key obstacles in the development of women entrepreneurs in India. Increasing competence and effectiveness of women entrepreneurs through training and education has become very important for present business scenario to make sure success in their relevant industries. Training and education make a condition where women entrepreneurs experience valued and committed with the organizational success. The main aim of this research paper is to examine the role of training and education in development of women entrepreneurs. Training assists the women entrepreneurs to be more creative and innovative so as to provide their best in the company. It also assists in boosting the morale as well as confidence at their workplace. It assists to boost the capabilities and for new entrepreneurs it assists to learn and attain knowledge.

The findings revealed that impact of training and education are not in line with the best practices concerning the intended and organized levels of performance after training women entrepreneur's capabilities and knowledge process as is generally known. This research paper concluded that training, apprenticeship influence performance of woman entrepreneurship considerably in that it is a successful tool to make talent in entrepreneurship.

INTRODUCTION

Entrepreneurship is an activity usually associated with the establishing of business endeavor, acquire or develop an existing business. An entrepreneur has been concerned as bearer for risk and uncertainty in creating business choice, and make innovation for new products, new approaches of manufacturing, new marketplaces, and new forms of business organizations. Woman entrepreneurs are women who start and own, organize and operate a business venture.

Woman enterprises are fast developing economies in almost every country. The latent entrepreneurial potential of a woman has altered gradually by the

expanding awareness of the role and status of economic community. Capabilities, knowledge and flexibility of the economy caused major reasons for woman in businesses.

A woman is lagging behind man generally due to the comparative absence of economic opportunities and minimal participation in decision making processes. To effective their decision making powers and to attain awareness related to entrepreneurship, they require training, because EDPs are a vital part of financial development programme and they are guided towards expanding entrepreneurship with the goals of boosting many entrepreneurs who begin new ventures.

Entrepreneurship development program training is arranged by a host of institutions. Proper feedbacks are of massive support in planning and carrying out EDP training.

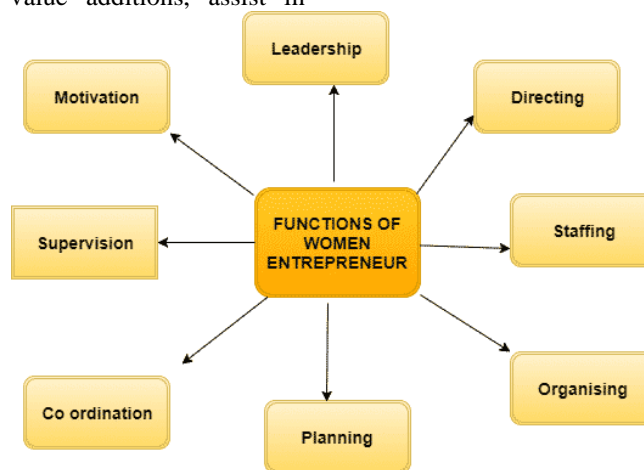
For example, The "WEDP" programme has been made to allow woman to adopt some creative work as a career pathway. It will offer brief technical information on the different sectors such as food processing, dairy product, online marketing, stock markets, and healthcare. WEDP aimed at elaborating on the business opportunity in the given sectors.

Training is an activity of expanding the knowledge, understanding and capabilities of women entrepreneurs for doing a specific profession. It is considered as a short-term educational practice. Training bridges the dissimilarity among employment needs and individuals present requirement

Vocational training and skill development programmes are useful as they give value additions, assist in

decreasing attrition rates and improve the effectiveness and profitability of the organization. In the present scenario stiff competition companies have recognized the requirement for training and re training their employees, so as to expand competitive edges over their key competitors in offering high quality service to the clients. Conventionally, companies have hired young leaders and their initial training was either long apprenticeships or on the job or formal training in fundamental usual operations.

Therefore, training is an activity that attempts to improve competence or add to the current level of knowledge so that the entrepreneurs are better equipped to do their current profession or to mould him to be fit for a higher job including higher accountabilities. It bridges the gaps among what the entrepreneurs has and what the work requires. The basic aim of this study is to examine the association among training and education and employee performance of women entrepreneurs.



OBJECTIVES

- To examine the influence of training education on women entrepreneurs.
- To identify the current Training techniques of women entrepreneurs
- To suggest proper training methods for strengthening young and existing women entrepreneurs.

LITERATURE REVIEW

Rauth Bhardwaj (2014) carried out a study to find the association among education and training and performance of woman entrepreneurs. The findings of the research paper reveal that entrepreneurial education stimulate woman to take up entrepreneurship as a career opportunity. Entrepreneurial training is the processes of strategically investing time, energy, and resource into the improvement of women

entrepreneurs. Training denotes to the continued attempts of an organization to increase the performance of their staff members. Organizations aimed to train and develop members by utilizing an array of educational techniques and programs. Developmental activities, conversely, concentrate on wider skills that are appropriate to a wider variety of situation, like decision-making, leadership skill, and goal setting.

Koteswari et al (2022) in their research paper illustrated that in India, women play a vital role in community, but their entrepreneurial potential is not identified because of the low level of women presence in community. It is essential to amend the state of mind of woman to provide equal problems. There are now different variables that inspire woman to enter the field of entrepreneurship, these drivers comprise education, the wish to be independent, the need to earn money and make a spot in the community.

Meyer, Natanya & Hamilton (2020) tried to explore the difference in different entrepreneurial factors between African women entrepreneurs having some type of entrepreneurial training methods and those who haven't had such training. T&D techniques play a vital role in the effectiveness of organizations and to the experiences of people in work. It increases productivity by developing professional knowledge, experienced skills and valid thoughts of the employees. Entrepreneurial education and development also motivates and inspires by providing information and helping them realize the importance of their business. Thus successful entrepreneurs always include staff learning as their important development strategy. T&D in the industry includes a lot of different types of learning events. Apprentice learning, certification programs, process learning and so on. A lot of training is done on-the-job which is a time consuming task and also affects productivity as more trained entrepreneurs have to don the cap of trainers. Employees also take time to practice and perfect skills. Hence their productivity is also lessened. By adopting newer ways of learning like simulation based learning, entrepreneurs can be provided a better and faster way of learning as it allows ample opportunities of making mistakes and learning from the mistakes and of course, a whole lot of practice.

Aswathappa, (2014) illustrates that there are 2 major forms of training methods (a) on-the-job and (b) off-the-job. OJT places the staff in a real job condition and creates them appear to be instantaneously dynamic. For job that either are complex to simulate or could be learn rapidly by watching and performing OJT makes logic. One of the drawbacks to OJT may be low efficiency while the workers expand their talents. One more shortcoming can be the faults made by the trainees while they train. Nonetheless, when the harm the trainees can do is least, where training facilities and personnel are limited or costly, and where it is attractive for the workers to learn the job in usual workplace environments, the advantages of on-the-job training frequently offset its limitations.

Jha (2020) conducted a study to investigate the structure and aspects of entrepreneur development program and it present what are the positive results for workforce. Companies find it hard to stay competitive in current global economy. Significance of training and development program is increasing for the firm those pursuing to receive a benefit between competitors. Workers are esteemed resource of the company and successes or failures of the company relay on the performance. Hence, organizations are investing on entrepreneur development. In addition, in training

programs it is supportive for firms to stress on information, skill and capability of entrepreneurs.

Monika (2013) points out that the requirement of nowadays considering the necessity to optimize the learning processes have caused the expansion of e-learning. Companies steadily integrate e-learning into their educational activities. On the other hand, blended learning, which combines digital component with the traditional face-to-face constituents, has emerged as a substitute way of learning. Entrepreneurial development program inspire the entrepreneurs to think, plans, solve problem and take significant decisions. This hones up their managerial capabilities.

Adinoyi (2014) illustrated that the in basket techniques simulate the form of decision that would classically be managed in specific positions like sales managers or operation managers. It affords a chance to assess and expand decision making skills and attitude. As observed, T&D is the single most significant factor of job performance. In the present scenario when human capital is one of the most vital assets of a firm, job performance is top most required for organizational successes.

Lakshmi and Hymavathi (2022) in their study concluded that entrepreneurial training system is outdated and requires the utilization of cutting-edge tools and technology by bridging the gap among competence and performance, training program assists personal spread their wings so as to build a thriving career.

Type Of Training For Women Entrepreneurs

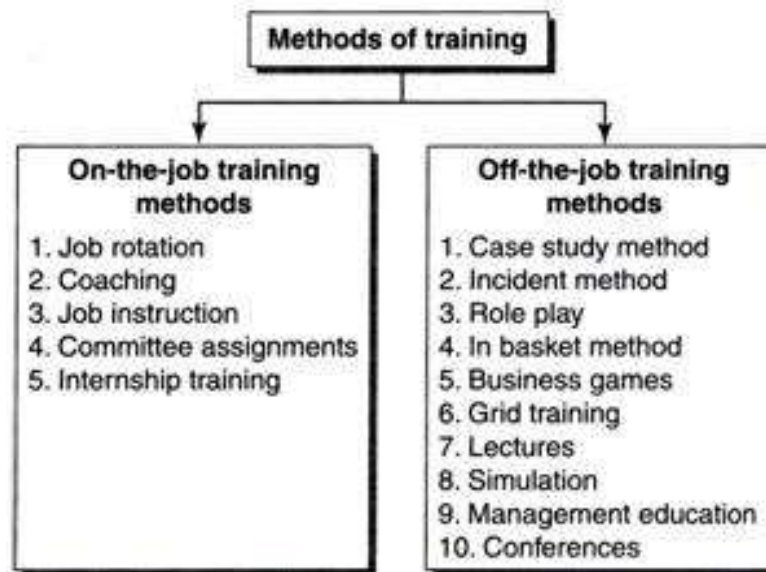
The different training delivery methods can be divided into cognitive and behavioral approach. Cognitive method offers information orally or in written form, demonstrates associations in between concept, or give the rules for how to do something. They stimulate learning via their effect on cognitive process and are related mainly with change in knowledge and attitude. The lectures, discussions, e-learning and, to some extent, case study are cognitive techniques. Though these forms of techniques can affect skill expansion, it isn't their strength.

On-the-job training approaches are those which are provided to the workforce within the daily functioning of concerns. It is considered as simple and cost effective training techniques.

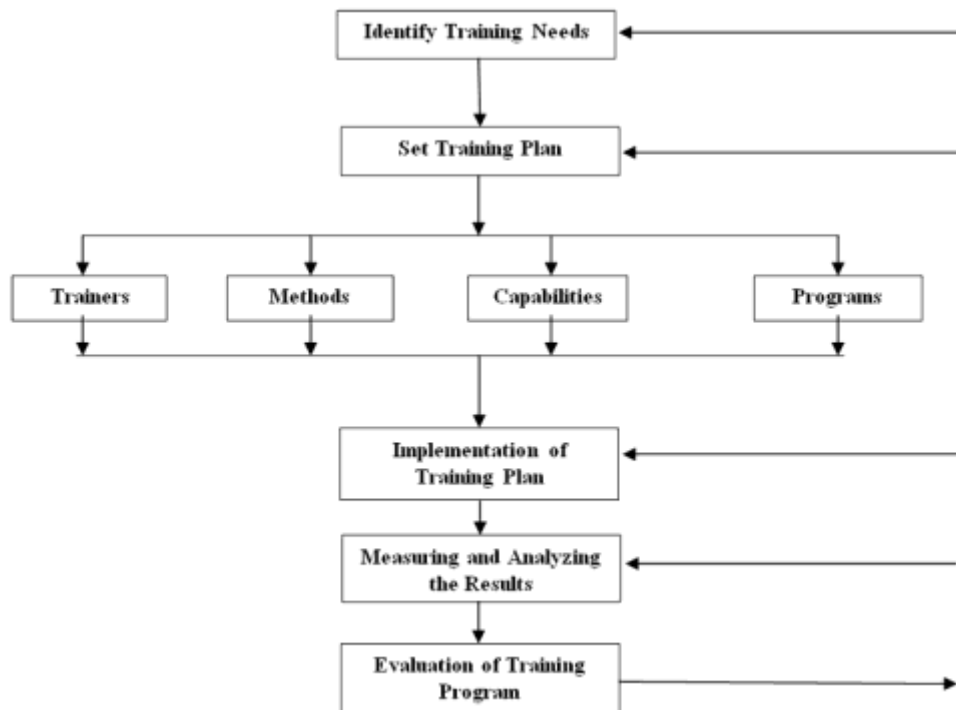
Coaching and Mentoring of training focus on the association among employees and managers, coaches or long time employees. Mentoring can assist make long term associations and link employees within the company, as well as make development opportunity for

workforce. Companies that utilize mentors have seen retention of workforce raise and workforce turnover decrease, finally improving the company's bottom-line. Though, mentorship program requires the high

performing individuals to step away from their initial responsibilities to expand newer team members. Coaching conversely consists bringing in trained professionals. (Rasool Somji, 2018).



Training need identification



Identifying training need and measure the effect of the training solutions are changing transforming with the modern technologies, globalization and strategies; therefore, it is very significant to continuously share and update ourselves with the latest methods adopted in identifying training need and in measuring their returns.

Kelley and Rodriguez (2017) conducted a study to present reviews on the importance of training programme on employee performance. Workers tends to become complete, and consequently making the necessity to adapt to the continuous learning and

updating of the skills and information invaluable, because of the organizational, technological and societal dynamism. As a result, in order for companies to attain maximum return from their investments, there is urgent requirement to effectively handle T&D programs. On the other hand, the very important asset of all organizations in firm and dynamic competition is its human capitals. T&D is considered as a tool that assists human capitals in exploring their dexterity. Training focuses on doing activities nowadays to expand employees for their present employment and development is preparing workers for future roles and accountabilities.

CONCLUSION

WEDP schemes aim to train the graduates and diploma holders in the entrepreneurship necessary ideas - conceive, plan, initiates, launch and keep economic activities or run successful enterprises.

The appropriate strategic plan assists women entrepreneurs about their responsibility as training programme enables them to be more capable. The outcome of the study explored that training is an instrument to boost job associated capabilities. To achieve the vital goals of an entrepreneur, On-the-Job training programme is crucial technique.

Women entrepreneurs need to develop more skills in order to work better and deliver high quality service even when dealing with more complex situations. Effective in house training programs must expand and enhance the knowledge, skill and capabilities of the employees. These increased capabilities would improve their capability to do their job functions and better prepare them to manage future improvement in procedure, documentations, part handling and technologies.

The entrepreneur developmental program carried out must lay more importance on fabricating and developing leadership skills, abilities and qualities in them.

The entrepreneurs attending the learning courses must focus this program with obvious recognition of the skills and understanding they are expected in different job profile.

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