



Exploring Gender Dynamic in Start-up Eco system Post-Entrepreneurship skill Development Program (ESDP) - A Study in Karnataka State



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ABSTRACT

For the Economic Development of a country, it is very much essential to train the youths. Participation of both male and female applicants is also important. The present paper is concentrating on the influence of the ESDP on both male and female trainees in taking up entrepreneurship. For this sake, the study used 421 trainees. The data collected through survey method. The sample adequacy was tested. And Independent Sample test was used to test the Hypothesis. It is observed that both male and female trainees were equally showed interest in the entrepreneurship.

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INTRODUCTION

The impact of entrepreneurship education on the entrepreneurial intention of women has been explored in numerous studies, highlighting the importance of this topic from a gender perspective. Global academics, professionals, and decision-makers, encompassing regions such as India have increasingly prioritized nurturing entrepreneurship because of its substantial contributions towards a nation's economic growth and societal advancement—as evidenced by works like Hechavarria et al.'s (2019) and Keyhani et al.'s (2020). Consequently, India places greater emphasis on augmenting its pool of entrepreneurs, notably within its youthful populace. As a state boasting a "demographic dividend," characterized by a predominantly young citizenry, approximately half below the age of 25, if adequately cultivated, these young individuals hold potential to become valuable national resources according to Dana et al.'s (2021) and Palalic et al.'s (2017) perspectives.

ENTREPRENEURSHIP SKILL DEVELOPMENT PROGRAMME (ESDP)

This course helps people develop their business skills and expertise. As we all know, India's economic progress or advancement in any area is mostly dependent on the nation's young. As a result, self-employment has become more popular, with a focus on the importance of entrepreneurship in MSMEs. This study also seeks to evaluate the impact of ESDPs in chosen areas of Karnataka state.

The program's goal is to encourage trainees from various socioeconomic backgrounds, such as SC/ST/Women, the differently abled, ex-servicemen, and BPL individuals, to seek self-employment or entrepreneurship as a career choice. The ultimate goal is to encourage new firms, strengthen current MSMEs, and instil an entrepreneurial culture in the country.

Start-up India is dedicated to promoting women's entrepreneurship in India through initiatives, programmes, and the establishment of enabling networks and communities, and the activation of partnerships among various players in the start-up ecosystem. (bfsi, 2024). And also MSCI ESG's report supports this, revealing that companies with strong female leadership achieve a 10.1% annual return on equity compared to 7.4% for those without. With this outset, the present papers is highlighting on the impact of ESD programme on male and female trainees.

REVIEW OF LITERATURE

In the framework of national development, everyone is expected to contribute to the country's socioeconomic prosperity. However, both young people and women play a vital role



in nation-building. Despite attempts from the government, community, and non-governmental groups, the matter remains unsolved.

Dhruba Hazarika (2011) remarked that women are the country's future growth drivers. Empowering women will be the most effective method for growth in this competitive society. Gender parity has been identified as a major issue in research conducted worldwide in relatively identical situations (Khan et al., 2021).

Kittur Praveen (2014) discovered that in order to promote women's entrepreneurship, a special training course for female entrepreneurs should be designed to help them enhance their skills. MSR Krishna Prasada Rao (2018) claimed that the Indian government is promoting Skill India and Stand-up India to empower young people, particularly women.

According to Anjali Vyas (2018), as India moves towards a knowledge economy, it is vital to prioritise the development of skills relevant to the evolving economic landscape.

Prasanna Kumar (2014) stated that it is our need to identify the areas where women are still facing problems and are unable to access resources, institutional knowledge & basic education.

RESEARCH GAP

Even though many researches have been conducted by researchers on impact of the ESDP on men and women participants, still their percentage of the entire entrepreneurship is very less. Hence the present paper is aiming to know how these ESDP is influencing on the Gender i.e. men and women. And also this paper is lighting on the fact of who is ahead of this race.

RESEARCH METHODOLOGY

STATEMENT OF PROBLEM

Women in India are presently participating in a wide range of professions, including education, art and culture, the service industry, sports, politics, media, and science and technology. They account for a considerable component of the workforce, while their share of the total labour force is falling. Currently, the majority of India's female employment is unskilled. Motivating individuals to develop their life skills may result in higher-paying jobs, better lives, and more confidence in caring for their family. This increases their independence and ability to grow. Crossen (2015) highlights the need of understanding women's responsibilities in business, particularly the challenges they face and the qualifications needed for corporate visionaries. And also since the Government is spending heavily on the skill development program, it is very much essential to know how much of these programs are motivating the women cadre to take up entrepreneurship.



OBJECTIVE OF THE STUDY

To further understand the impact of ESDP on female trainees who aspire to be entrepreneurs.

RESEARCH DESIGN

The present study's data was collected from 421 Trainees who are enhancing their entrepreneurial skill by taking training under ESDP.

The research gap was uncovered after studying the literature and creating a questionnaire with Google Forms. The data was obtained in two stages: initially, using judgmental sampling, and then using the snowball sampling technique. The following table shows the sample's demographic characteristics.

Table 1 : Demographics of the sample respondents

Demographic Variable	Frequency	Percentage
Gender:		
Male	272	64.60
Female	149	35.40
Total	421	100
Age in Years:		
Below 25 Years	174	41.33
26-35 Years	77	18.29
36-45 Years	67	15.91
Above 45 Years	103	24.46
Total	421	100
Education		
10th to 12th	68	16.15
Degree/Diploma	160	38.00
PG	120	28.50
Others	73	17.34
Total	421	100
RELIGION		
Hindu	336	79.81
Muslim	27	6.41
Christian	33	7.83
Others	25	5.93



Total	421	100
COMMUNITY		
SC/ST	89	21.14
Minority	19	4.51
OBC/OEC	158	37.53
Forward	155	36.81
Total	421	100
INCOME		
Less than Rs. 2 Lakhs	119	28.26
Rs. 2 to Rs. 5 Lakhs	153	36.34
Rs. 5.01 to Rs. 10 Lakhs	74	17.57
Above Rs. 10 Lakhs	75	17.81
Total	421	100
LOCALITY		
Urban	129	30.64
Semi-Urban	162	38.48
Rural	130	30.87
Total	421	100

Data Source: Author compilation based on survey data

According to the table, nearly 65% of the respondents are men and rest female. Majority of the participants are below 25 years of age. The study data shows that majority of them have completed their Degree/Diploma. And they belong to Hindu community and from OBC/OEC category. Many of the respondents' belong to 2-5 lakh income categories. Many of the respondents are from semi-urban locality.

PURPOSE OF STUDY

The study is limited to ESDP trainees of Karnataka. The current study is descriptive in nature and will be used to evaluate the gender-based outcomes of the ESDP in becoming entrepreneurs.

SAMPLING PROCEDURE

The data for this study was collected through judgemental sampling. The snowball sampling approach is employed in the second step. Data is collected in this manner from ESDP trainees of Karnataka.



SAMPLE SIZE

A total of 421 trainees were contacted to collect the data. Among them nearly 65% of the respondents are men and rest female. Majority of the participants are below 25 years of age. And majority of them are Degree/Diploma holders.

INSTRUMENT

The study used a structured questionnaire based on numerous literature reviews. There were four components to the survey. Section A addressed the respondents' demographic and professional information. Section-B was designed to gather information about the respondents' learning and its outcome. It was divided into 4 levels. Level 1 dealt with Reaction with 9 statements, Financial Skill Acquisition (FNSK) with 5 statements, Management Skill Acquisition (MGMTSK) included 5 skills, Start-up Business (STUP) with 5 statements, Operational Skill contains 4 statements and Marketing skill with 4 statements. Level 2 included Behavioural Analysis which contained 6 items, Level 3 with 8 statements used to analyse Result of the training Program and Level 4 was to analyse Achievement of the respondents with 2 statements.

A total of 48 statements made up the questionnaire. A five-point likert scale was employed, with Mostly Disagree=1, Somewhat Disagree=2, Neutral=3, Mostly Agree=4, and Completely Agree=5 as the categories.

DATA ANALYSIS & FINDINGS

RELIABILITY ANALYSIS

The survey form included multiple Likert scale items, and Cronbach's alpha was used to determine internal consistency. Cronbach's alpha is used to calculate the amount that each survey item contributes to a structure. The reliability analysis verifies the dependability of MGMTSK, FINSK, STUP, and LEV3_RESULT, with Cronbach's alpha values of .890, .863, .825 and .896, respectively. Nunnally (1978) demonstrates the concepts' internal coherence and validity by observing that each of the four factors exceeds 0.70. As a consequence, the items planned for the questionnaire are quite likely to be genuine and relevant to both the questions and the overall research.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.740	20

Data Source: Author compilation based on survey data



ANALYSIS AND INTERPRETATION

For the sake of achieving the presents paper’s objective, the factors considered are Management Skill (MGMTSK), Financial Skill (FINSK), start-up (STUP) and Result (LEV3_RESULT).

KMO AND BARTLETT’S TEST

The survey results were evaluated for factor size and appropriateness using the KMO adequacy scale and the Bartlett Sphericity score. The KMO sample validity measurement is 0.844, suggesting that the parameters are appropriate for the investigation. Furthermore, the sig. value is 0.000, indicating that a strong association between the factors and the factors is appropriate for component study.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	3549.432
	df	136
	Sig.	.000

Data Source: Author compilation based on survey data

FACTOR ANALYSIS

All the items of the MGMTSK, FINSK, LEV3_RESULT and STUP were loaded using SPSS 20, Principal Component Analysis method, Varimax Rotation method with Kaiser Normalization a. Rotation converged in 5 iterations. Cross loadings were observed with LEV3_RESULT8, MGMTSK4,5, FINSK4,5 and STUP4 and 5.

After removing the cross loaded items, the remaining items were loaded perfectly into four factors which are shown in the Table 4.

Table 4: Rotated Component Matrix

	Component			
	1	2	3	4
LEV3_RESULT6	.884			
LEV3_RESULT2	.864			
LEV3_RESULT5	.856			
LEV3_RESULT3	.805			
LEV3_RESULT4	.802			



LEV3_RESULT7	.716			
LEV3_RESULT1	.672			
MGMTSK2		.910		
MGMTSK3		.897		
MGMTSK1		.846		
STUP2			.914	
STUP3			.887	
STUP1			.780	
FINSK2				.834
FINSK3				.773
FINSK1				.710

Data Source: Author compilation based on survey data; Rotation converged in 5 iterations; Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization

HYPOTHESIS

H₀: There is no significance between male and female trainees in becoming entrepreneurs through ESDP.

H₁: There is significance between male and female trainees in becoming entrepreneurs through ESDP.

The Mean and Standards deviations of the above factors are presented in Table 5

Table 5: Mean and Standards deviations

Factors of Training	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
MGMTSK	6.77	2.478	7.17	2.490	-1.605	.109
FINSK	11.58	2.796	11.32	3.001	.879	.380
STUP	9.37	3.609	9.20	3.716	.447	.655
LEV3_RESULT	20.42	5.020	20.33	5.323	.166	.869
Overall outcome	48.14	7.890	48.03	8.148	.134	.893

Data Source: Author compilation based on survey data



STUDY FINDINGS

From the Table 5, it can be inferred that, the acquisition of Management skill (MGMTSK), there is no significant difference in acquiring the skill with respect male and female, $t(419) = -1.605$, $p = .109$.

In acquiring Financial skill in the training program, the male and female trainees are not showing any significant difference, $t(419) = .879$, $p = .380$

And also the start-up skill acquired by male and female trainees is again not showing any difference, $t(419) = .447$, $p = .655$.

The result after the training program also the male and female participants did not show any difference in their experience of the training program, $t(419) = .166$, $p = .869$. The overall outcome confirms that, the male and female trainees are equally showing interest in acquiring the skill and showing equal interest in becoming the entrepreneurs.

LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

Respondents' viewpoints might be distorted; therefore they may not fully represent the issue. The data acquired is cross-sectional in nature. It may differ depending on whether the data is collected longitudinally. Also the present study is restricted to Karnataka state. The future research can be orient towards others parts of the country.

SUGGESTIONS

Comparatively male trainees are more in number in all training centres. Proper care should be taken to increase and support the number of female participants.

CONCLUSION

The purpose of the program is to encourage trainees from a wide range of socioeconomic backgrounds, including SC/ST/Women, the differently abled, ex-servicemen, and BPL persons, to pursue self-employment or entrepreneurship as a career. The ultimate objective is to inspire new businesses, support existing MSMEs, and foster an entrepreneurial culture throughout the country. The study finds that both male and female trainees are equally showing interest in acquiring the skill and showing equal interest in becoming the entrepreneurs.



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