

Role of Entrepreneurship Development Programmes (EDPS) In Promoting Start-Up Success

MANU P

Assistant Professor

Department of Business Administration

R Sankar Memorial SNDP Yogam College, Koyilandy

ABSTRACT

Entrepreneurship Development Programmes (EDPs) have become a crucial instrument for fostering entrepreneurship, stimulating innovation, and facilitating the creation of viable start-up enterprises. This study investigates the impact of Entrepreneurship Development Programmes on the success of start-ups among entrepreneurs. The research was carried out in Cuddalore District, Tamil Nadu, employing a descriptive and analytical research approach. Primary data were gathered from 210 EDP trainees using a standardized interview protocol. The gathered data were examined by descriptive statistics, correlation analysis, and regression analysis to assess the efficacy of EDPs in improving entrepreneurial competences and start-up performance. The results indicate that EDPs markedly enhance entrepreneurial knowledge, company planning abilities, management proficiency, financial acumen, innovation potential, and entrepreneurial self-assurance, thus elevating the probability of successful venture establishment. The research demonstrates a robust positive correlation between the efficacy of Entrepreneurship Development Programmes and the success of start-ups, suggesting that well-organized entrepreneurial training significantly enhances firm creation and sustainability. The findings indicate that the development of entrepreneurial skills, market knowledge, and access to business information are the primary determinants of start-up success. The study indicates that Entrepreneurship growth Programmes are an effective policy tool for enhancing self-employment, fortifying entrepreneurial ecosystems, creating job possibilities, and advancing sustainable economic growth. The results offer significant insights for policymakers, institutions focused on entrepreneurship development, and training organizations in crafting more efficient and results-driven entrepreneurship development programs.

Keywords: *Entrepreneurship Development Programmes, Entrepreneurship, Start-up Success, Entrepreneurial Skills, Business Performance, Self-employment, Economic Development.*

1. INTRODUCTION

Entrepreneurship is recognized as a crucial driver of economic growth, innovation, employment generation, and social transformation in both developed and developing countries. Governments and policymakers recognize that entrepreneurship serves as a method to foster sustainable economic growth by motivating individuals to establish new enterprises and provide employment opportunities. Over the last several decades, governments and policy-makers have come to understand the need to encourage sustainable economic growth through entrepreneurship, defined as supporting the founding of new company ventures and the creation of job opportunities. Start-ups significantly contribute to technical innovation, market competitiveness, and regional economic growth, while reducing dependence on traditional employment (Audretsch, 2007; Shane, 2003). The significance of entrepreneurship has escalated in emerging economies such as India due to digitization, rapid industrialization, and governmental efforts like Stand-up India, Start-up India, and Atal Innovation Mission (Dhinakaran et al., 2013). The projects aim to establish entrepreneurial ecosystems that promote innovation, productivity, and national economic resilience.

Although entrepreneurial chances have considerably risen, the start-up experience and its successful development are still a demanding process. Entrepreneurs frequently encounter challenges such as insufficient business acumen, inadequate managerial competencies, deficient financial literacy, limited market awareness, and restricted institutional assistance. The challenges encountered often result in the failure of the enterprise during the early phases of venture establishment (Hisrich, Peters & Shepherd, 2010; Barringer & Ireland, 2014). Consequently, the emergence of entrepreneurship needs not only new ideas but also structured training, practical exposure, mentoring, and ongoing supervision. The success of commercial operations is predominantly influenced by the entrepreneur's ability to identify opportunities, manage risks, allocate resources, and respond to market fluctuations (Kuratko, 2010; Drucker, 1985). Entrepreneurship Development Programmes (EDPs) have been initiated as structured training initiatives to augment the entrepreneurial competencies of both prospective and current entrepreneurs. These programs seek to enhance entrepreneurial acumen, business planning competencies, leadership abilities, financial management expertise, innovation, decision-making, and opportunity identification. EDPs also provide the participants with hands-on knowledge in legal processes, marketing tactics, project management, and financial institutions, promoting their potential to develop entrepreneurial enterprises that would be sustainable (Kumar, 2014; Khursheed, 2022). Entrepreneurship Development Programs (EDPs) are routinely conducted in India by entities such as the National Institute for Entrepreneurship and Small Business

Development (NIESBUD), MSME Development Institutes, Entrepreneurship Development Institutes (EDI), universities, and state entrepreneurship agencies, with the objective of augmenting entrepreneurial competencies among youth, women, rural entrepreneurs, and marginalized groups (Chakraborty, 2011; Pugh et al., 2012).

Empirical research studies have demonstrated that entrepreneurship education and development programs favorably influence entrepreneurial intentions, business creation, innovation, and enterprise performance. Extensive empirical research has demonstrated that entrepreneurship education significantly influences entrepreneurial self-efficacy, knowledge, skills, and long-term outcomes by offering both theoretical knowledge and practical experience (Fayolle & Gailly, 2014). Similarly, placement learning, experiential education, mentorship, and institutional support have been shown to enhance entrepreneurial ambitions and facilitate successful firm initiation (Nwosu et al., 2012). In recent years, universities and higher education institutions have emerged as pivotal strategic entities in the advancement of entrepreneurial ecosystems by providing academic innovation, innovation support services, and industry networking, all of which are crucial for regional economic development (Pugh et al., 2012).

Despite the growing importance of Entrepreneurship Development Programmes, their efficacy in guaranteeing the success of start-ups remains a subject of considerable academic inquiry. Despite numerous studies examining entrepreneurial intentions, entrepreneurship education, and the development of entrepreneurial skills, there is a paucity of research that thoroughly connects the role of Entrepreneurship Development Programs (EDPs) with the enhancement of entrepreneurial competencies, confidence, business planning, and venture sustainability, particularly at the district level in India. This study aims to evaluate the efficacy of Entrepreneurship Development Programmes in augmenting the success of business ventures among EDP trainees by examining their perceptions of entrepreneurial skill enhancement, confidence improvement, business readiness, and overall business performance. This study's findings suggest that policymakers, entrepreneur development programs, educators, and entrepreneurship development agencies can enhance future EDP activities and foster a more supportive entrepreneurial ecosystem for job creation and sustainable economic development (Chakraborty, 2011; Kumar, 2014).

2. OBJECTIVES

- To investigate the demographic profile of the individuals who participated in the survey and the influence that promoting Entrepreneurial Development Programmes (EDPs) plays.

3. HYPOTHESIS

H01: There is no significant difference between demographic profile of the respondents and role of promoting Entrepreneurial Development Programmes

4. RESEARCH METHODOLOGY

4.1 Research Design

Through the use of a descriptive and analytical research approach, the current study aims to evaluate the impact that Entrepreneurship Development Programmes (EDPs) play in the success of entrepreneurs in starting their businesses. For the purpose of collecting and analyzing the main data from the respondents who had received training in EDP, the quantitative technique was utilized. In the descriptive part, it is easier to understand the demographic profile, entrepreneurial traits, and attitudes of the trainees. In the analytical part, it is possible to analyze the relationship between participation in EDPs and various indicators of start-up success, such as the establishment of businesses, the ability to sustain themselves, innovation, and the generation of employment opportunities. In order to guarantee uniformity, dependability, and consistency in the data that was acquired, the bulk of the data collection was carried out through the use of a structured interview schedule. In the year 2026, Suganthi et al.

4.2 Study Area, Population, and Sample

The research was conducted in the Cuddalore District of Tamilnadu, which is the location where the entrepreneurship development program has been implemented in a variety of government departments, training institutes, and organizations that promote entrepreneurship. People who have completed the Entrepreneurship Development Program (EDP) and are currently participating in entrepreneurial endeavors within the district were the target group. In all, there were 210 EDP trainees that participated in the study as part of the sample. Because the respondents had some practical experience with EDP engagement and were able to evaluate the effectiveness of EDP programs in fostering the growth of businesses and the formation of new businesses, they were selected for this study. In order to get the information in the most accurate, comprehensive, and high response rate possible, primary data was obtained from the respondents through personal interviews with the use of a planned interview schedule.

4.3 Data Collection And Data Analysis

The majority of the data utilized in the study came from primary sources, which were collected using a well crafted structured interview schedule that included questions pertaining to both socio-demographics and the study itself. Questions about entrepreneurial knowledge, skill development, company success, financial assistance, innovation, and business success following the EDPs were included in the interview schedule, which was meant to react to the study aims. The interview schedule was developed to help achieve the research goals. For the purpose of analysis, the data that were gathered were coded, categorized, and then entered into the statistical program in a methodical manner. For the purpose of characterizing the respondents, descriptive statistical techniques such as frequency, percentage, mean, and standard deviation were utilized. Inferential statistical techniques, on the other hand, included correlation and regression analysis in order to investigate the connection between Entrepreneurship Development Programs and the success of start-up businesses. The results that were acquired were examined in accordance with the purpose of the study, and the conclusion that was reached was that the efficacy of EDPs in the growth of entrepreneurship and the sustainable development of start-ups in the region that was being studied was evaluated. In the year 2026, Suganthi et al.

5. RESULT AND DISCUSSION

Table 1: Demographic Profile of the Respondents (N = 210)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	122	58.1
	Female	88	41.9
Age	Below 25 Years	38	18.1
	25–35 Years	97	46.2
	36–45 Years	53	25.2
	Above 45 Years	22	10.5
Educational Qualification	School Level	29	13.8

	Undergraduate	94	44.8
	Postgraduate	69	32.9
	Professional Degree	18	8.5

The demographic study of the respondents provides insights into the characteristics of participants in the Entrepreneurship Development Programmes (EDPs). The data indicate that males (58.1%) are more represented than females (41.9%), demonstrating that entrepreneurship training programs are accessible to all genders, although with a greater predominance of males. The age distribution reveals that the majority of respondents (46.2%) were aged 25 to 35, while 25.2% were aged 36 to 45, indicating a higher entrepreneurial inclination among young and middle-aged individuals. The demographic is typically highly driven, dynamic, and inclined to embrace risks in business—qualities that align well with EDPs. Qualifications are a significant aspect affecting the growth of entrepreneurship. Nearly 44.8% of the respondents were graduates, while 32.9% were postgraduates, indicating that educated individuals are pursuing entrepreneurship alongside traditional salaried employment. A diminished number of individuals possessed academic or vocational qualifications. In summary, Entrepreneurship Development Programmes have effectively engaged educated and economically active individuals who possess the capability to establish and manage viable start-up enterprises. The findings indicate that educational attainment and youth may positively influence entrepreneurship, innovation, and corporate decision-making.

Table 2: Entrepreneurial Experience of Respondents

Experience	Frequency	Percentage (%)
Below 1 Year	109	51.9
2–3 Years	53	25.2
4–5 Years	47	22.4
Above 5 Years	1	0.5
Total	210	100

The distribution of responses by entrepreneurial experience indicates that entrepreneurship development programs mostly target aspiring and recently emerging entrepreneurs. Most respondents

possessed less than one year of entrepreneurial experience (51.9%), suggesting that the majority were either contemplating the initiation of their own enterprises or had recently entered the entrepreneurial environment. The discovery occurs at a juncture when it is posited that EDPs are efficacious in addressing individuals at the nascent phases of business growth, when training requirements and mentorship are crucial. 25.2% of respondents possessed two to three years of entrepreneurial experience, while 22.4% had four to five years, indicating that EDPs also assist entrepreneurs throughout the development phase of their enterprises. Only one respondent (0.5%) reported possessing over five years of entrepreneurial experience, suggesting that seasoned entrepreneurs may rely more on practical business experience than on entrepreneurship instruction. The findings indicate that EDPs primarily target first-time entrepreneurs and those with minimal business experience by enhancing their entrepreneurial knowledge, management abilities, and confidence. The findings reveal that early-stage entrepreneurs regard organized entrepreneurship training as a fundamental element for launching a successful firm and tackling initial challenges.

Table 3: Opinion on the Effectiveness of EDPs in Promoting Start-up Success

Statement	Mean	SD	Rank
EDP enhanced entrepreneurial knowledge	4.28	0.71	I
EDP improved business planning skills	4.20	0.74	II
EDP increased confidence to start business	4.15	0.79	III
EDP improved financial management skills	4.08	0.82	IV
EDP encouraged innovation and creativity	4.01	0.77	V

The data presented in the table indicate that Entrepreneurship Development Programmes significantly enhance the entrepreneurial abilities of participants. The entrepreneurial knowledge variable had the highest mean value (4.28), indicating that respondents strongly believed the training programs significantly enhanced their understanding of entrepreneurship, company prospects, and enterprise management. The second highest rating pertained to business planning abilities, with a mean score of 4.20, indicating that EDPs effectively facilitated participants in preparing business plans, identifying market possibilities, and formulating suitable company strategies. The confidence to initiate and manage a firm was highly endorsed (Mean = 4.15), indicating that the training programs alleviated the apprehension associated with entrepreneurship and inspired the participants to pursue

self-employment. The average grades for financial management skills and innovation exceeded 4, signifying that EDPs were very effective in developing the financial management abilities essential for operating sustainable enterprises. The average ratings were continuously elevated across all aspects, indicating a favorable attitude among respondents for Entrepreneurship Development Programmes. The results demonstrate that organized entrepreneurship training positively influences entrepreneurial capabilities, business preparedness, decision-making abilities, and the probability of successful startup businesses.

Table 4: Factors Contributing to Start-up Success after EDP Training

Factor	Mean	SD	Rank
Entrepreneurial Skills	4.35	0.69	I
Access to Business Information	4.18	0.73	II
Market Awareness	4.11	0.76	III
Networking Opportunities	4.02	0.84	IV
Financial Support Awareness	3.96	0.82	V

The table below illustrates respondents' perceptions of the things that contributed to their success in start-ups following entrepreneurship development programs. Analysis reveals that entrepreneurial abilities were the most influential, achieving the highest mean score of 4.35. This study indicates that skill development—encompassing leadership, communication, opportunity detection, decision-making, and risk management—constituted the most significant business success outcomes resulting from the training programs. The mean score for access to business information was 4.18, the second highest, indicating that the business programs effectively enhanced understanding of government schemes, market trends, company legislation, and financial support. Market knowledge and customer comprehension received comparatively high scores, which is crucial for identifying consumer wants and understanding the competitive business landscape prior to initiating a company endeavor. Financial assistance and networking possibilities were positively evaluated, but with lower mean scores. This implies that while Entrepreneurial Development Programs (EDPs) effectively enhance entrepreneurial knowledge and abilities, there are potential to augment networking assistance post-training and facilitate access to institutional financing. In conclusion, EDPs effectively cultivate a strong entrepreneurial ecosystem by improving members' technical capabilities, management

acumen, market insight, and business preparedness, hence increasing the likelihood of successful start-ups.

Table 5: Correlation between EDP Effectiveness and Start-up Success

Variables	Correlation (r)	Significance (p)
EDP Effectiveness and Start-up Success	0.742	0.000**

The correlation analysis results displayed in the table demonstrate a positive and very significant association between the efficacy of Entrepreneurship Development Programmes and start-up success ($r = 0.742$, $p < 0.001$). The correlation coefficient of 0.742 indicates a strong positive association, implying that higher quality and efficacy of entrepreneurship training correspond to greater success for the learner. The p-value is statistically significant, indicating that the observed association is not random and substantiates the hypothesis that EDPs significantly enhance entrepreneurial success. The findings suggest that entrepreneurs who see training programs as more advantageous exhibit more business confidence, enhanced management competence, increased innovative potential, and improved business success. This favorable link indicates that comprehensive entrepreneurship training serves not only to acquire information but also facilitates the actual application of essential entrepreneurial skills required for the establishment and sustainability of successful start-up enterprises. Thus, improving the design, content, and delivery of Entrepreneurship growth Programmes may markedly elevate entrepreneurial performance and contribute to economic growth by promoting the establishment of additional enterprises and jobs.

Table 6: Regression Analysis of EDPs on Start-up Success

Model	Beta	t-value	Sig.
Constant	1.124	4.926	0.000
EDP Effectiveness	0.691	13.847	0.000

Model Summary

R	R ²	Adjusted R ²	F	Sig.
0.742	0.551	0.548	191.74	0.000

The regression analysis results provide robust empirical evidence of the impact of Entrepreneurship Development Programmes on start-up success. The regression coefficient ($\beta = 0.691$) suggests a substantial positive correlation between the efficacy of entrepreneurial development programs (EDP) and entrepreneurial success, suggesting that effective training enhances firm performance and sustainability. The statistically significant t-value (13.847) and probability value ($p < 0.001$) imply that the independent variable is a significant predictor of start-up success. The model summary indicates a R^2 value of 0.551, signifying that about 55.1 percent of the variance in start-up performance can be attributed to the efficacy of Entrepreneurship Development Programmes. This demonstrates considerable explanatory power, indicating that entrepreneurial training is a pivotal element influencing firm creation and growth. The f value is significant (191.74, $p < 0.001$), suggesting that the entire regression model is statistically valid and effectively fits the data. The results unequivocally demonstrate that Entrepreneurship Development Programmes significantly enhance entrepreneurial competence, business planning and management abilities, entrepreneurial confidence, and the probability of successful and sustainable start-up businesses. The unexplained variety may stem from external variables such as access to funding, market rivalry, governmental laws, familial support, and individual entrepreneurial traits. The regression results are statistically robust and demonstrate that the EDP programs significantly influence start-up success and entrepreneurial growth.

The study's findings indicate that Entrepreneurship Development Programmes (EDPs) significantly contribute to the success of start-up entrepreneurs. The majority of responders were young, educated, and first-time entrepreneurs, possessing less than one year of entrepreneurial experience, suggesting that EDPs primarily serve individuals in the nascent stage of their entrepreneurial endeavors. The respondents shown a highly favorable disposition about the efficacy of the EDPs, particularly in enhancing entrepreneurial knowledge, business planning abilities, confidence, innovativeness, financial management skills, and entrepreneurial capabilities. The most significant aspects influencing start-up success were the development of entrepreneurial skills, access to business knowledge, market awareness, networking opportunities, and awareness of financial backing. The statistical analysis revealed a strong positive correlation between EDP effectiveness and start-up success, while regression analysis indicated that EDP effectiveness significantly predicted start-up success and explained a substantial portion of variance in business performance. The study concludes that the effective execution of Entrepreneurship Development Programmes significantly contributes to the enhancement of entrepreneurial skills, prepares businesses, promotes innovation, increases

confidence, and supports the establishment and sustainability of start-up ventures, thereby facilitating job creation and fostering overall economic development.

5. DISCUSSION

The findings of this study confirm that Entrepreneurship Development Programmes (EDPs) are essential for enhancing participants' entrepreneurial knowledge, management skills, business confidence, and opportunity detection abilities, all of which are crucial for the success of start-ups. The outcome of this high-level consensus on the efficacy of the EDPs demonstrates that the entrepreneurial training offered in these programs equips individuals with the essential abilities to successfully initiate and cultivate a new firm. The favorable correlation between the efficacy of EDP and the success of start-ups observed in this study aligns with previous research indicating that entrepreneurial education enhances entrepreneurial intentions and ventures by augmenting entrepreneurial competencies and self-efficacy (Fayolle & Gailly, 2014). Likewise, entrepreneurship education has demonstrated a substantial influence on long-term entrepreneurial knowledge, abilities, and business success (Martin, McNally, & Kay, 2013). The current findings corroborate previous studies indicating that experiential entrepreneurship training enhances entrepreneurial confidence, opportunity recognition, and decision-making abilities essential for successful firm establishment (Morris, Webb, Fu, & Singhal, 2013). Furthermore, meticulously structured entrepreneurship education programs have been shown to positively influence entrepreneurial attitudes, intentions, business initiation activities, and venture sustainability (Nabi, Liñán, Fayolle, Krueger, & Walmsley, 2014). Consequently, the current study substantiates that Entrepreneurship Development Programmes serve as an effective policy instrument to foster innovation, promote self-employment, facilitate the expansion of entrepreneurial start-ups, and advance sustainable economic development through successful entrepreneurial initiatives.

6. CONCLUSION

It has been demonstrated that the Entrepreneurial Development Programme (EDP) has a great deal of value in terms of attracting individuals to the idea of starting their own firms and improving their performance in such enterprises. All things considered, the trainees have a favorable view of the program, as demonstrated by the outcomes. Most of them believe that the EDP is beneficial to their development as business owners. Furthermore, the findings of the one-way analysis of variance (ANOVA) demonstrated that the trainees' entrepreneurial experiences had a substantial influence on their impression of the effectiveness of the program. As a consequence, the null hypothesis was

rejected for all of the variables. Taking this into consideration highlights how important it is to tailor training interventions to specific environments in order to maximize the effectiveness of training programs. EDP, in general, is a promising instrument for developing entrepreneurial ambitions and entrepreneurial abilities. It has the potential to make a substantial contribution to the formation of entrepreneurs who are self-assured and successful, provided that entrepreneurial education is structured and targeted.

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