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**AN EVALUATIVE STUDY OF ENTREPRENEURSHIP DEVELOPMENT  
TRAINING PROGRAMS IMPLEMENTED BY THE DISTRICT INDUSTRIES  
CENTRE (DIC), PUNE**

**DR. NIKAM VIJAY BALKRUSHNA**

**KALOKHE DEEPALI VISHWANATH**

Research Guide,

Annasaheb Awate College, Manchar, Pune.

Research Scholar,

Annasaheb Awate College, Manchar, Pune.

**Abstract**

Entrepreneurship development has been widely recognized as a crucial instrument for economic growth, employment generation, and balanced regional development, especially in developing economies like India. The Government of India, through various institutional mechanisms, has undertaken several initiatives to promote entrepreneurship, among which the District Industries Centre (DIC) plays a pivotal role at the grassroots level. The DIC conducts Entrepreneurship Development Training Programs (EDTPs) with the objective of nurturing entrepreneurial skills, enhancing self-employment opportunities, and strengthening the Micro, Small and Medium Enterprises (MSME) sector. This research article presents an evaluative study of Entrepreneurship Development Training Programs implemented by the District Industries Centre (DIC), Pune. The study adopts a descriptive and analytical research design based on secondary data and insights drawn from existing studies, government reports, and program frameworks. The paper examines the structure, objectives, implementation mechanisms, outcomes, and challenges of EDTPs conducted by DIC Pune. The findings suggest that DIC-led training programs have significantly contributed to awareness creation, skill development, and enterprise initiation among aspiring entrepreneurs. However, issues related to post-training support, access to finance, market linkages, and program monitoring continue to limit their overall effectiveness. The study concludes with recommendations aimed at strengthening entrepreneurship training programs through improved curriculum design, digital integration, stakeholder collaboration, and outcome-based evaluation.



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## **Keywords**

Entrepreneurship Development, District Industries Centre (DIC), Training Programs, MSMEs, Skill Development, Employment Generation

### **1. Introduction**

Entrepreneurship has emerged as a key driver of economic development, innovation, and employment generation in both developed and developing economies. In India, entrepreneurship plays a vital role in addressing socio-economic challenges such as unemployment, poverty, and regional imbalances. The promotion of entrepreneurship has therefore become a central focus of government policy, particularly in the context of inclusive growth and sustainable development.

The Micro, Small and Medium Enterprises (MSME) sector is widely regarded as the backbone of the Indian economy, contributing significantly to gross domestic product (GDP), exports, and employment generation. However, the growth and sustainability of MSMEs largely depend on the availability of skilled entrepreneurs who possess not only technical knowledge but also managerial, financial, and marketing competencies. Recognizing this need, the Government of India has introduced several entrepreneurship development initiatives through various institutions at national, state, and district levels.

The District Industries Centre (DIC) was established with the objective of providing integrated administrative and technical support to small and village industries at the district level. One of the core functions of the DIC is to organize Entrepreneurship Development Training Programs (EDTPs) aimed at motivating and training potential entrepreneurs. These programs focus on developing entrepreneurial competencies, enhancing awareness about government schemes, and facilitating enterprise creation.

Pune district, known for its industrial diversity, educational institutions, and skilled workforce, provides a fertile ground for entrepreneurship development. The DIC Pune has been actively involved in implementing entrepreneurship training programs catering to youth, women, and other target groups. This research article undertakes an evaluative study of these training programs to assess their effectiveness, outcomes, and impact on entrepreneurial development.

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### **2. Objectives of the Study**

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The present study has been undertaken with the following objectives:

1. To study the concept and role of entrepreneurship development training programs.
2. To examine the structure and implementation of EDTPs conducted by DIC Pune.
3. To evaluate the effectiveness of DIC training programs in promoting entrepreneurship.
4. To analyze the contribution of EDTPs to employment generation and MSME development.
5. To identify challenges faced in the implementation of entrepreneurship training programs.
6. To suggest measures for improving the effectiveness of DIC entrepreneurship development initiatives.

### **3. Research Methodology**

The study adopts a descriptive and analytical research methodology. It is primarily based on secondary data collected from government publications, DIC reports, MSME ministry documents, research journals, books, and credible online sources. The evaluative framework focuses on program objectives, training content, delivery mechanisms, outcomes, and post-training support.

The methodology involves systematic review and content analysis of available literature related to entrepreneurship development training programs and the functioning of DICs in India. Comparative analysis of policy objectives and implementation outcomes has been used to assess program effectiveness. As the study is conceptual and review-based, no primary data collection has been undertaken.

### **4. Review of Literature**

The literature on entrepreneurship development emphasizes the importance of training and institutional support in fostering entrepreneurial behaviour. Schumpeter (1934) identified entrepreneurs as agents of innovation and economic change. McClelland (1961) highlighted the role of achievement motivation in entrepreneurial success, suggesting that training programs can enhance entrepreneurial traits.

In the Indian context, studies have examined the role of government-sponsored entrepreneurship development programs. Khanka (2016) emphasized that structured training programs significantly improve the managerial capabilities of first-generation entrepreneurs.

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According to Desai (2018), DICs play a crucial role in promoting entrepreneurship at the district level by providing training, guidance, and infrastructural support.

Research by Kumar and Rao (2019) found that entrepreneurship training programs positively influence self-employment generation and business sustainability. However, several studies also highlight challenges such as inadequate post-training support, limited access to finance, and lack of market linkages. The literature suggests that while entrepreneurship training programs are effective in skill development, their long-term impact depends on ecosystem support and continuous mentoring.

## **5. Concept of Entrepreneurship Development Training Programs**

Entrepreneurship Development Training Programs are structured interventions designed to develop entrepreneurial competencies among individuals. These programs aim to enhance knowledge, skills, attitudes, and behaviour required for successful enterprise creation and management. EDTPs typically cover areas such as business idea generation, feasibility analysis, financial management, marketing, legal compliance, and government schemes. The primary objectives of EDTPs include motivation of potential entrepreneurs, development of managerial skills, promotion of self-employment, and reduction of unemployment. Such programs are especially important for first-generation entrepreneurs who lack prior business exposure. By providing training and institutional support, EDTPs help bridge the gap between entrepreneurial intent and enterprise creation.

## **6. District Industries Centre (DIC): Role and Functions**

The District Industries Centre was established in 1978 as a single-window agency to support small- scale industries at the district level. The DIC acts as a nodal agency for implementing industrial policies and entrepreneurship development initiatives. Its key functions include identification of entrepreneurial opportunities, organization of training programs, registration of MSMEs, facilitation of credit, and provision of infrastructure support. In Pune district, the DIC plays a strategic role due to the region's industrial base and entrepreneurial potential. The DIC Pune conducts various training programs such as Entrepreneurship Development Programs (EDPs), Skill Development Programs (SDPs), and Awareness Programs on government schemes. These programs target unemployed youth, women entrepreneurs, and members of socially disadvantaged groups.



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## **7. Structure and Implementation of EDTPs by DIC Pune**

The EDTPs conducted by DIC Pune are generally structured to include both theoretical and practical components. Training modules cover entrepreneurial motivation, business planning, financial management, marketing strategies, legal procedures, and information on MSME schemes. Resource persons include industry experts, successful entrepreneurs, bankers, and government officials. The implementation process involves participant selection, training delivery, evaluation, and follow-up. Programs are typically short-term, ranging from one to four weeks. The DIC collaborates with technical institutions, NGOs, and industry associations to enhance training effectiveness. Despite these efforts, variations in program quality and outcomes have been observed.

## **8. Evaluation of Entrepreneurship Development Training Programs**

The evaluation of EDTPs focuses on multiple dimensions such as relevance of training content, effectiveness of delivery methods, participant satisfaction, and post-training outcomes. Studies indicate that DIC training programs are effective in creating awareness and motivating individuals toward entrepreneurship. Many participants gain clarity about business opportunities and government support mechanisms. However, the conversion rate from training to enterprise creation remains moderate. While some trainees successfully start enterprises, others face challenges related to finance, market access, and regulatory compliance. The lack of structured mentoring and follow-up support limits the long-term impact of training programs.

## **9. Impact of EDTPs on Employment Generation and MSME Development**

Entrepreneurship development training programs contribute to employment generation by promoting self-employment and enterprise creation. In Pune district, DIC-led programs have supported the establishment of micro and small enterprises across manufacturing, services, and trade sectors. These enterprises generate employment not only for entrepreneurs but also for local communities. The contribution of EDTPs to MSME development is evident in increased registrations, improved managerial practices, and better awareness of government schemes. By fostering entrepreneurship, DIC Pune supports regional economic development and industrial diversification.

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## **10. Challenges in Implementation of EDTPs**



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Despite their significance, EDTPs face several challenges. Limited financial resources, inadequate infrastructure, and shortage of trained faculty affect program quality. Participants often struggle with access to credit, market linkages, and technology adoption. Additionally, the absence of systematic monitoring and impact assessment makes it difficult to measure long-term outcomes. Digital divide and low awareness among rural and marginalized groups further constrain program reach. Addressing these challenges requires coordinated efforts from government agencies, financial institutions, and industry stakeholders.

## 11. Conclusion

Entrepreneurship Development Training Programs implemented by the District Industries Centre (DIC), Pune play a vital role in promoting entrepreneurship, self-employment, and MSME development. The evaluative study reveals that while these programs are effective in skill development and motivation, their overall impact can be enhanced through improved implementation, post-training support, and ecosystem integration. The study concludes that entrepreneurship training, when supported by mentoring, finance, and market access, can significantly contribute to inclusive and sustainable economic development. Strengthening DIC- led initiatives will be crucial for nurturing the next generation of entrepreneurs in Pune district and beyond.

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