

## ROLE OF ED CLUBS IN DEVELOPING ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS

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### Abstract

Government initiates entrepreneurship among youth as a solution for eradicating unemployment and poverty. The potential youngsters becomes job providers instead of job seekers through entrepreneurs. This study focuses on knowing the activities of ED Club which is supported by DIC, Government of Kerala in a college and also went through the relevance of the ED Club to develop entrepreneurial skills such as communication skill, managing negotiation, creativity, team work and leadership. The study found out that the activities of ED club inculcated the entrepreneurial culture among college students. The study found out that majority of the members did not agree the improvement in leadership, communication, team work, negotiation and creativity through ED Club activities. But they have got an insight about the entrepreneurship through the involvement in the activities of the ED Club in college.

**Keywords:** Entrepreneurship, ED Club, DIC, Entrepreneurship skills

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The country faces numerous crisis due to unemployment and poverty. Here the importance of entrepreneurship arises to develop individual from a job seeker to a job provider. Entrepreneurship impact positively in the world by emerging new businesses and start-ups. It creates and expands employment opportunities which boost up the economy. The rapid growth of entrepreneurship has a driving force to be recognised by the government to its social, economic and political development for a country. The government of India has undertaken several initiatives and introduced many policies to create a positive culture of innovation and entrepreneurship in the country. Start-up India, Make in India, Digital India, Atal Innovation Mission, Step, TREAD, National Skill Development Mission are the different schemes adopted by Indian government.

As part of entrepreneurship development, Department of Industries and Commerce, Government of Kerala formulated Entrepreneurship Development Clubs in schools and colleges to build the entrepreneurial culture among the youth. This definitely inculcate entrepreneurial attitude, values and skills needed to be an entrepreneur. This paper mainly aims to study the relevance of entrepreneurship development clubs and also to know different functions undertaken by the students through ED Club. The role of Club in developing various entrepreneurial skills also covered under the study. The entrepreneurial skills classified in to five interpersonal skills such as **communication skill, to manage negotiation, developing creativity team work and leadership.**

### STATEMENT OF THE PROBLEM

India faces many issues related to unemployment and under employment. The educated youth mainly research for white choler jobs instead of starting own venture. The idea of entrepreneurship and its effectiveness could not be reached among younger generation. Even though the ED club and other government supported programmes exist to foster the talents of students in entrepreneurship, somehow students reluctant to start their own venture but work even with a small remuneration. Hence it is important to know the activities undertaken by the ED club in college level and also go through the relevance of ED Club in developing the entrepreneurial skills among college students. No systematic study has been conducted so far in this regard behind this. Hence the study focuses to find answers to the following questions

- What are the activities undertaken by ED Club in Colleges?
- What are the relevance of ED Club in developing the entrepreneurial skills among college students?
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### **SIGNIFICANCE OF THE STUDY**

One of the major issues faced by a developing country like India is related to the different kinds of employment issues. The population penetration makes it difficult to get a job whether the people are educated or not. They have to face many challenges to remain in the competitive world. To eradicate the poverty and unemployment, India should develop an entrepreneurial culture among youth. Hence government promotes entrepreneurship by implementing various programs and schemes in the education level itself. As a highly literate state in India, Kerala faces lack of entrepreneurship culture among youth, but move to white choler jobs. Government implements various programs and scheme to college students in nurturing the entrepreneurship culture with their studies. It is very important to know the relevance of ED Club activities to develop the entrepreneurial skills among students to start their own venture after their formal education.

A proper and systematic study using primary and secondary data can reveal the relevance of ED Club in colleges. With the help of this study, the relevance of the ED Club can be found out and also recommend the best activities to be followed in nurturing entrepreneurship. The existing literature shows that there is no previous research conducted to investigate the relevance of ED club at the college level.

### **SCOPE OF THE STUDY**

The study is confined to the ED Club members at MES Asmabi College P Vemballur during the year 2019-20. Data have been collected from 50 students who were the members of ED Club. The sample collected during the month of January-February 2019. The study mainly focused on the activities undertaken by the ED Club and to analyse its relevance in the entrepreneurial skill development. Communication skill, ability to manage negotiation or conflicts, developing creativity, team work, and leadership were covered under the study to measure the entrepreneurial skill.

### **REVIEW OF LITERATURE**

Sardar (2019) stated that 77% of the respondents are interested to be entrepreneurs out of which 50% of respondents would pursue entrepreneurship immediately after studies while another observation was that 60% of respondents were aware about start up (scheme) just as a scheme launched by government but were not aware about the benefits associated with the scheme. Tripathy (2019) revealed that entrepreneurs are the act of undertaking a work to bring about both social and economic growth of the country. By generating innovation. There are many challenges and obstacles for the individuals who switch over from their career as an employee to commence a new endeavour as a leader. Hence individuals must build certain skills and abilities such as leadership, creativity, being ethics, dealing with fear and uncertainty and decision making skills with this purpose of altering their ideas into action and receiving positive results.

Kanika Dhingra (2019) pointed out the relationship between women entrepreneurship and women empowerment in the emerging economy. Autonomy and flexibility in working hours help them perform their job with ease which consequently creates the inner feeling of empowerment of women Entrepreneurs to give practical shape to their business idea into profitable business venture. Moreover, strong entrepreneurial drive, experience and education enable them to outperform in their career, which gets reflected in the performance of their firm.

Kriegeret.al. (2018) focused on skill variety and its effect on entrepreneurial outcomes is growing. Skill variety is an important driver of entrepreneur. It found out that there is an negative relationship between gender and skill variety in entrepreneurship. This article took the stock of academic knowledge about skill variety, its outcome and determinants it's measurement alternatives as well as the role of gender.

Almahry, et.al. (2018) demonstrated the theoretical relationship between Entrepreneurship Education (EE) and Entrepreneurial skills (ES) which include Technical, Business management skills, Personal entrepreneurial skills, Systematic review method it was chosen to explore the

entrepreneurship education and entrepreneurial skills. Improving entrepreneurial education plays an important role in providing necessary skills for an entrepreneur to operate their daily business requirements and how to face obstacles and challenges that will face them during their entrepreneurial life. In addition, to provide the necessary support from the government to the educational institutes to introduce programs, specialised for entrepreneurs, as such will improve the quality of education and will then create awareness that are focused on showing the importance of entrepreneurship education and skills.

Kumar (2017) aimed to find out the attitude level of students and effectiveness of teacher's motivation to start up new entrepreneurship. From the study investigator concludes that the students of Calicut University are showing a positive attitude towards the entrepreneurship. But their syllabus and teachers motivation are not much effective to attain the encouragement to become a new entrepreneur. The researcher recommended that seminar and workshop should be conducted at university and college level, technical and practical session should provide to teachers. Syllabus revision and internal assessment should be made for practical experience. ED club creation should be the part of syllabus.

Berhe (2017) assessed the attitude of students towards entrepreneurship. The researcher focused on personality traits and external factors to identify the attitude of graduating students. The five core personality traits such as need of achievement, internal locus of control, independent, risk taking and monetary value which are used to measure the Entrepreneurial attitude of students. Positive attitude is important for students towards self-employment. Hence government and also concerned bodies should use different strategies such as different motivation, training and awareness to start their own business. Positive attitude, training and capital are the main factors to start a new venture.

### **OBJECTIVES OF THE STUDY**

As per the research questions, the study identified two objectives related to the relevance of ED Club to develop entrepreneurship skills among college students.

- To know the various activities undertaken by the ED club in MES Asmabi College, P.Vemballur.
- To analyse the role of ED club in developing entrepreneurial skills such as communication skill, ability to manage negotiation or conflicts, developing creativity, team work, and leadership among students.

### **METHODOLOGY OF THE STUDY**

The study deals with the relevance of ED Club to develop entrepreneurial skills among college students. The present study is descriptive as well as analytical in nature. The population of the study is the members of ED Club at MES Asmabi College, P.Vemballur. The data has been collected from the 50 students who were the members of ED Club at MES Asmabi College in the year 2019-20. Convenient sampling method was adopted to collect the samples. The study used primary as well as secondary sources of data. Primary data were collected by using well-structured questionnaire through Google form and secondary data collected from journals, website and books. Non parametric test (fried man test) is used for making analysis with the help of SPSS software. The main limitations of the study was the usage of non-random sampling method. Hence generalisation was not possible. Another limitation of the study was the response of the respondents might be biased.

### **FINDINGS AND DISCUSSION**

In every district, a District Industries Centre has been established to provide all services and facilities to entrepreneurs at one place at district and sub-district levels to establish small scale units. DIC helps to identify suitable activities, prepare feasibility reports, arranges the supply of machinery and equipment, provision of raw materials, liaison with financial institutions, entrepreneurial training etc.

Innovation Entrepreneurship Development Centres (IEDCs) are small incubators located within the colleges where students have their own ideas that turned into entrepreneurship. To inspire youngsters in the entrepreneurship, Kerala Start-Up Mission (KSUM) initiates many programmes like Hackathons, Idathons, Markethons, Entrepreneurship Development Awareness Programmes, cash prizes etc. Under the guidance of IEDC, colleges can start incubator within its premises to convert the student ideas into entrepreneurship along with their academic programmes. Through incubation centres students are exposed to brain storming session, design thinking along with socially relevant projects without losing their academic programmes with all technological know-how.

DIC of Kerala formulate a scheme of ED Clubs in schools and colleges to inculcate entrepreneurial culture among youngsters and also equip them with proper skills and techniques to start an entrepreneurship. The main objectives of the ED Club are nurture entrepreneurial talents, educate on various dimensions of industry, bringing experience sharing of successful entrepreneurs with students on a common platform, develop entrepreneurial culture among students, make them aware about the unlimited development potential of the state, inculcate trustworthiness, integrity, hard work, discipline, honesty in business industry. Seed funding options will be initiated by government through these start-up and incubation centres.

Entrepreneurship development club at MES Asmabi College was started its operation in the year 2007 to equip the skill, techniques and confidence to act as torch bearers of enterprise for the new generation in the name of “COOPZ MOXIE” which means cage/shelter providing ability to be active.as name indicates the team of ED club members to be a successful entrepreneur. The major aim of the club to create wealth and employment in proportion with unlimited natural and human resources potential of Kerala Ed club organises various programmes in association with DIC (District Industries Centre, Kodungallur) and KIED (Kerala Institute of Entrepreneurship Development, Kalamassery). It was appreciated in the feather of College that ED club has secured **Best Performing ED Club (College level) in Thrissur district in 2017**

The activities under taken by the club such as seminar on women entrepreneurship, awareness programme on hotel management and catering, workshop on making household items(soap powder, hand wash, dish wash,phenyl,floor and toilet cleaner), Competition on best marketing manager, DIC Sponsored Seminar, Industrial visit machine Expo 2018 at Ernakulum, Participation of four day residential workshop namely W-PEC, INAUGRATION OF GREEN COOPZ (Cloth bags from old clothes), Jute bag making, Various sales counters were arranged by the ED Club members, One day seminar on entrepreneurial and personality development, Seminar on Awareness in Share market, ED shop loss assessing DIC survey related to flood, Orientation in awareness on goods and services tax, Workshop on cake making and decoration, Participation in 2 day workshop on Artificial Intelligence in entrepreneurship, Display and sales of jute bags, Industrial visit to ollur industrial estate, Work shop on promotion of rural entrepreneurship manufacturing and marketing.

Based on the data collected from the members of ED Club, it is noted that 70 percent students were females and 30% were males. 96% of the members of ED club were coming from rural areas and rest of 4% were reside in urban area.

The study analysed the reasons for the enrolling students into the ED Club. It is found out that 60 percent students marked their first preference for joining in the ED Club were their desire of becoming an entrepreneur. Based on the weighted mean, the important reasons for joining in the ED club by the students were their ambition of becoming an entrepreneur, building their leadership qualities and creativity, followed by increasing their teamwork.

92 percent members were actively participated in the workshops and 68 percent in the experience sharing and entrepreneurship awareness programs, followed by 68 percent members were actively participated in the interactive sessions and experience sharing events. 56 percent members have got live exposure to business in the campus itself by producing, marketing and selling its own products. 42 percent students attended the competitions related to entrepreneurship and only 38 percent students got the opportunity for industrial visit.

Majority of the ED Club members did not agree the improvement in leadership quality (80 percent), communication (82%), team work & negotiation skill (90 percent) and creativity (92percent). The mean score of all constructs are in between 1 and 2 that shows the members are not agreed any improvement in their entrepreneurship skill through ED Club. The statements under the construct communication skill namely “I have learned to communicate quickly and positively”, “it helped me to talk in front of audience” and “it helped me to capture people’s attention” are only the items having more than 3 mean rank in the five point scale based on Fried man test. It revealed that ED Club activities helped them to talk quickly and positively in front of audience that helped them to capture people’s attention.

Even if ED Club activities did not improve their communication skill, negotiation skill, team work skill, creativity skill and leadership skill based on the mean value, all **respondents stated that it was helpful to get an insight about the entrepreneurship**. Hence it should be ensured that all members should be involved in the activities through all semester to get the benefit of the ED Club. The members should be selected based on their aptitude on the entrepreneurship by conducting any competition. More student centric programmes have to be organised to develop the skills of leadership and communication. All activities should be based on the soft skill development of the students. It is important to encourage new thoughts and ideas to convert into start-ups. It should also be encouraged the income generation activities.

## CONCLUSION

The paper studied the role of entrepreneurship development club in developing entrepreneurial skills such as communication, negotiation, team work, creativity and leadership among college students. It also provides insight about the operation of ED clubs in aided colleges with the government support through District Industries Centres (DIC). Nowadays educational institutions gives entrepreneurial development skill programmes as part of its curriculum. The response of the members revealed that it needs more student centric activities and help them to initiate start-up in their college time. The study can be concluded that students doesn’t recognise the role of ED Club in developing their skills. So the students should be motivated and their ideas to be recognised. More innovative techniques to be developed and opportunities to be explored for the undiscovered skills.

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