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## **UNIT 15 TRAINING WOMEN ENTREPRENEURS**

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### **15.1 INTRODUCTION**

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The Unit deals with the activities of Government as well as few NGOs. The government is also providing necessary financial resources to NGOs for providing entrepreneurial training. The second part of this Unit provides details of “Achievement Motivation Training”. This section will certainly gives a significance of motivation training to the aspiring women entrepreneurs.

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### **15.2 OBJECTIVES**

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After studying this Unit, You would be able to

- explain the activities of government and NGOs with regard to entrepreneurial training;
- facilitate participants in your training session to describe the dynamics of motivation with special reference to entrepreneurial motivation;
- discuss the motivation process;

- describe how entrepreneurial motivation can be developed; and
- conduct an exercise to demonstrate Achievement Motivation Training (AMT)

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### **15.3 ACTIVITIES AND PROGRAMMES FOR WOMEN IN MSME SECTOR**

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The Government, Non- Governmental Organizations and Community Based Organizations and others provide training to women for Entrepreneurial activities.

#### **15.3.1 Government: Ministry of Micro, Small and Medium Enterprises (MSME)**

The Ministry primarily assists the States/Union Territories to promote growth and development of MSMEs in their respective states or Union Territories. The main focus of the schemes/programmes undertaken by the organizations of the Ministry is to provide/facilitate provision of a wide range of services and facilities required for accelerating the growth of MSMEs. The schemes/programmes generally focus on capacity building in State/ Regions; nevertheless, there are a few schemes/programmes, which are individual beneficiary oriented. While, there are no specific reservations for women, in the latter, there are some concessions/incentives available under these programmes for the benefit of women entrepreneurs. These Schemes and Programmes and Ministry's efforts are discussed here. In respect of entrepreneurship / skill development training programmes, under the National Awards for Entrepreneurial Development (Quality Products) and Trade Related Entrepreneurship Assistance & Development (TREAD) Programme for Women, the specific reservation provided for women. Similarly, under two employment generation programmes being implemented by the Ministry, namely, Rural Employment Generation Programme (REGP) and Prime Minister's Rozgar Yojana (PMRY), some concessions have been provided for women beneficiaries. Besides, the Coir Board is implementing the Mahila Coir Yojana which is a women oriented self-employment programme.

#### **Training of Women Entrepreneurs**

The industrial policies of the Government announced from time to time, have laid considerable emphasis on promotion of women entrepreneurship, particularly among first generation women entrepreneurs, through various training and support services. Special attention is being given by organizing exclusive Entrepreneurship Development Programmes (EDPs) for women. The Field

Institutes of MSME-DO conduct need based entrepreneurship / skill development programmes for existing and prospective entrepreneurs. The autonomous bodies under MSME-DO also conduct various short-term/long-term training programmes in footwear technology, tool and dye-making and other allied industries. No fee is being charged from women participants. Besides, MSME-DIs/Br. DIs are also giving stipend @ Rs.500/- per month to the participants belonging to disadvantaged groups including women.

In addition to programmes / schemes of MSME-DO, NSIC, KVIC and Coir Board, relating to conduct of EDPs & SDPs for benefit of potential women entrepreneurs, three national level entrepreneurship development institutes set up by the Ministry, particularly, Indian Institute of Entrepreneurship (IIE), Guwahati, are also undertaking training programmes for skills and entrepreneurship development for women. The National Institute for Entrepreneurship and Small Business Development (NIESBUD), NOIDA has conducted seven training programmes exclusively for women participants.

The Ministry has also launched 'Rajiv Gandhi Udyami Mitra Yojana' (a Scheme for Promotion and Handholding of Micro and Small Enterprises) to help and facilitate the potential first generation entrepreneurs in completion of various formalities and tasks necessary for setting up and operationalisation of their enterprises. Under this scheme, women beneficiaries are not required to contribute Rs. 1000/-, which is required by the beneficiaries from general category. The contribution in respect of women beneficiaries is provided to 'Udyami Mitras' as grants by the Government.

#### **Trade related entrepreneurship assistance and development (TREAD) scheme for women**

The scheme envisages economic empowerment of women through development of their entrepreneurial skills in non-farm activities. The Government's grants up to 30% of the total project cost is provided to the Non-Government Organisations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project. Further, Government grants up to Rs.1 lakh per programme is provided to training institutions / NGOs for imparting training to the women entrepreneurs.

Besides, need-based grants up to Rs. 5 lakh may also be provided to national level EDIs and other reputed institutions, for undertaking field surveys, research studies, evaluation studies, designing of training modules etc.

### **Rural Employment Generation Programme (REGP)**

REGP is a flagship scheme of the Government of India for employment generation programmes in the unorganized sector. Though there are no specific reservation for women entrepreneurs under this scheme, still there has been substantial participation (around 30 per cent) of women as a result of the promotional efforts undertaken in this regard. In order to encourage participation of women in the programmes, the following relaxations are being provided to women beneficiaries:

- Capital Subsidy in the form of margin money is provided at the rate of 30 per cent (for general category it is 25 per cent) of the project cost up to Rs.10 lakh and 10 per cent on the balance project cost up to Rs. 25 lakh.
- The borrowers' contribution is 5 per cent of the project cost in case of women beneficiaries while in the case of general category; it is 10 per cent of the project.
- Bank finance in the form of loan is 95 per cent of the project cost in case of women and other weaker section borrowers as against 90 per cent of the project cost in case of general category.

### **Prime Minister's Rozgar Yojana (PMRY)**

Under the scheme, preference is given to women beneficiaries. While communicating the targets under the Scheme to the States/ Union Territories and Reserve Bank of India (RBI), standing instructions are issued for ensuring that the number of women beneficiaries under PMRY should not be less than 30%. Furthermore, in order to facilitate participation of women beneficiaries under this scheme, the following relaxations are being provided:

- Age Relaxation – the upper limit for women applicants is 45 years, as against 35 years for general category applicants.
- Relaxation in residency criteria for married women - the residency criterion of last three years is applicable for spouse/in-laws in case of married women applicants.

### **Mahila Coir Yojana**

Mahila Coir Yojana is a woman oriented self-employment scheme in the coir industry, which provides self-employment opportunities to the rural women artisans in regions producing coir

fibre. The scheme envisages distribution of motorised ratts for spinning coir yarn to women artisans after giving training. Women spinners are trained for two months in spinning coir yarn on motorized ratt at the Coir Board’s training centres. A stipend of Rs. 500/- p.m. is also paid to the trainees. The Coir Board provides motorised ratts/ motorised traditional ratts at 75% cost subsidy, subject to a maximum ceiling of Rs. 7,500/- for motorized ratts and Rs. 2,925/- for traditional ratts.

### 15.3.2 Training of Non Governmental Organizations

The following Table 15.1 will describe the few Non- Governmental Organizations activities related to entrepreneurial training.

**Table 15.1: Activities of NGOs**

Name of the NGO	Entrepreneurial Training/Skill Development	Target Groups
Parivartan Sandesh Foundation	Parivartan Sandesh Foundation started vocational computer courses and call center to provide free training for poor women in slums area at Delhi. Parivartan Sandesh Foundation provides education to children’s through various school & Organization’s also. “SMARTH“ An initiative to promote Skill Development for Youth Employment has been started by PSF. vision to recognize and promote intellectual excellence & to encourage skills development in young people from disadvantaged communities to begin their careers.  Foundation launches <b>SAMARTH</b> an Scholarship Programme to provide financial and other assistance to students for their higher education in India. Assistance is available to any qualified student, irrespective of the	Scholarship Programme for skill development: Indian Nationals, Residing in India; Students from registered orphanages/ NGO’s/ Trusts/ Govt & MCD undertaking schools /street children / child labours; Students from 8th Level

	applicant's caste, community, gender or religion.	
Sakshi	Sakshi provides vocational training to low-literate youth in computers, beauty culture & sewing, cutting & tailoring so that they can earn a dependable livelihood and finally break the cycle of poverty. Sakshi offers courses in computer training, beauty culture, cutting, sewing and tailoring, and English. Girls who want more flexibility can become freelance beauticians or open an in-home tailoring service. Computer courses provide by Sakshi has government-backed JSS certificates and Sakshi organizes recruiting sessions with corporate.	low-literate poor girls and boys
Society for Education of Deaf & Blind, Vizianagaram, Andhra Pradesh.	<p>AYJNIHH-NGO Collaborated Vocational Training Centres</p> <p>Book Binding, Modern Dress Making</p> <p>The Society for Education of the Deaf &amp; Blind is a multi-funded school, which was established for the purpose of providing comprehensive educational services for children who are blind/low vision and/or deaf/hard of hearing birth, mentally and physically challenged. Services are provided directly to students enrolled at the school and through outreach services (various projects.)</p> <p>SEDB retains skilled and talented staff that</p>	<p>These trainings are offered from 6th standard and by the time they complete 10th class, they would be fully equipped with training in some of the vocational course in which they are interested in.</p> <p>Lot of Government departments, and agencies are supporting these unit by providing some works such as book binding, Desktop publishing,</p>

	<p>strives for excellence in all that they do and are deeply committed to providing quality services for all students. They continue to identify and implement innovative instructional strategies, introducing students to new technologies and experiences, and offering resource services to parents, schools, and communities throughout the state.</p>	<p>advertisement designing etc., The amount that was earned in these means will be spend on getting more equipment and training materials.</p>
<p>Vishal Sahitya Sikksha &amp; Kala Niketan 245/32, Bhavana Singh Shivala Road, Praga bazaar, Lucknow, Uttar Pradesh</p>	<p>Chikon &amp; Local Craft</p>	
<p>Khadi &amp; Village Industries Commission Multi Disciplinary Training Centre, Doimukh, Arunachal Pradesh</p>	<p>Various courses for skill development is organised by KVIC and KVIC ia sn implementing agency for govt of India</p>	
<p>Association for Welfare of the Handicapped, Post No.59,</p>	<p>1. Vocational Training is imparted for Mentally Retarded children who are above 18 years at Rahmania School for Mentally Handicapped, Calicut.</p>	<p>Mentally retarded children above 18, disabled, children belonging to scheduled tribes.</p>

<p>S.M.Street, Calicut-673011, Kerala.</p>	<p>2. The AWH Development Centre at Calicut imparts Computer Education, Audiology Training Course, and Medical Lab Technician's Course for the disabled.</p> <p>Institute of printing Technology imparts two</p> <p>3. years training to disabled children and children belonging to scheduled tribes..</p> <p>IPT Press functions as a lab for the Institute</p> <p>4. of Printing Technology and as a production centre.</p> <p>5. Jan Shikshan Sansthan, Calicut: The institution aided by the Ministry of Human Resources Development, Govt. of India is functioning under the aegis of the AWH, Calicut since 1995. Its activities include vocational training, literacy programmes etc.</p>	
<p>Tropical Health Foundation of India, Kunnankulam, Kerala</p>	<p>The major objective of the Tropical Health Foundation of India is to provide health care, identification and rehabilitation of the disabled, care of elderly and promote appropriate technology. To achieve these goals we are.</p> <p>Providing supportive services for physically, mentally retarded, deaf and mute and multiple handicapped.</p> <p>Running Prosthetic &amp; Orthotic Workshop where we treat amputees and other physically disabled.</p> <p>Here we provide artificial limbs, Jaipur foot, motorized upper limbs, calipers and body braces.</p> <p>Running a day school for the mentally challenged, deaf and Mute.</p>	<p>deaf women</p>

	<p>Conducting vocational training for the deaf women in tailoring and machine embroidery.</p> <p>Conducting community health, socio-economic and educational surveys and undertakes study of community health problems. Implementing a HIV / AIDS Prevention programme in Kunnamkulam, Chavakkad, Guruvayur municipalities. Setting up Multipurpose Village Development Centre in Athoor, Kadangode.</p> <p>Promote appropriate technology like smokeless choolas, low cost latrines, solar lanterns and cookers.</p>	
<p>Shriram Education Society Khamgaon, Maharashtra.</p>	<p>Spinning &amp; Weaving</p>	

<p>Nehru Seva Sangh, P.O. Banpur, Dist. Puri Orissa</p>	<p>Cane &amp; bamboo Work</p>	
<p>Gram Vikas Seva Sanstha Jagdishpur, Dist.Sultanpur Uttar Pradesh</p>	<p>The main aim of this programme is the overall development of entire personality of the people. We make the trainees so skilled that they may be stand on their feet by establishing their own concern/business or serving anywhere for the livelihood of their family. At this centre complete training to women &amp; youth of below poverty line, underprivileged and deprived communities, is imparted in different fields. Leaf plate making is the main activity on which the training is provided</p>	<p>People of below poverty line, poor, under privileged and the deprived communities residing in urban and rural areas.</p>

Ref: Ajeeta Tripathy

**Check Your Progress Exercise 1**

**Note:** i) Use this space given below to answer the question.

ii) Compare your answer with the one given at the end of this Unit.

1. Examine any one of the NGO activities for providing entrepreneurial training?

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**The following section is adopted/adapted from Unit 8 Achievement Motivation Training, Block 2 Entrepreneurial Qualities and Motivation, BWEE-007 Work and Entrepreneurship, IGNOU, New Delhi, 2005.**

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**15.4 ACHIEVEMENT MOTIVATION TRAINING**

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**Planning**

Time : Three hours

Training Methodology : Discussions, group exercise

Training Materials : Blocks of wood, table, chairs, blackboard, chart paper,

blindfold

Trainer's Preparation : Preparing the chart for recording estimates, Reading instructions to conduct the exercise.

Dividing women into 3 member groups, and helping them to choose a subject

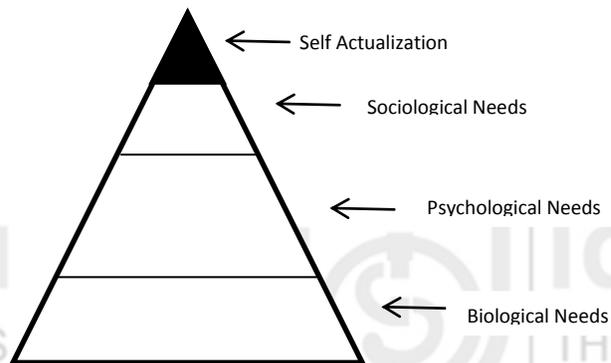
## Back Ground Material

### Introduction

Every action of a human being is in response to a stimulus (internal or external) and is carried out to satisfy, or fulfil some need, desire or expectation. These needs can be:

- Biological or physiological needs over which there is no control;
- Psychological needs which provide the person with security, confidence and feelings of security and other emotions;
- Sociological needs. These are feelings of social acceptance, self-esteem and self-actualization.

According to Maslow, these needs or motives follow a hierarchical structure, where the basic biological needs are at the base of the pyramid and the sociological needs are at the apex.



The motivating factors can thus be grouped into three categories:

- 1 Sociological Factors. These include family, culture and status of an individual.

- 2 Psychological factors: These are the meeting challenges, sense of self-fulfillment or satisfaction at achievements in any area, and striving towards better goals in life.
- 3 Economic factors: These include earning money for gratification of needs, acceptance and recognition of own capabilities and skills and the extent to which one can go.

Motivation is thus a process. What are the important aspects of this process? Let us explore this in more details.

### **Needs or expectations**

This is a state of disequilibrium, and is accompanied by a desire to reduce. There is also an anticipation or belief that certain forms of behavior will result in a reduction of this imbalance. An individual then initiates action (behavior) in a certain way, with the belief that this would lead him or her to the desired goal. The motivation of this action then sets up a series of events, either within the individual or in his or her environment, which feeds information back to the individual concerning the impact of his behavior. This step may either reinforce his behavior pattern as being the correct one or may lead to a modification in his or her behavior. It, therefore, is apparent that:

1. Behaviour is an outcome of a need.
2. Behaviour is motivated – driven by some need.
3. Behaviour is goal directed –towards satisfaction of the need.

A person is said to have ‘high motivation’ if the desire, need or expectation to act/ behave is strong and has ‘low motivation’ if the desire, need, expectation to act is not very strong, or she feels that she does not have the capability to act.

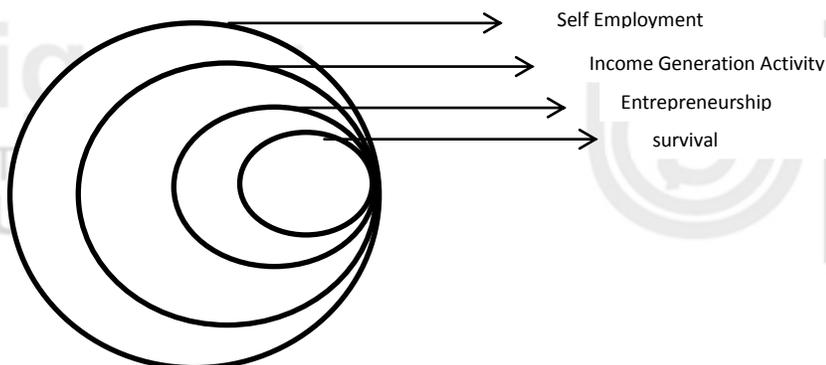
Motivation in general is an important determinant for entrepreneurial growth and development in society. Under this broad spectrum of motivation, certain motives have been found to be significantly related to entrepreneurial behavior. These are:

- Need for Achievement (n.Ach.)
- High extension
- Need for Power (n. Power)
- Need for Affiliation (n.Affiliation)
- Low dependency

### **Moving from Survival to Entrepreneurship**

Most poor women are in the stages of survival. With efforts from change agencies they move into the realm of income generation which can be termed self-employment. They do not have access to jobs and hence this is the area of their livelihoods. Most producer women's groups are within this category. However, attempts at empowering women go a step beyond. By successful mobilization and motivation, the producer women are empowered through entrepreneurship training to training to turn into entrepreneurs. This can be depicted as follows:

### **STAGES OF PRODUCER WOMEN'S ACTIVITY**



## **Motives for Entrepreneurship**

Setting up an enterprise means that the entrepreneur has a high level of motivation. The type and degree of motivation is very important for an entrepreneur. Of the different types of motives listed above, the motives relating to self-fulfilment or self-maintaining the levels of motivation so that the enterprise activity continues.

As indicated earlier, every action of a person is governed by some motive or the other. Hence it follows that for setting up an enterprise there should be a motive too. Sometimes there may be a combination of several motives behind an action and in setting up an enterprise there definitely are several motives involved. The task of the facilitator is to discuss with the women participants and try and help them in the identification of their own motives in entrepreneurship.

It is, however, possible to make a list of such motives. The list, which follows, is an indicative list and it is possible that the facilitator may identify some additional motives in the process of discussion with women.

1. Financial Motives: The entrepreneur by setting up an enterprise may have the motives of:

- Acquiring wealth and becoming rich;
- Improving and exhibiting an improved lifestyle;
- Or simply keeping self and family alive by earning a livelihood.

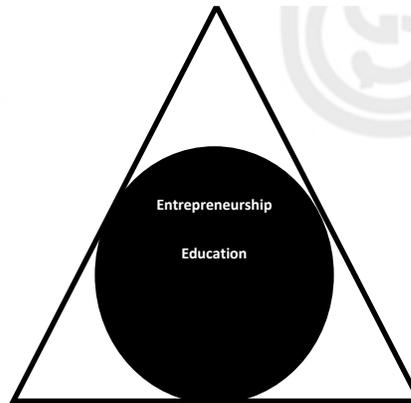
2. Social Motives: The entrepreneur here feels that she:

- needs to do something to prove to others that she is different;
- has a motive to set an example or establish a model for others;
- has a desire to be recognized in the society;
- wishes to attain a certain status;

- feels she would attain social prestige by this action
3. Service-Oriented Motives: Here the entrepreneur is motivated towards the welfare of others rather than self. She:
- feels she is providing employment to others;
  - is helping to improve economic conditions of people in the community;
  - is doing a service to the village by providing them products/services which they are in need of.
4. Family-based Motives: Here the entrepreneur's actions are guided by concern for the family. She:
- may feel pressurized by parents to start the enterprise;
  - may want to satisfy the desires of her husband/children;
  - may want to establish something for her children to fall back on or continue;
  - may want to improve the economic condition of her entire family.
5. Self-Actualization Motives. Here the entrepreneur is trying to gratify her own inner motives by wanting to:
- prove her capacities by trying to achieve something;
  - have her own independence by setting up the enterprise;
  - employ her skills for some useful purpose;
  - use her time gainfully for some objective;

The facilitator helps the women to identify their motive/s in taking up enterprise activities. It is essential for women to not only make a list of the motives for their action but also to rank them in order of their intensity as this would be responsible for the success of the enterprise. This education or knowledge can be shown in the diagram below:

Arousal of Motivation for Sensing, Seeking Opportunities for Excellence



Developing Capacity for Selecting, Planning, Resource Mobilization

Acquire Ability to Plan and Manage Venture

Entrepreneurial motivation is a set of motives of varying strengths - high N. ach., and extension, moderate n. Power, and low n. Affiliation and dependency. To have the right kind of motivation is more important for an entrepreneur than technical/management skills for success in running and enterprise.

Evidence suggests that n. Ach is:

- A psychological characteristic within individuals in varying degrees;
- A trait which can be developed through training;
- Most important characteristic within the entrepreneur;
- Important factor responsible for initiation of entrepreneurship activity;
- Significant factor in the success of enterprise activity;
- An important aspect of entrepreneurship development, which ultimately leads to economic development; and
- Contributes towards the making of both the enterprise and the entrepreneur.

**EMT DEVELOPMENT**

The development of entrepreneurial motivation through a process of training is a complex process. Even though it is an expertise area, the Entrepreneurial Motivation Training (EMT) Lab is based on the psychodynamic theories of motivational analysis of an individual personality and the place of motivation in the development of the personality.

Originally McClelland was of the view that a direct increase in achievement motivation leads to a corresponding increase in entrepreneurial motivation. However, it has now been realized that achievement motivation is not synonymous with entrepreneurial motivation. It is quite likely that it consists of other traits like dependency extension also. Therefore training inputs for motivational interventions need to be multi-channelled and focus on other motives also.

During the last 50 years a lot of research has taken place in this area. The theory dates back to the sixties when McClelland in his findings stated that:

- People can acquire motives and develop them through education.
- The newly acquired/developed motives are more likely to influence future thought and action of an individual.

In an EMT Lab, an attempt is made to work on the 'motive', and 'emotive' aspects of the individual's achievement motivation and its influences over entrepreneurship.

Objectives of EMT include:

- To improve entrepreneurial competence of the participant by emphasizing motivation;
- Help participants to examine his or her own self and relate his or her image of himself or herself with the environment;

- To make him or her aware of his own style of influencing others and on going situations;  
and
- To enable him or her to recognize his or her creative and innovative potentialities.

## **Work Plan for your Training Session**

### **Group Exercise 1**

#### **Tower Building**

This is an interesting exercise used in Enterprise Management Training (EMT). It is used in a variety of contexts particularly in developing entrepreneurs. The focus is on confidence, encouragement, insight into goal setting, and understanding the factors in the decision making process.

The time required is about two hours.

#### **Material Required:**

- About 25 wooden blocks (cube shaped) with plain surface of 5 sq cm each
- Blind fold or any other clean cloth
- Observation sheet.

#### **Procedure**

Divide group into 3 member teams. The three participants of the group take on different roles- e.g. manager of enterprise, worker in an enterprise and owner of enterprise. They visualize their role according to their own perceptions about the character they have chosen. You 'as the

trainer' blindfold the trainee subject and ask him or her to perform the task with their wrong hand and the other two members of the group are not allowed to touch the trainee or the wooden blocks, but may do anything else of their choice. The time allotted is five minutes only.

The group performance is recorded on the basis of the number of standing blocks in the form of a tower. If the tower falls and the time is over the number of standing blocks will be counted till the time the tower fell e.g. if the tower falls when the 7<sup>th</sup> block is being placed, the height will be considered as 6 and the group will get a score of 6.

Information about the performance of other groups may also be provided. No practice is allowed.

**Observation;** Select a few participants to be observers and ask them to make the observations in the following areas:

- Decision making: This is the process when members of the group discuss and arrive at a consensus about the target (number of blocks) to be used in making the tower.
- Help: Verbal comments by other members of the group encouraging him or her that he/she is doing well or discouraging him/her saying that the tower is about to fall etc.
- Confidence of Worker: Observations include calm and composed body posture, steady hand and fingers.
- Confidence of direction: When guidance is given by the other team members in the form of "little to the right". Or "move back a little" etc., observations may include the level of anxiety exhibited by the trainee, and who gives the guidance and how?
- Planning and Searching environment: Observation here includes the strategy of the three members and how they arrive at a consensus to build the tower.

### Procedure

- All the participants assemble in a room.
- The trainer asks the participants to write their own estimate of how many blocks they would build to make a tower.
- Trainer records on the board the estimates of all the groups.
- Allow time for discussion and maintain silence thereafter.
- The subject begins making the tower and after 5 minutes the players are told to 'stop'.
- Remove the blindfold, and record performance (number of blocks).

### Analysis

You can record the results as follows. It is better idea for you to bring the data on the board to generate discussion.

Group	1	2	3	4
Target Setting				
Member 1				
Member 2				
Subject				
Consensus				
Target achieved				

The issues to be discussed would be:

**Target Setting:** Questions like how did you arrive at this target? How did you overestimate/underestimate? How can you say you are above/below average? What happens if we overestimate or underestimate a person's performance?

You need to emphasize the role of expectations in increasing achievement motivation, after obtaining the various responses.

**Decision-Making:** The process of arriving at a consensus. Questions like are you satisfied with the consensus? Did you participate in arriving at a consensus? Did someone else take the decision? Did you take the final decision?

The trainer emphasizes the involvement of the subject in arriving at a realistic goal.

**Encouragement:** Help comes in the form of directions being given by members. The issue is whether it is a positive encouragement like 'well done', 'perfectly fine' etc. or negative like 'tower is going to fall', 'you are not doing what we are saying', etc. You can emphasize the need to probe further about what encourages and what discourages a person, as these experiences strengthen/weaken the achievement motivation.

**Confidence:** The ability to build a tower with negative inputs (blindfold and wrong hand) is the result of the confidence the subject has in achieving the target.

You must emphasize this as an important ingredient in the development of achievement motivation.

Variations of this exercise may include playing it with just one group or different groups.

### **Creation of Entrepreneurs and Fostering of Entrepreneurial Attitudes**

This approach comes out of the Achievement Motivation Training (AMT) model. It is based on the belief that an individual's entrepreneurial attitudes can be identified and developed. Its theoretical underpinning comes from the work of McClelland, which argues that entrepreneurial behavior is associated with measurable character traits such as "need to achieve", risk taking, and initiative (Hailey, 1994).

AT helps identify and develop these key entrepreneurial traits within the potential entrepreneur. This is achieved through the creation of personal awareness; generation of self-confidence; establishment of personal goals; and development of strategies to achieve them. Group sessions, questionnaires, and self-assessment exercises are all common methodologies used.

AMT has been adopted in India. The entrepreneur identification and selection mechanism is based on the following key assumptions:

- a) That all persons cannot be entrepreneurs as all entrepreneurs have certain traits;
- b) Such traits are identifiable (and measurable) through some psychological, behavioural tests and social indices;
- c) People possessing these traits at a certain minimum level can be developed to acquire necessary dimensions of entrepreneurship.

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### **15.5 SUMMING UP**

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Entrepreneurship motivation training (EMT) has thus become a specialized area of training. Motivation is important and is responsible for shaping a potential entrepreneur to take up entrepreneurial activity, but what is important is commitment to the idea of running a small business. This can be should be developed in any good small business development programme. Entrepreneurship is now a philosophy, a practice, a movement, and mindset. The mental makeup

of an individual is the most important characteristic. It has been observed that opportunities exist-but only those individuals capitalize on it who has internalized the characteristics of entrepreneurship.

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## **15.6 GLOSSARY**

**SIDBI:** Small Industries Development Bank of India (SIDBI), set up on April 2, 1990 under an Act of Indian Parliament, is the Principal Financial Institution for the Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector and for Co-ordination of the functions of the institutions engaged in similar activities.

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## **15.7 ANSWERS TO CHECK YOUR PROGRESS EXERCISE**

### **Check Your Progress Exercise 1**

The major objective of the Tropical Health Foundation of India is to provide health care, identification and rehabilitation of the disabled, care of elderly and promote appropriate technology. To achieve these goals they are providing supportive services for physically, mentally retarded, deaf and mute and multiple handicapped. Running Prosthetic & Orthotic Workshop where they treat amputees and other physically disabled. Here we provide artificial limbs, Jaipur foot, motorized upper limbs, calipers and body braces. Running a day school for the mentally challenged, deaf and Mute. Conducting vocational training for the deaf women in tailoring and machine embroidery. Conducting community health, socio-economic and educational surveys and undertakes study of community health problems. Implementing a HIV / AIDS Prevention programme in Kunnankulam, Chavakkad, Guruvayur municipalities. Setting up Multipurpose Village Development Centre in Athoor, Kadangode. Promote appropriate technology like smokeless choolas, low cost latrines, solar lanterns and cookers.

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## **15.8 REFERENCES**

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University, 2005

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### **15.9 QUESTIONS FOR REFLECTION AND PRACTICE**

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1. Elaborately explain the achievement motivation training to women entrepreneurs.