



**ORIGINAL RESEARCH PAPER**

**Commerce**

**THE EFFECTIVENESS OF TRAINING AT RURAL SELF EMPLOYMENT TRAINING INSTITUTE (RSETI) IN THE ENTREPRENEURIAL PERSONALITY DEVELOPMENT OF RURAL WOMEN**

**KEY WORDS:** Rural Self Employment Training Institute (RSETI), Entrepreneurial Personality, Entrepreneurial intention, Chance of settlement

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**ABSTRACT**

Entrepreneurial personality traits are the personality traits which are influence in the success of the entrepreneurs. The rural women are of several barriers in their entrepreneurial development like personal, social, economic, marketing and psychological barriers. The Rural Self Employment Training Institutes (RSETIs) are the institute which give training for rural youth towards self - employment and entrepreneurship. Here the investigator intended to study the effectiveness of training at RSETI for entrepreneurial personality development of rural women. The data were collected as pre-test post-test single group design at Canara bank RSETI, Vellinezhi of Palakkad district, Kerala. The data were analysed using paired t test, ANOVA and correlation. The study revealed that the training at RSETI is effective in developing entrepreneurial personality among rural women. The entrepreneurial intention and entrepreneurial personality are not related as per the study. The study is a kind of exploratory study and it may throw light in the area of entrepreneurial personality development.

**Introduction**

Entrepreneurship is a process of changing ideas into commercial opportunities and creating value. It is not only creation of business but a dynamic process of vision, change and creation. It requires application of energy and passion towards the creation and implementation of new ideas and creative solution. It is an economic activity which is undertaken by an individual or group of individuals. Women entrepreneurs are the woman or group of women who initiate, organize and operate a business enterprise. The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women.

Oxford Dictionary (2015) defines personality as "the combination of characteristics or qualities that form an individual's distinctive character". The human characteristics, abilities, motives, attitudes and values which shape the individual person's experiences and actions are together called Personality traits.

Entrepreneurial Personality are defined by different thinkers differently. Here the investigator takes the entrepreneurial Personality as the personality traits include risk taking, locus of control, work related behaviour, motivation, self-confidence, environmental adaptability and communication

The Government of India has been assigning increasing importance to the development of women entrepreneurship in country recent years. There are several institutional arrangements both at centre and state levels like nationalized banks, state financial corporations, state industrial corporations, district industrial centre and voluntary agencies. Rural Self Employment Training Institutes (RSETIs) are bank led institutes in which the Government of India gives a onetime infrastructure fund of rupees one crore, besides reimbursing the cost of training rural BPL members, the State Government gives land free of cost, and the banks run the institutes by providing the manpower and day to day cost of running. The RSETIs' unique training includes short market linked entrepreneurship development training followed by long hand holding supported with bank linkages.

**Need and Significance**

RSETI are provided with entrepreneurial development programme based on the suitability of the activities to the local needs. They are broadly divided into four. They are; general entrepreneurial development programmes, agricultural entrepreneurial development programmes, process entrepreneurial development programmes and product entrepreneurial development programmes. General EDPs takes care of all the aspects of motivation, entrepreneurship, business selection, marketing, management skills and launching formalities. Combining skills of farming with entrepreneurship are included in agricultural based EDPs. The process oriented EDPS are included the training on service and technology and product EDPs trains the creativity and

skill of production. In RSETIs above seventy percentage of the trainees are from rural women population. All the entrepreneurial development programmes must ensure the development of these personality traits among the trainees. There are personality development sessions also included in the programmes conducted by RTSETIs. The investigator interested to know the effect of training in entrepreneurial personality of rural women. This study may contribute towards the curriculum development of entrepreneurial development programmes in the light of entrepreneurial personality development including gender equality.

**Review of related research**

Caliendo and Kritikos. (2011) gave a new insights into the effects that variables, such as risk tolerance, trust and reciprocity, the value for autonomy and also external role models, have on entrepreneurial decision making. And found the linkage between personality, socio-economic factors and entrepreneurial development.

Javer, Ignacio, Eduardo, and Jose (2014) studied about entrepreneurial attitude and personality and they identified nine dimensions on entrepreneurial personality like achievement motivation, risk taking, innovativeness, autonomy, internal locus of control, external locus of control, stress tolerance, self-efficacy and optimism. They confirmed hem after several qualitative and quantitative analysis.

Obschonka and Stuetzer (2017) studied the entrepreneurial personality by applying a person oriented model including the traits like risk-taking, self-efficacy, and internal locus of control and revealed that the effect of intra individual personality traits are more malleable psychological factors.

Marcelino, Javier, Luis, Edurdo, and Jose. (2018). Studied the entrepreneurial personality with general personality traits and more specific traits such as self-efficacy, autonomy, innovation, optimism, and others with the objective to provide for the new instrument called BEPE which measuring eight dimensions of Entrepreneurial personality.

**Objectives of the study**

1. To study the Entrepreneurial personality of the trainees after the training
2. To study the Entrepreneurial intention of the trainees after the training
3. To study the course satisfaction level of the trainees after the training
4. To study is there is any significant difference in the entrepreneurial personality between before and after training at RSETI
5. To study is there is any significant difference among the trainees in their Entrepreneurial personality according to their

- perception of chance of settlement within five years
- To study is there is any significant relationship between entrepreneurial personality and entrepreneurial intention
  - To study is there is any significant difference among the trainees in their Entrepreneurial intention according to their perception of chance of settlement within five years
  - To study is there is any significant relationship between entrepreneurial personality and course satisfaction level

**Hypothesis**

- There is no significant difference in the entrepreneurial personality between before and after training at RSETI
- There is no significant difference among the trainees in their Entrepreneurial personality according to their perception of chance of settlement within five years
- There is no significant relationship between entrepreneurial personality and entrepreneurial intention
- There is no significant difference among the trainees in their Entrepreneurial intention according to their perception of chance of settlement within five years
- There is no significant relationship between entrepreneurial personality and course satisfaction level

**Methodology used**

The investigator studied the entrepreneurial personality of the trainees before and after the training. The design used was pre-test post-test single group design. The data were collected from twenty trainees from the course of ladies tailoring course at Canara Bank Rural Self Employment Training Institute, Vellinezhi.

**Results and discussion**

**Table 1.**

Variable	Mean	Std. deviation
Course Satisfaction level	45.3	4.2932
Entrepreneurial personality	99.7	2.9217
Entrepreneurial intention	69.81	3.542

The course satisfaction level are drawn by using five point scale with eleven questions and out of fifty five the mean value was forty five. Entrepreneurial personality data were collected by five point scale with twenty two statements and out of one hundred and ten the mean value came as ninety nine. Entrepreneurial intention data were collected by five point scale with twenty statements and out of one hundred sixty nine was the mean.

**Table 2.**

Chance of settlement		
Perceived percentage of chance	Frequency	Percent
25%-50%	7	35.0
50%-75%	6	30.0
75%-100%	7	35.0
Total	20	100.0

Out of twenty respondents six are perceived their chance of settlement within five years are fifty to seventy five percentage. The other seven think the chance is above seventy five percentage and all the others are think they have a below fifty percentage of chance for settle.

**Table 3.**

Paired Samples Correlations				
		N	Correlation	Sig.
	Entrepreneur personality Before training & Entrepreneur personality after training	20	.649	.002

The pared t value is significant at 0.05 level and thus the null hypothesis ie. There is no significant difference in the entrepreneurial personality between before and after training at RSETI is rejected.

**Table 4.**

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
	Entrepreneur personality Before course	84.95	20	5.186	1.160
	Entrepreneur personality after course	99.70	20	2.922	.653

The mean value of personality traits after the training is more than that of before training. Thus it can be inferred that the course is effective in the development of entrepreneurial personality traits.

**Table 5.**

**ANOVA – Comparison of Chance of Settlement and Entrepreneurial personality**

Entrepreneur personality after course	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.581	2	38.290	7.603	.004
Within Groups	85.619	17	5.036		
Total	162.200	19			

The F value is significant at 0.05 level and thus the null hypothesis ie. There is no significant difference among the trainees in their Entrepreneurial personality according to their perception of chance of settlement within five years is rejected.

**Table 6.**

Multiple Comparisons					
Entrepreneur personality after course Tukey HSD					
(I) chance of settlement	(J) chance of settlement	Mean Difference (I-J)	Std. Error	Sig.	
25%-50%	50%-75%	1.952	1.249	.288	
	75%-100%	-2.857	1.200	.071	
50%-75%	25%-50%	-1.952	1.249	.288	
	75%-100%	-4.810*	1.249	.003	
75%-100%	25%-50%	2.857	1.200	.071	
	50%-75%	4.810*	1.249	.003	

\*. The mean difference is significant at the 0.05 level.

The tukey post hoc test evidenced that the group of trainees who were perceived their settlement between 50 to 75 % and 75-100% are significantly differ in entrepreneurial personality traits.

**Table 7.**

Correlations		
		Entrepreneurial intention
Entrepreneur personality after course	Pearson Correlation	-.033
	Sig. (2-tailed)	.891
	N	20

The correlation value is not significant at 0.05 level and thus the null hypothesis ie. There is no significant relationship between entrepreneurial personality and entrepreneurial intention is accepted.

**Table 8.**

**ANOVA – Comparison Chance of Settlement and Entrepreneurial intention**

Entrepreneurial intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	34.860	2	17.430	1.236	.315
Within Groups	239.690	17	14.099		
Total	274.550	19			

The F value is not significant at 0.05 level and thus the null

hypothesis ie. There is no significant difference among the trainees in their Entrepreneurial intention according to their perception of chance of settlement within five years is accepted.

**Table 9.**

Correlations		
		Course Satisfaction
Entrepreneur personality after course	Pearson Correlation	.087
	Sig. (2-tailed)	.714
	N	20

The correlation value is not significant at 0.05 level and thus the null hypothesis ie. There is no significant relationship between entrepreneurial personality and course satisfaction level is accepted

**Conclusion**

The training was found effective because of the paired value is significant at five percentage level. Thus he training is effective in developing the entrepreneurial personality traits of rural women. But the entrepreneurial personality traits have no significant relationship with entrepreneurial intention and satisfaction level. The entrepreneurial personality traits are differ for the groups who have different chance of settlement. The study conclude that the Canara Bank RSETI at Vellinezhi is succeeded in the development of entrepreneurial personality in rural women.

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