

Analysis of the Effectiveness of Training Programmes Conducted by the Kerala Institute of Entrepreneurship Development (KIED)

Discipline: Commerce

Ashish C.V.

Faculty of Commerce on Contract, Government VHSS, Vakkom, Thiruvananthapuram, Kerala,
India, Email: comxashishcv@gmail.com

Received: 07.08.2025 | Revised Submission: 15.08.2025 | Accepted: 25.08.2025 | Available Online: 29.08.2025

Abstract

The Kerala Institute of Entrepreneurship Development (KIED) conducts various training programmes in order to foster entrepreneurship in the state. These programmes aim at capacity building, enhancement of awareness, and providing assistance at different phases of the enterprise development. KIED also offers different business development training programmes intended to develop entrepreneurship and enrich the competencies of small business enterprises and start-ups. These programmes embrace certain key aspects such as identification of feasible business ideas, formulation of business plans, gathering of essential resources, and managing core business functions. KIED is a self-directed state-level organization under the Department of Industries and Commerce, Government of Kerala, and is dedicated to extend the necessary services for the development of entrepreneurship through its several schemes.

Keywords: Skill Development, Entrepreneurship Development, Training Programs, Job Creation.

Introduction

KIED was established as a distinct government organization in Kerala on November 9, 1994, to promote entrepreneurship among the youth in the state by offering adequate training in human resource development, capacity building, and leadership. Initially, the institute was started at Thiruvananthapuram, but later shifted to Kochi, which is considered as the fast-growing industrial zone in Kerala. The current location is adjacent to several major companies and economic organizations. Promoting entrepreneurship has become a prominent approach in the highly dynamic economy of the modern world to facilitate sustainable development and employment generation. KIED has been working hard to chalk out and organize training programmes that help people to acquire the essential competencies and expertise to set up their own business ventures. It is imperative to examine the effectiveness of these programs

because they directly influence the people who participate in the economic activities. This study reviews the effectiveness of the training initiatives of KIED by evaluating the skills acquired by the participants, changes in their attitude and the ultimate knowledge gained after the training. The outcomes of this study would help to figure out the pros of entrepreneurship training and contribute valuable inputs for rendering adequate modifications in the respective training programmes of the KIED.

Statement of the Problem

The study is considered imperative for evaluating the effectiveness of the training programs conducted by the Kerala Institute of Entrepreneurship Development (KIED). Despite the fact KIED has largely contributed for the development of entrepreneurship in Kerala, a comprehensive review of their training programs is not performed so far. However, this study basically focuses on understanding how the training has improved the entrepreneurial abilities of the participants and how it helped them to grow their business. The results of this study might help in establishing constructive programs and effective utilization of resources.

Objectives of the Study

- To examine the effectiveness of the training programmes offered by KIED in developing entrepreneurial attitudes.

Hypothesis of the Study

- **Null Hypothesis (H₀):** KIED's training programs do not have a significant effect on developing entrepreneurial mindsets in participants.
- **Alternative Hypothesis (H₁):** KIED's training programs do have a significant effect on developing entrepreneurial mindsets in participants.

Methodology of the Study

The current study is descriptive in nature, and the data was collected from 32 samples that were randomly selected from young entrepreneurs in Trivandrum District, Kerala, India. The primary data was gathered by the young entrepreneurs themselves and was systematically compiled using Google Forms. A convenient sampling method was used to collect the information. The study was conducted between June and July 2025.

Review of Literature

- Bose, V. (2012). An Analytical Study of the Impact of Women Entrepreneurship Development Measures Promoted by the Government and Financial Institutions in Kerala. Ph.D. theses, M.G. University, Kerala.

- Botha, M., Nieman, G. H. & Vuuren, J. J. van. (2006). Evaluating the women entrepreneurship training programme: A South African study. *International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education*, October, 2(1).
- Economic Review, Various Issues, State Planning Board, Kerala. Jubi, R. & Chandrasekar, K. S. (2010). Enterprise development and sustainability—need for entrepreneurship education for women. *Organizational Management*, April-June, 16(1).
- Roque, B. C. & Ramanujam, V. (2011). Omani Women Entrepreneurship and SMEs in Oman-Challenges and Opportunities. Eighth AIMS International Conference on Management, January 2011.

KIED's Business Development Training

KIED provides different types of training programmes designed in order to support entrepreneurs and formulate effective business development frameworks. These programmes are devised to address various needs and are focused on assisting individuals and groups to strengthen their capabilities to grow their business.

Skill Development Programmes

- **Common Programmes:** KIED delivers skill-based training to entrepreneurs belong to various segments and economic sectors.
- **Specialized Programmes:** These programmes aim at tackling specific challenges and explore certain prospects. For example, training for converting plastic waste into useful products.
- **Training for particular Groups:** KIED structures programmes tailored for meet the needs of certain specific groups. For instance, training programmes for tribal women and widows to address their distinct needs.
- **Awareness Programmes:** These programmes assist people in understanding the importance of entrepreneurship and the merits it can generate.
- **Virtual Sessions:** The KIED also conducts online mode of training and webinars on various topics for the entrepreneurs.

Business Development Support

- **Start and Improve Your Business (SIYB) Methodology:** KIED has devised a methodology known as 'Start and Improve Your Business' 'shortly referred to as SIYB. This methodology aims at assisting people to establish and develop their business projects.
- **Guidance in Devising Business Plans:** Training methodologies are designed to effectively guide the entrepreneurs in framing constructive business plans.

Moreover, adequate supports are given to analyze the viability of business ideas, and examine the pros and cons of different business models.

- **Identification of the Sources of Resources:** KIED assists entrepreneurs in identifying and procuring both financial and non-financial resources essential for their ventures.
- **Incubation Support:** KIED extends essential support for startup projects through incubation services, offering the fundamental assistance during the initial stages of a business.

Programs for Specific Sectors

- **Agro-Business:** KIED conducts specialized training programmes for firms operating in agro-business and food processing, covering different aspects of the agricultural sector.
- **Other Sectors:** KIED also offers programmes for other industries in order to meet their specific needs and requirements.

Other Training Initiatives

Other training programmes of KIED includes induction training for officers of the Industries Department and refresher training to middle-level officers. KIED also conducts internship programmes for students in order to facilitate the dissemination of knowledge on entrepreneurship and business development.

KIED's Commercial Enterprise Improvement Schooling

- **Comprehensive Syllabus:** The initiatives of KIED are developed to reinforce the capabilities of participants with the essential knowledge and competencies to establish and expand their ventures.
- **MSME Centricity:** The business growth Programmes of the KIED concentrates on supporting Micro, Small and Medium Enterprises (MSMEs) in the state by enhancing their overall efficiency.
- **Mentorship and Guidance:** Furthermore, KIED avails mentorship and guidance support for the emerging entrepreneurs from experienced professionals in the field.
- **Various Programme Formats:** KIED delivers training programmes in both general and product - specific fields, facilitating entrepreneurs to select the option suitable for their needs.
- **Start-Up Process Exposure:** The programmes lead and guide participants to the whole start-up process, from idea generation to implementation, facilitating a

detailed understanding of entrepreneurship.

- **Resource Procurement:** Training covers support on methods for establishing new venture, along with knowledge on financial and non-financial assistance available to entrepreneurs.
- **Business Plan Formulation:** Participants are trained to examine the feasibility of business plans and to set up an appropriate business profile.
- **Educational Approach:** KIED adopts a wide range of techniques, covering lectures, discussions, case studies, and interactions with experts, to convey knowledge and enable advanced learning. In general, the business development programmes of KIED offers a systematic and conducive environment for entrepreneurs to enhance their skills, knowledge, and confidence to successfully establish and develop their ventures.

Special Projects and Flagship Initiatives by KIED

- KIED organized A five-day workshop in November 2023 on aquaculture, ornamental fisheries, and value-added products. It included industrial visits and entrepreneur sessions.
- **Artificial Intelligence Workshop:** It was held in August 2024 on Artificial Intelligence for MSME entrepreneurs.
- **Human Resource Development Training:** In May, 2024, a HRD program was organized which covered topics such as communication, stress management, emotional intelligence, labor laws, staff engagement, and other HR-management themes.
- **Growth Pulse New Entrepreneur Intensive:** It was held in September 2024 for entrepreneurs with less than 5 years of experience. Topics included marketing, finance, GST, operations, sales, and team management.
- **Business Establishment Programmes:** Organized in October 2023 for early-stage entrepreneurs covering digital marketing, financial and working capital management, GST, legalities/IPR, export-import procedures, and operational excellence.
- **Certificate Programme in Entrepreneurship (Online):** In partnership with EDII Ahmedabad, a five-day online certificate course (involving lectures, case studies, assignments) was offered to the entrepreneurs.
- **Yuva Boot Camp:** A youth-focused boot camp was conducted in September, 2022, in Thiruvananthapuram. It was coordinated by student IEDC teams (like

Teresian College) and led by KIED to inculcate entrepreneurial skills among young enthusiasts.

Other Flagship Clusters (Inaugurated in October 2023):

- **KIED launched four flagship programs**
 1. Launch Pad: A 5-day starter program on business model development and foundational steps.
 2. Growth Pulse -Scaled: A scaled-up version for active entrepreneurs.
 3. TechHorizons: A 3-day immersion into emerging technologies linked with business strategy.
 4. Market Mystery: A 3-day training on consumer behavior, market analysis, and sales techniques.
- **EMPERTEC Inter-phase Workshop (EIW) and Training of Trainers (TOT)**

EIW is a three-phase workshop aimed at building the capabilities of the officers of the Industries Department as mentors in order to effectively train young people by identifying their entrepreneurial skills and inspiring them through a behavioral approach. This training is based on the realization that competent trainers are essential to train and inspire talented youths thereby enhancing entrepreneurship. KIED has taken a constructive step in this context to develop qualified trainers and mentors for training prospective entrepreneurs.

- **SIYB: Setting People for the Task:** The goal of SIYB is to identify the opportunities created by newer economic policies and on the basis of the emerging opportunities and demands, questions, mentors and trainers provide adequate training to budding entrepreneurs on starting new business ventures by identifying the needs and demands of the market.

- **Major Programs**
 - Skill development programme for the tribal women in the district of Kozhikode
 - Specialized entrepreneurship development training programmes for women in all districts
 - Specialized entrepreneurship development training program for widows in all districts
 - Workshop on entrepreneurial competencies for members and coordinators of Entrepreneurship Development Clubs in educational institutions.

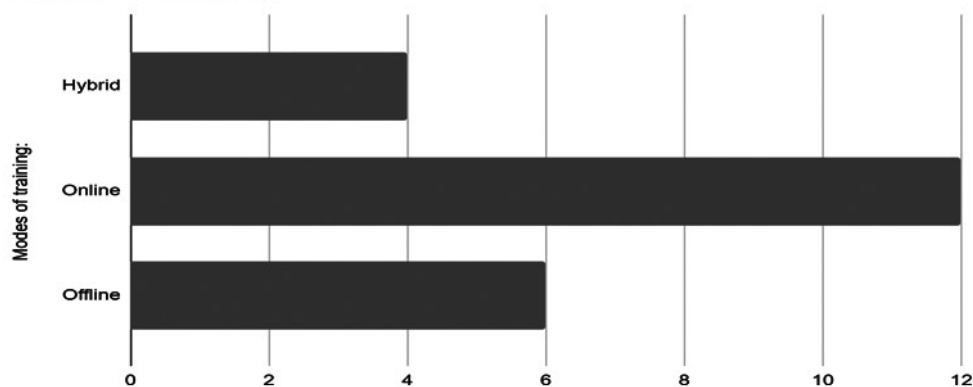
- Refresher training for officers in the industries department
- Job induction training for officers in the industries extension department
- Short-term handloom training for cooperative inspectors
- Handloom training for inspectors
- Anert URJA MITHRA training program for entrepreneurs

Role of KIED

- Impact on entrepreneurial skills: Looking into whether the training provided by KIED has helped participants improve their abilities in areas like creating a business plan, understanding market needs, managing finances, and other related skills.
- Effect on business development: Checking if the training has led to more people starting new businesses, existing businesses growing, and a higher success rate for entrepreneurial efforts.
- Contribution to economic growth: Measuring how much KIED's training programs have helped in creating jobs, increasing income, and improving other economic factors in the state.
- Program delivery and design: Reviewing how effective KIED's training methods, course content, and ways of delivering the training are in helping participants learn and achieve their goals.
- 5.Recommendations for improvement: Finding out which parts of KIED's training programs can be bettered to make them more helpful and successful.

Results and Discussion

Modes of Training



From the Graph:

Online: 54.5% - 12 responses

Offline: 27.3% - 6 responses

Hybrid: 18.2% - 4 responses

Hypothesis:

H0: $p_1 = p_2$ (No difference in preference)

H1: $p_1 > p_2$ (More people prefer Online over Offline)

Pooled Proportion P:

$$P = (x_1 + x_2) / (n_1 + n_2) = (12 + 6) / (22 + 22) = 18 / 44 = 0.409$$

Z-Statistic formula:

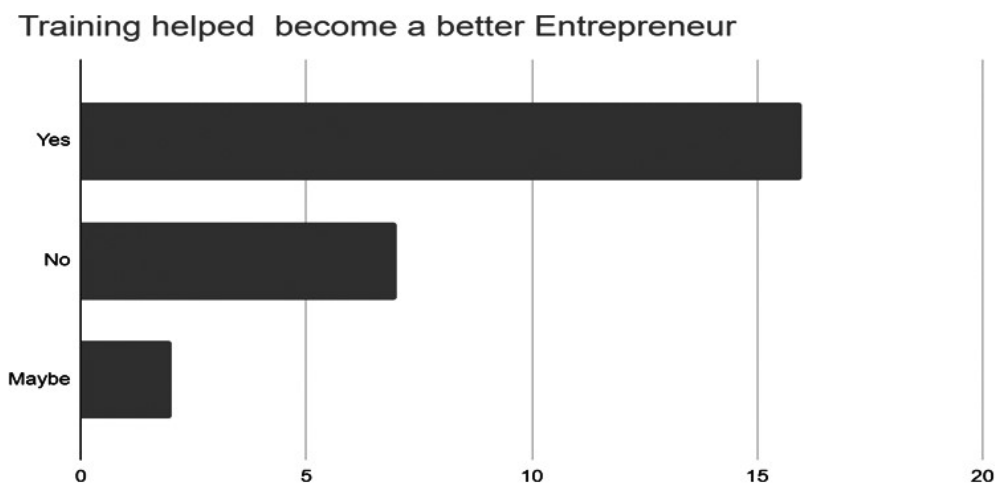
$$= 0.272 / \sqrt{(0.409 \times 0.591 \times 2 / 22)}$$

$$= 0.272 / \sqrt{0.022} = 0.272 / 0.148 = 1.84$$

Z = 1.84

At the 5% significance level (One-tailed), the critical Z value is 1.645.

Since 1.84 is greater than 1.645, rejected the null hypothesis.



Chi-Square Test

Null Hypothesis (H0): The responses are equally likely.

Alternative Hypothesis (H1): The responses are not equally distributed.

Table: 3

Responses	Percentage	Observed Frequency(O)
Yes	69.6%	16
No	13.0%	3
May be	17.4%	4
Total		23

Expected Frequencies

Assuming the responses are equally distributed across the three categories, the expected frequency for each would be 23 divided by 3, which equals approximately 7.67.

The Formula for Chi Square Is

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where:

c = degrees of freedom

O = observed value(s)

E = expected value(s)

Table: 4

Response	O	E	(O-E) ² /E
Yes	16	7.67	(16-7.67) ² /7.67 = 8.99
No	3	7.67	(3-7.67) ² /7.67 = 2.85
May be	4	7.67	(4-7.67) ² /7.67 = 1.75
Total			13.59

Degrees of Freedom (df) equals k minus 1, which is 3 minus 1, resulting in 2. The significance level is set at 0.05, and the critical value from the Chi-square distribution is 5.99.

Conclusion

A study on the effectiveness of training programs by the Kerala Institute of Entrepreneurship Development (KIED) would look at how these programmes influence the fostering of entrepreneurial competencies and the development of an entrepreneurial culture in Kerala. It would examine the content, how the programs are delivered, and the results they produce. This includes evaluating different programs like Entrepreneurship Development Programmes (EDPs), business incubation initiatives, and other skill-building efforts. The study examined whether these programs successfully give participants the knowledge, abilities, and attitude needed to start and run successful businesses. KIED is a prominent institution in the state of Kerala acts as a robust mechanism for inspiring entrepreneurs and developing entrepreneurial competencies among the people. It provides training and support for the existing as well as prospective entrepreneurs. The initiatives of the KIED concentrate on building a healthy and constructive entrepreneurial environment in the state.

References

- (1) Kothawale, C. P. (2013). Women Entrepreneurship Development: Problems and Prospects. *Sanshodan Kranti, International Multidisciplinary Research Journal*, May, 2(1), 1–8.
- (2) Bose, V. (2012). An Analytical Study of the Impact of Women Entrepreneurship Development Measures Promoted by the Government and Financial Institutions in Kerala. Ph.D. theses, M.G. University, Kerala.
- (3) Jubi, R. & Chandrasekar, K. S. (2010). Enterprise development and sustainability-need for entrepreneurship education for women. *Organizational Management*, April-June, 16(1).
- (4) Botha, M., Nieman, G. H., & Vuuren, J. J. van. (2006). Evaluating the women entrepreneurship training programme: A South African study. *International Indigenous Journal of Entrepreneurship, Advancement, Strategy and Education*, October, 2(1).
- (5) Dhameja, S. K. (2004). Women Entrepreneurs, Opportunities, Performance, Problems. New Delhi: Deep and Deep Publications. *Economic Review*, Various Issues, State Planning Board, Kerala
- (6) Nair, T. S. (1996). Entrepreneurship training for women in the Indian rural sector: A review of approaches and strategies, *Journal of Entrepreneurship*, March, 5(1), 65–94.
- (7) Pranajyothi, G.S. and Sujatha T.M., (1991) “Women Entrepreneurs; Problems, Perspectives and Role Expectations from Banks,” Kurukshetra, 1991.