
**CONTEXTUALIZING THE IMPACT OF ENTREPRENEURSHIP EDUCATION AND TRAINING:
MICRO, SMALL, AND MEDIUM SIZED ENTERPRISES (MSMEs) IN THE STATE OF TAMIL NADU,
INDIA**

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ABSTRACT:

Given the size and diversity of India in terms of multiple languages, religions, ethnicity, and caste system, it is a step challenge to implement coordinated policies and programs with a top down approach. Among the 28 states and 8 union territories, there exist significant differences between the urban and rural areas. Widespread inequality of wealth and income, gender bias, and unemployment impede the country's growth in numerous ways. In view of the unique nature of India's diversity it is relevant to use a contextualized approach to study the impact of entrepreneurship education, training, and mentoring programs that are meant to meet the demands of diverse communities in Tamil Nadu.

Keywords: Contextual Analysis, Entrepreneurial Ecosystems, Self Help Groups (SHG), Street Vendors, Incubators and Accelerators, and Startups

1. INTRODUCTION

India is a complex and diverse country in terms of geography, demographics, languages, religions, social and cultural differences. Moreover, the ideological differences that exist among national and regional political parties, and other stakeholders also make it a challenge to frame policies and programs that would lay the foundation for a robust and acceptable entrepreneurial ecosystem needed to foster enterprise development.

Considering this unique context, it is imperative for the Government of India (GOI) and the states to work in tandem and fine tune the programs in order to synchronize with the characteristics of the regional and local environment. The GOI has envisioned a number of programs to create opportunities for self-employment, enable academic and research institutions to collaborate in establishing technology business incubators (TBIs), and expand school and university curriculum across all disciplines with courses on entrepreneurship, creativity, innovation and problem solving.

Entrepreneurship paves way for self-employment, increased family participation, opportunities for additional employment, long-term sustainable livelihood, and self-liquidating credit obtained from financial institutions. The government at all levels emphasizes the need for promotion and protection of entrepreneurs for the primary reasons of income equality, financial inclusion, empowerment, and equity. The government has also enacted legislation to formalize "street vendors" to function as a "legitimate" business and mandated all the states to enact legislations to facilitate "street vendors" to engage in business without any fear or favor.

Thus, the entrepreneurial ecosystem in India with specific reference to the state of Tamilnadu requires an analysis with emphasis on its impact on Micro, Small and Medium-sized Enterprises (MSMEs) as follows: (i) Efficacy of entrepreneurship education, training and mentoring; (ii) Self-employed "Street Vendors," (iii) Women entrepreneurship, (iv) Agro-based innovations and "startups" and (v) technology-based incubation programs and "startup" initiatives by educated/graduates interested in entrepreneurship.