

# ROLE OF MAHARASHTRA CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (MCED) IN DEVELOPING SELF EMPLOYMENT AND ENTREPRENEURSHIP

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## ABSTRACT

*The present study is significant in the age of globalization because Entrepreneurship is highly developed skill to impart qualities of Entrepreneur in a developing society. MCED focuses on not only training in the field of entrepreneurship but also taken due cognizance of the importance of research in the field and are incorporating the best business practices.*

**Keywords:** MCED, Self Employment and entrepreneurship

## 1. INTRODUCTION

The concept and theory of Self Employment and entrepreneurship were evolved over more than two centuries. This concept was shady in the classical economic theory. In the recent years only Self Employment and the role of entrepreneurs in the process of economic development and industrialization has been recognized in developed as well as in developing countries.

The Self Employment or Entrepreneurship is complex phenomenon based on various factors such as social, physiological and cultural and personal skill. In 1985 after establishment of Maharashtra State Entrepreneurship Development in the backward region, has given boost to the development of Self Employment and Entrepreneurship. It has benefited the areas like backward region like Vidarbha, Khandesh as well as Konkan. This was a challenging task which MCED has successfully met.

MCED has a rich history of entrepreneurship development and it has expanded its wings all over the state. It has state Experience of twenty two years, of facilitating the entrepreneurial spirit, pan state and also across state boundaries, with offices in Goa, Delhi, Assam and with more to come.

MCED has achieved an excellence in training and orientation. MCED has already completed the protocol for becoming ISO certified training agency. It has established its reputation as disciplined commitment that has been integral in the makeup and functioning of MCED.

MCED has adopted ICT based training programs and it has also undergone for the concept of new web based administration. MCED is expert in the interaction of technology with domain expertise to maximize training material. It has also evolved web based training material. It also practices the paperless office concept in its day to day administration particularly with the migration of processes through their interactive portal.

MCED is focusing on not only training in the field of entrepreneurship, it has also taken due cognizance of the importance of research in the field and it is also incorporating the best business practices and the best of the research findings in their training modules. MCED has established a core team in the field of training from top to bottom, while applying the small/medium scale workable entrepreneurship model with minimum to large investment capital variant. It has adopted block level development approach to take government development schemes to grass root level.

MCED has advanced, infrastructure of high class nature. It has well equipped training halls and hostel facilities at Aurangabad and Nagpur for wider training exercises with technological audio visual support. These trainers are backbone of MCED. They have developed its own training modules and systems suitable for Maharashtra. It has evolved new training formats that are tailored to not only deliver expected training modules but also deliver need based

### Objectives of study

- To study the role played by MCED in Developing Self Employment and Entrepreneurship.
- To understand management patterns adopted by MCED for effective training and orientation.

### Training Committee Works:

The training that has to be delivered across a wide range of core specializations must have the business angle and the necessary macros in place to ensure sustainable quality and uniformity. This work is overseen by the Executive Committee. The Executive Committee does the pulse checking of the organization and trickles down the macro

perspective to the root level, as is part and parcel of any organization. The Executive Committee is answerable to the Governing Council and is headed by the Executive Director of the company. For more details on the persons who constitute this body.

**Growth and Expansion of MCED:**

From the time that MCED first maneuvered uncharted territory in the state where 'entrepreneurship training' was unheard of, even less known was this nascent organization that was christened as Maharashtra Centre for Entrepreneurship Development' in short, MCED. MCED is phonetically pronounced as 'em-ced'. With a handful of employees, trained at the Entrepreneurship Development Institute of India (EDI-I) Ahmedabad, the eventual fate and destiny of the organization was, at that time, unknown and could only be guessed at. The organization restructured and played on the opportunities that the country's tumultuous political and social scenario threw up and in its 'opportunist' plan of growth and expansion, it has grown into the leviathan giant in entrepreneurship training that it is now.

**Entrepreneurship Training:**

Every employee has been empowered and has a sense of pride and ownership in the stakes of the institution. MCED's product and sole selling point is the niche 'entrepreneurship training' that has been hailed and recognized across the country as being on par with international standards. So, where the policies are decided by the Governing Council, the Executive Committee keeps its ear to the ground to have a real time perspective of the business as a whole.

MCED is a training institute where is the product 'entrepreneurship training' is intangible. Thereby, the main assets of the organization are the human resources that are an invaluable asset.

**Modernize Information:**

MCED in the course of delivering training has also noted that it is not possible to simply develop the spirit of entrepreneurship through training due to the limited time span. Also sustained interaction and constant refreshing is important to keep the individual in touch with the happenings in the industry.

**Monthly Magazine:**

This is what spawned the inception of 'Udyojak', a monthly magazine, published in Marathi, by MCED to promote, integrate and fortify tangibly the entrepreneurship development movement. This magazine has now received monumental acceptance, not only from entrepreneurs but also from those laymen for the gems of wisdom and simple business strategies that are its USP.

**Feedback Medium:**

The magazine is published by MCED but it is enriched through a rich feedback medium between the readers and the editorial board with columns like 'Letters to the editor' where people send their opinions and queries and seek a wider platform for their resolution.

The editorial team would welcome queries and even write ups from the viewership. Advertisers who would also like to be a part of the Entrepreneurship development movement are welcome.

**E-Udyojak:**

Taking into consideration the fast paced lifestyles where people have neither the time nor the inclination to read print material, MCED intends to launch 'e-Udyojak' through this portal on subscription basis.

## **2. Conclusion**

MCED have training formats that are tailored to not only deliver expected training modules but also deliver need based training. MCED have already completed the protocol for becoming ISO certified, an ode to the disciplined commitment that has been integral in the makeup and functioning. MCED experts in marrying technology with domain expertise to maximize the training material; they practice the paperless office concept in their own office, particularly with the migration of processes into their interactive portal.

MCED focuses on not only training in the field of entrepreneurship but also taken due cognizance of the importance of research in the field and are incorporating the best business practices.

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