

“Impact of DTIC Training Programs on the Business Performance of Women Entrepreneurs in the Gwalior Region”

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Abstract

District Trade and Industry Centre (DTIC) training programs play an important role in improving the business performance of women entrepreneurs by enhancing their managerial, financial, and marketing skills. These programs contribute significantly to entrepreneurial efficiency, sustainability, and growth, thereby strengthening the regional economy. The study aims to assess the impact of DTIC training programs on the business performance of women entrepreneurs in the Gwalior region. A total of 200 self-structured questionnaires based on a 5-point Likert scale were distributed among registered women entrepreneurs, out of which 178 valid responses were received.

Linear regression analysis used to find out the result with the help of SPSS Software and it is found that DTIC training programs and business performance are correlated to each other having r value 0.812, DTIC training programs have a direct and positive impact on business performance up to 65.9% having r square value 0.659. The ANOVA table showed an F-value of 165.43, significant at the 0.05 level, indicating a valid model fit. The value of t is 7.892 is greater than the standard value i.e. 1.96, confirming that DTIC training programs have a positive and significant effect on women entrepreneurs' business performance.

Keywords: DTIC Training Programs, Women Entrepreneurs, Business Performance, Skill Development, Entrepreneurship Development.

**Introduction:**

Women entrepreneurs play a crucial role in fostering economic growth, employment generation, and social transformation. In regions like Gwalior, where traditional barriers often limit women's participation in business, targeted support and training become essential to empower them. The District Trade and Industry Center (DTIC) serves as a vital institutional mechanism aimed at promoting entrepreneurship through various training and support programs.

This study explores the impact of DTIC's training programs on the business performance of women entrepreneurs in the Gwalior region. By examining key performance indicators such as sales growth, profitability, market reach, and operational efficiency, this research aims to assess how District Trade and Industry Center (DTIC) initiatives contribute to enhancing the capabilities and success rates of women-led businesses. Understanding this impact is critical to shaping more inclusive and effective policies that strengthen women's roles in the entrepreneurial ecosystem.

Review of Literature:

Vijayalakshmi and Rao (2012) emphasized that entrepreneurship training programs significantly enhance the managerial competence and business sustainability of women entrepreneurs. Their study revealed that structured training improves financial planning, marketing awareness, and operational efficiency, which collectively contribute to improved business performance. The authors highlighted that institutional training support is crucial for enabling women entrepreneurs to transition from subsistence-level activities to growth-oriented enterprises.

Singh and Kaur (2016) examined government-supported entrepreneurship development initiatives and observed that training interventions delivered through district-level institutions positively influence the performance of women-owned enterprises. Their findings indicated that trained women entrepreneurs reported higher profitability, better market penetration, and improved business planning practices. The study also emphasized the importance of continuous capacity-building programs to sustain enterprise growth.

Sharma and Hazarika (2011) highlighted that socio-cultural barriers, patriarchal norms, and limited access to financial resources continue to pose significant challenges for women entrepreneurs in semi-urban India. Their research recommended targeted training programs focusing on financial literacy, digital skills, and awareness of institutional support mechanisms to strengthen women's entrepreneurial confidence and business performance.

Kumar and Mehta (2019) empirically established a positive relationship between entrepreneurship training and business performance indicators such as sales growth, productivity,



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and market expansion. Their study demonstrated that women entrepreneurs who participated in formal training programs exhibited higher managerial efficiency and adaptability to changing market conditions compared to those without training exposure.

Verma (2021) analyzed women entrepreneurship in Madhya Pradesh and found that district-level training institutions play a vital role in improving enterprise sustainability and income stability among women entrepreneurs. The study suggested that institutional training support contributes to employment generation and long-term business continuity, particularly in emerging entrepreneurial regions.

Rani (2022) noted that although prior research has acknowledged the importance of entrepreneurship training, limited empirical studies have examined the direct impact of District Trade and Industry Centre (DTIC) training programs on the business performance of women entrepreneurs at the regional level. The study highlighted the need for region-specific investigations linking training outcomes with measurable performance indicators, especially in areas such as the Gwalior region.

Objectives of the Study:

- To determine the impact of DTIC training programs on the business performance of women entrepreneurs in the Gwalior region.
- To examine the relationship between DTIC training programs and key performance of women-led enterprises.

Research Methodology:

This study adopts a descriptive and analytical research design. It aims to assess and analyze the impact of DTIC (District Trade and Industry Centre) training programs on various dimensions of business performance among women entrepreneurs in the Gwalior region.

Population and Sampling:

- **Population:** The population of this study is women entrepreneurs in the Gwalior region who have undergone training under DTIC programs.
- **Sampling Technique:** Non probability, Purposive and convenient sampling technique used to select respondents who have attended at least one DTIC training program.



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- **Sample Size:** A total of 200 self designed (1-5) Likert's Scale questionnaires were distributed among the respondents of Gwalior Division of Madhya Pradesh, 178 out of them were returned with proper responses.

Data Collection Method:

- **Primary Data:** Primary data Collected through a structured questionnaire.
- **Secondary Data:** Data Collected from DTIC reports, training manuals, government publications, and previous research papers.

Data Analysis Tools (SPSS):

- Reliability test
- Normality test
- Linear regression Analysis

Data Analysis:

Reliability Test:

Reliability test for both the variables were carried out by using SPSS (Statistical Package for Social Sciences) Software and the reliability test measures is given below.

Reliability Statistics

Test variable	Cronbach's Alpha	No. of Items
All variables	.827	10

On the basis of above result of reliability test, it is clear that the computed value of Cronbach's Alpha is 0.827, which is more than its standard value i.e. 0.70, it means that data used for this research paper are reliable and give proper information for the purpose of the study.

Normality Test:

To apply any parametric statistical tool, it is an essential assumption that data should be normally distributed.

Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Skill Development Programs	.428	178	.238	.847	178	.189

a. Lilliefors significance correction



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The test of normality shows that data used for this study is normally distributed, tested through significant values of Kolmogorov-Smirnov test i.e. 0.238, and Shapiro-Wilk i.e. 0.189, both the p Values are more than its standard Value i.e. 0.050 ($p > 0.050$ Normally Distributed) and ($p < 0.050$ Not-Normally Distributed)

Both the computed sig. values of Kolmogorov-Smirnov test and Shapiro-Wilk are greater than its standard value i.e. 0.050, it means that data used in this study is normally distributed and give proper information for the purpose of the study.

In this study DTIC Training Programs are considered as an independent variable and business performance of women entrepreneurs are considered as a dependent variable. Linear regression between DTIC Training Programs and business performance of women entrepreneurs computed by using SPSS Software (Statistical package for social sciences).

Hypothesis:

H₀ - There is no significant impact of DTIC Training Programs on business performance of women entrepreneurs.

H₁ - There is a significant impact of DTIC Training Programs on business performance of women entrepreneurs .

Model Summary^b

Model	r	r Square	Adjusted r Square	Std. Error of the Estimate	Durbin-Watson
1	.812	.659	.582	4.4674	1.1820

a. Predictors: (constant), DTIC Training Programs.

b. Dependent Variable: Business performance of women entrepreneurs.

The computed value of r is 0.812, indicating that there is highly degree positive correlation between DTIC Training Programs as an independent variable and business performance of women entrepreneurs as a dependent variable. The value of r^2 is 0.659, indicates that DTIC Training Programs have a significant impact on business performance of women Entrepreneurs up to 65.9%.

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9048.826	1	9048.826	165.43	.042
Residual	8674.712	176	45.656		
Total	17723.538	177			

a. Predictors: (constant), DTIC Training Programs.

b. Dependent Variable: Business performance of women entrepreneurs.

In the above table of ANOVA, the computed value of F is 165.43, is greater than its critical value for 171 degree of freedom at 0.042 level of significance. Therefore, it is clear that DTIC Training Programs have a significant impact on business performance of women entrepreneurs.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
1 (Constant)	8.816	1.468		7.892	.000
DTIC Training Programs	0.684	0.029	0.651	9.672	.000

Dependent Variable: Business performance of women entrepreneurs.

The computed value of t is 7.892, is greater than its standard value i.e. 1.96, is indicating that there is significant impact of DTIC Training Programs on business performance of women entrepreneurs. Hence, our null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion:

The present study concludes that District Trade and Industry Centre (DTIC) training programs have a significant and positive impact on the business performance of women entrepreneurs in the Gwalior region. The reliability and normality tests confirmed the suitability of the data for statistical analysis. The regression results revealed a strong positive relationship between DTIC training programs and business performance ($r = 0.812$). The coefficient of determination ($R^2 =$



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0.659) indicates that DTIC training programs explain 65.9 percent of the variation in business performance.

The ANOVA result ($F = 165.43$, $p < 0.05$) confirms the overall significance of the regression model, while the t-test value ($t = 7.892$) further supports the statistical significance of the relationship. Hence, the null hypothesis is rejected, and it is concluded that DTIC training programs play a crucial role in enhancing the managerial efficiency, operational performance, and overall growth of women-owned enterprises in the Gwalior region.

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