

## Human resource development: enhancing entrepreneurial potential in MSMEs

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### Abstract.

This study aims to explore the role of micro, small, and medium enterprises (MSMEs) in human resource development by enhancing entrepreneurial potential. Qualitative data were obtained using a descriptive exploratory approach from in-depth interviews with 41 MSME actors assisted by the Jambi City Manpower, Cooperatives, and Small and Medium Enterprises Office during managerial and technical guidance in 2023. The data were analyzed thematically and narratively to capture respondents' views and reasons. The study identifies various aspects of MSMEs, including business types, ideals, vision, mission, goals, sources of ideas, creativity and innovation, threats, strengths, weaknesses, and opportunities. It also examines the impact of education and training on human resource development and entrepreneurial potential. The findings indicate that MSMEs leverage diverse sources of ideas and exhibit significant creativity and innovation to adapt to business trends. However, further studies are needed to measure the long-term impact of human resource development. Additionally, the study calls for examining external factors such as government policies, market conditions, and technological advancements that influence human resource development and entrepreneurial potential in MSMEs.

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**Keywords:** *Entrepreneurial potential, Human resource development, MSMEs (Micro, Small and Medium Enterprises)*

**JEL Classification:** L26, M13, O15

### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) form the cornerstone of the national economy in Indonesia. Defined by the criteria outlined in Law No. 20 of 2008, these productive businesses are owned by individuals or business entities. In 2023, Indonesia boasted 65.5 million MSMEs, accounting for 99% of all business units, contributing 61% of the GDP (Rp. 9580 trillion), and employing 97% of the national workforce (Limanseto, 2023). Government Regulation No. 7 of 2021 underscores the importance of MSMEs, recognizing them as pillars of economic strength capable of expanding employment opportunities, promoting equitable income distribution, fostering economic growth, and ensuring national stability (Indonesian Government Regulation, 2021).

Research supports the critical role of MSMEs in job creation and income enhancement for communities. For instance, Ibarra et al. (2020) highlight that MSMEs play a significant role in wealth creation, employment, and economic development. Similarly, Ichsan et al. (2021) identify key characteristics of MSMEs, including small business scale, rural or peripheral locations, family ownership, local labor, part-time operations, simple management, limited capital, and significant influence from environmental changes. These enterprises are predominantly located in rural areas or on the outskirts of large cities, often family-owned, and operate as part-time or secondary businesses with limited technological use.

Further research underscores MSMEs' central role in generating business opportunities, building networks, and benefiting from reciprocal relationships (Park et al., 2016; Ibarra et al., 2020). Kijkasiwat et al. (2021) discuss how symbiotic relationships enhance MSME performance by providing risk and return perspectives.

In Jambi Province, MSMEs contribute significantly to the local economy by producing diverse items such as batik cloth, *songket* woven fabric, processed agricultural products like coffee, and handicrafts made from rattan or bamboo. Jambi integrates local wisdom and Malay culture into product design and marketing, enhancing cultural sustainability and adding value. The province has seen significant infrastructure growth and substantial government support for the MSME sector. In 2023, total sales of MSME products reached 215.184 billion IDR, representing 1,638 registered brands with National Public Procurement Agency (*Lembaga Kebijakan Pengadaan Barang/Jasa Pemerintah*) and 16,138 registered products (Wintani, 2023).

The small and medium enterprises (SMEs) are distributed across all regencies and cities in the Province of Jambi, as detailed in Table 1. Jambi City, in particular, has a higher concentration of micro and small enterprises than other districts, signifying its role as the economic and administrative hub.

**Table 1:** Number of Micro, Small and Medium Enterprises in Jambi Province, 2023

Region (District/City)	Micro	Small	Medium	Total
Kerinci	6753	646	69	7468
Merangin	6840	693	13	7546
Sarolangun	2510	107	10	2627
Batanghari	17466	138	69	17673
Muaro Jambi	41234	0	0	41234
Tanjung Jabung Timur	17658	1135	253	19046
Tanjung Jabung Barat	7650	1048	0	8698
Tebo	8370	0	0	8370
Bungo	2443	881	290	3614
Jambi City	46912	3835	0	50747
Sungai Penuh	7722	1125	181	9028
Jambi Province	165558	9608	885	176051

Source: Jambi Province Central Bureau of Statistics (BPS) (2024)

Despite their contributions, MSMEs face various challenges, including capital constraints, human resource limitations, product development, and marketing access challenges, suboptimal export market penetration, inadequate understanding of market-appropriate product designs, and legal issues related to patents and sales contracts in export markets (Ichsan et al., 2021). As Abdullah & Rosli (2023) outlined, efforts to develop MSMEs include creating a conducive business climate, providing capital assistance, protecting businesses, developing partnerships, offering training, establishing special MSME institutions, strengthening associations, and promoting development.

One significant challenge for MSMEs is enhancing entrepreneurial potential through human resource development. Empowering MSMEs in Jambi City is a strategic issue that requires attention to improve the human resources of MSME operators. The local government, particularly the economic and natural resources section of the Jambi City Regional Secretariat, undertakes various activities to develop human resources, fostering the entrepreneurial potential of MSMEs. These efforts include building communication among MSMEs, sharing information, providing education, and finding solutions to the problems faced by MSMEs (Public Info, 2023).

Research by Topan et al. (2024) underscores the critical importance of human resource development in enhancing competitiveness and addressing recurring challenges. This is particularly relevant for MSMEs in Jambi City, which often face significant HR-related obstacles. MSME actors need to focus on HR development to navigate these challenges effectively. This can be achieved by participating in training programs aimed at skill enhancement, thereby increasing the entrepreneurial potential of MSME actors and aligning with the regional medium-term development plan (Basuni, 2020).

Human resource development (HRD) is a multidimensional process involving improving technical, theoretical, conceptual, and moral capabilities through education and training. Abdullah & Rosli (2023) emphasize the need for robust HRD to overcome challenges in enhancing entrepreneurial potential. Rosita et al. (2022) highlight the vital role of HRD in meeting national work competency standards, while Armstrong (2012) identifies learning, training, and development as key elements of HRD. This involves identifying business types, visions, missions, goals, sources of ideas, creativity and innovation, threats, strengths, weaknesses, and opportunities.

As stated by Firmansyah & Roosmawarni (2019), entrepreneurship's objectives include increasing the number of entrepreneurs, enhancing the welfare and prosperity of society, fostering strong entrepreneurial orientation and awareness, promoting entrepreneurial culture, and developing innovative and creative ideas. Business ideas can originate from various sources, including hobbies, personal skills and experiences, franchises, mass media, exhibitions, customer surveys, customer complaints, and brainstorming sessions.

Entrepreneurship can be measured by global entrepreneurship, entrepreneurial ability, aspirations, and attitudes (Martin et al., 2021). Similarly, Stam & Ven (2021) identify eleven essential elements for entrepreneurship: formal institutions, culture, networks, physical infrastructure, demand, leadership, talent, finance, knowledge, intermediary services, and entrepreneurial output. Meanwhile, Al-Qudah et al. (2022) measure entrepreneurship through opportunity-driven factors such as motivation, characteristics, ambitiousness, and people's attitudes, as well as improvement-driven factors known as early-stage entrepreneurship.

The entrepreneurial journey involves identifying opportunities, fostering innovation and creativity, selecting and gathering resources, nurturing and growing the business, taking risks in business decisions, and having big dreams and confidence in the business (Wibowo, 2020). Widodo (2012) emphasizes the need for a clear, attractive, and realistic vision to achieve higher perseverance and consistency in pursuing goals. Entrepreneurs should formulate a mission to determine their field of interest, position product excellence, set specific goals, and plan activities and strategies, dividing these goals into long-term and short-term with gradual steps toward achieving them.

In conclusion, human resource development is essential for enhancing entrepreneurial potential in MSMEs. This involves providing focused education and

training programs that address MSMEs' unique challenges. By fostering creativity, innovation, and strategic planning, MSMEs can achieve sustainable growth and contribute significantly to the national economy. Further research is needed to measure the long-term impact of HRD initiatives on MSMEs and to explore the influence of external factors such as government policies, market conditions, and technological advancements on entrepreneurial potential.

**METHODS**

This research employs a descriptive exploratory method to analyze various aspects of MSMEs, including business types, vision, mission, goals, sources of ideas, creativity, innovation, and SWOT (strengths, weaknesses, opportunities, and threats). The study focuses on the role of education and training in human resource development to enhance entrepreneurial potential. Qualitative data were collected through semi-structured interviews with 41 MSME operators assisted by the Jambi City Manpower, Cooperatives, and Small and Medium Enterprises Office in 2023. The data were analyzed thematically and narratively to capture the views and reasons expressed by the respondents.

Respondents were selected based on predetermined age and education criteria to ensure a representative sample across various types of businesses (production, trade, services), providing a comprehensive understanding of the issues faced by these enterprises. The interview guidelines and questions in this study are outlined in Table 2.

**Table 2.** Interview guidelines and questions asked of MSME actors

Interview guidelines	Questions asked
1. Understand the experiences, views, and goals of MSME actors in developing human resources and entrepreneurial potential. 2. Identify and explore the factors influencing MSME actors in HR and entrepreneurship development. 3. Focus on MSMEs assisted by the Jambi City Manpower, Cooperatives, and Small and Medium Enterprises Office.	1. What type of business do you run? Explain your business vision, mission, and goals. 2. How did you formulate the vision and mission for your business? What drives you to achieve these goals? 3. Where did you get the idea to start your business? Is it related to education, work experience, or other sources? 4. How do you develop new ideas or innovations in your business? 5. What are the key strengths of your business? How do you capitalize on them in a competitive industry? 6. What are the weaknesses you perceive in running your business? How have you overcome or plan to overcome these weaknesses? 7. How are you capitalizing on opportunities in your industry? Do you have specific strategies to capitalize on these opportunities? 8. How did the education and training you attended affect your HR and entrepreneurship development? 9. What impact has education and training had on your business? Did you see any improvement in your business performance or innovation after the training?

By ensuring a representative sample and focusing on the comprehensive exploration of factors influencing HR and entrepreneurship development, this study aims to provide valuable insights into the role of education and training in enhancing the entrepreneurial potential of MSMEs.

**RESULTS AND DISCUSSION**

This research employs an explorative, descriptive qualitative method to identify and explore the role of MSME actors in human resource development (HR) by increasing entrepreneurial potential. The study aims to provide an in-depth analysis of MSME actors within the context of HR development, focusing on enhancing entrepreneurial potential. The validity of the qualitative data analyzed in this research is demonstrated through various methods.

Firstly, data representation, including tables, presents the characteristics of respondents based on age, education level, and type of business (Table 3). This includes an overview of the vision, mission, and goals formulated by MSME actors. Secondly, excerpts from respondents' participation provide direct insights from the perspective of MSME actors, encompassing their ideals, sources of ideas, creativity, innovation, threats, strengths, weaknesses, and views on education and training.

**Table 3.** Characteristics of individual MSME actors in Jambi City, 2023.

Characteristics	Frequency	Percentage (%)
<b>Age</b>		
< 30	2	4.88
31-45	18	43.90
46-60	20	48.78
> 61	1	2.44
<b>Education Level</b>		
Elementary School	1	2.44
Junior High School	1	2.44
High School	27	65.85
Diploma	3	7.32
Bachelor	8	19.51
Master	1	2.44
<b>Business Type</b>		
Production	37	90.24
Trade	2	4.88
Services	2	4.88

The age distribution of the respondents shows that the majority fall within the 46-60 age group, comprising 48.78% of the sample. This is followed by the 31-45 age group, which makes up 43.90% of the respondents. Some respondents are under 30 (4.88%) and over 61 (2.44%). This indicates a significant representation of middle-aged business actors within the MSME sector in Jambi City.

The education level of respondents varies, with the largest group having completed high school, representing 65.85% of the sample. Respondents with a bachelor's degree make up 19.51%, while those with diplomas constitute 7.32%. Only a small fraction of the respondents have elementary school (2.44%), junior high school (2.44%), and master's level education (2.44%). This suggests that most MSME actors have at least a high school education, with a noteworthy proportion having pursued higher education.

Regarding business types, most respondents are involved in production

businesses, accounting for 90.24% of the sample. Both trade and services sectors represent 4.88% of the total. This distribution highlights the predominance of production-related MSMEs in the region, which could reflect the local economic activities and resource availability.

The results of this study provide a comprehensive overview of various aspects of micro, small, and medium enterprises (MSMEs), including the type of business, ideals, vision, mission, goals, sources of ideas, creativity and innovation, threats, strengths, weaknesses, and opportunities. Additionally, the study analyzes education and training as fundamental components of human resource development that enhance entrepreneurial potential. Multiple methods, such as interviews, observations, and document analysis, were employed to gather diverse perspectives to ensure qualitative data validation (Creswell, 2014). Findings were then confirmed by returning the research results to MSME actors, thus ensuring that data interpretation aligns with their experiences and views (Lincoln & Guba, 1985).

MSMEs are typically formed by business actors who articulate their aspirations, which reflect their desires to achieve specific business goals. Respondents indicated various ambitions within the production business sector, such as aspiring to establish an internationally recognized association, becoming successful entrepreneurs, expanding their business branches to various regions, innovating current products, gaining international fame for their products, achieving prosperous lives, improving family economies, creating new products and expanding marketing, establishing micro, small, and medium enterprises, owning production plants, advancing with their supported MSMEs, and increasing their income.

In the trade sector, business actors expressed ambitions to penetrate export markets and enhance the international appeal of local culture. Service sector respondents aimed to transform small capital into large ventures and create job opportunities for families and the surrounding community. These responses reveal a common desire among MSME actors to grow their businesses substantially, setting long-term goals as their ultimate targets.

The MSME business actors have articulated clear visions and missions to guide their business development. These visions include enhancing the value of Indonesian eco-prints as an international product, introducing Jambi batik to the global market with high visibility and confidence, showcasing Jambi province's natural fish as ornamental fish abroad, making Indonesian women beautiful both physically and mentally, ensuring clothes are always clean, fragrant, and neat, presenting Jambi culinary delights with high-quality taste, promoting "kue bengen" as a delicious, healthy, and nutritious snack, building Jambi's signature souvenir business, promoting "wedang jahe" as a traditional Indonesian drink, improving family economies through joint ventures with MSMEs, and globalizing moringa-based products.

These visions reflect the ability of MSME actors to identify core issues, foresee future opportunities, and perceive intangible aspects through their insight and intuition, resulting in future-oriented vision statements (Teece, 2018). To achieve these visions, MSMEs have formulated missions that include improving the community economy through trade, services, and production by offering affordable, accessible, and high-quality goods and services. They aim to increase community independence by empowering MSMEs through enhanced knowledge and skills, education, and training within a sustainable economic framework. They also focus on creating jobs, building a resilient economy, and reducing social inequality (Foss & Saebi, 2018).

MSMEs have outlined various goals, such as fostering a creative and environmentally friendly society, producing higher quality goods while preserving

culture, increasing the income of the surrounding community, creating brands and trends, modernizing product packaging, establishing strong and independent businesses, innovating traditional food to be both delicious and visually appealing, increasing production capacity, expanding online networks through e-market platforms, becoming government-assisted institutions, collaborating with the private sector, and enhancing international relations.

These findings illustrate that MSMEs have developed steps aligned with their visions by analyzing current situations, identifying gaps, and adapting to developments through effective working methods and values, thus providing clear guidance for realizing their vision (Boyatzis & McKee, 2005). The comprehensive data obtained and the validation process ensure that the study accurately reflects the experiences and aspirations of MSME actors, offering valuable insights into the development of human resources and entrepreneurial potential within this sector (Elkington, 2018; Porter & Kramer, 2011).

The findings reveal that MSME actors derive their business ideas from various sources of inspiration, including educational backgrounds, work experiences, family businesses, travel experiences, hobbies, and franchise opportunities. Table 4 represents the source of inspiration for MSME actors.

Most MSME actors cited hobbies as their primary source of business ideas, followed by travel experiences and family businesses. This diversity in sources of inspiration enriches their approach to business development, highlighting the importance of personal interests and experiences in fostering entrepreneurial initiatives.

**Table 4.** Origins of business ideas among MSME actors, in Jambi City, 2023

Source of inspiration	Frequency	Percentage (%)
Education	7	17.07
Work Experience	12	29.27
Family Business	20	48.78
Travel Experience	22	53.66
Hobbies	39	95.12
Franchise	8	19.51

*Note: The percentages are calculated based on the total number of 41 business actors. If there is more than one source of inspiration for each actor, the percentages reflect the total mentions of each source.*

Their goals include fostering a creative and environmentally friendly society, producing high-quality goods while preserving culture, increasing community income, creating strong brands and trends, modernizing product packaging, establishing independent businesses, innovating traditional foods, expanding online networks, and enhancing international relations. These strategic goals reflect a comprehensive approach to achieving their long-term aspirations.

These goals reflect MSME actors' strategic approach to realizing their visions by analyzing current situations, identifying gaps, and adapting to developments through effective working methods and values. This comprehensive approach ensures that MSMEs can provide clear guidance to achieve their future aspirations, demonstrating a structured path towards their long-term objectives. The findings illustrate that MSMEs have developed actionable steps based on their current realities, ensuring a cohesive strategy for sustainable growth and success.

The results of this study highlight the perspectives of MSME actors, demonstrating their objective approach to their work. These business actors think in terms of reality, free from emotional bias or prejudice, and consider factual evidence

with an open mind. MSME actors derive their ideas from various sources, such as educational backgrounds, work experiences, family businesses, travel experiences, hobbies, and franchises.

To illustrate the validity of the qualitative data, Table 5 presents quotes from research participants alongside relevant themes or concepts. MSMEs are established by business actors who articulate their ideals—statements reflecting their business aspirations. From the respondents' answers, it is evident that business actors in the production sector have several aspirations. They aim to establish associations with international standards, become successful entrepreneurs, and expand their business branches to various regions. Additionally, they seek to innovate their current products, gain international recognition, and improve their family economies. They also desire to create new products and marketing strategies, establish their production factories, and progress alongside other micro, small, and medium enterprises they support. Ultimately, they aim to achieve greater income and business growth.

In the trade sector, business actors aspire to penetrate export markets and enhance the international appeal of local culture. Those in the service sector aim to transform small capital into large ventures, create job opportunities for families and the surrounding community, and develop robust service-oriented businesses. These responses reflect a common desire among MSME actors to significantly grow their businesses, with long-term goals as their ultimate targets.

**Table 5.** Quotes from participants with relevant themes

<b>Theme/Concept</b>	<b>Quotes from participants</b>
Ideals	"The aspirations of business owners in the production business type indicate a desire to become an international association."
Idea Source	"MSME players have a source of ideas through educational background, work experience, family business."
Creativity	"Creativity of MSME players in developing businesses by creating ideas to increase product value."
Innovation	"MSME players have innovations in the following types of production, trade, and services businesses."
Threat	"The structure of industrial competition, business actors are faced with the threat of new entrants from MSMEs such as the use of digital printing products on batik machines."
Power	"Businesses have control over the uniqueness of the products they produce."
Weaknesses	"The resulting product has a monotonous color, and the price is still quite expensive compared to printing results."
Opportunities	"Marketing traditional cakes to hotels for breakfast, the products are easily accessible to consumers."

Based on the respondents' answers, it is clear that MSME actors strongly desire to expand their businesses, which forms the core of their long-term objectives. They strive to create enterprises that achieve success and contribute to the broader economic landscape by fostering innovation, generating employment, and promoting local culture internationally. This ambition to scale their businesses and achieve enduring success is a testament to their commitment and vision for the future (Bennett, 2000).

The responses from MSME actors reveal an objective perspective on their work, grounded in reality and free from emotional bias or prejudice. These business actors demonstrate a pragmatic approach, considering factual evidence with an open mind.



Many MSME actors draw on multiple sources of ideas when starting their businesses, driven by basic needs and market demands. Their creativity in business development includes creating environmentally friendly products, contemporary designs, and simple yet hygienic packaging. This creativity is evident in their efforts to modify existing products regarding packaging, aroma, taste, and services. The creativity demonstrated by MSME actors leads to the development of new ideas and products and more effective, efficient, and valuable processes.

In production, trade, and services, MSME actors show innovation through their ability to collaborate, design new motifs, strengthen brands, modify traditional cooking recipes, and create more appealing packaging. These innovations reflect their capacity to adapt to changing times and evolving business trends (Kim & Mauborgne, 2015). However, MSME actors also face the threat of new entrants into their markets, such as those using digital printing for batik products or offering cheaper and more accessible online products. These new entrants often bring additional capacity and aim to capture a larger market share, posing significant challenges to existing MSMEs (Porter, 2008).

The respondents highlighted that the threat from new entrants is often linked to the lack of capital, limited human resources, and insufficient product differentiation. Despite these challenges, MSME actors possess unique strengths, such as the authenticity of their handcrafted goods and distinctive flavors, which make their products difficult to replicate. Their strengths are evident in the quality of their products, affordable pricing, attractive packaging, and unique qualities.

Conversely, the weaknesses identified by MSME actors include monotonous product colors, relatively high prices compared to printed products, a lack of skilled human resources to pass on to the next generation, limited capital, inadequate use of advanced technology, a less open mindset, a lack of entrepreneurial knowledge, and a limited consumer base. These weaknesses reflect MSME actors' competitive challenges, highlighting the need for improved facilities and strategies.

Business actors must be adept at identifying opportunities to maintain their products amid increasing competition among MSME players. Responses to questions related to the production business type reveal how MSME actors leverage available opportunities. These include utilizing environmentally friendly practices, adhering to government policies that mandate using traditional Jambi batik cloth on specific days, and marketing traditional cakes to hotels for breakfast. These strategies ensure that products are accessible to consumers and maintain a steady market share (Barney, 2018).

MSME actors benefit from participating in education and training programs organized by the Jambi City Manpower, Cooperatives, and Small and Medium Enterprises Office. These programs aim to develop the human resources of MSME actors and enhance their entrepreneurial potential. The training covers various topics, including entrepreneurship, digital marketing, financial management, human resource management, marketing management, and specialized skills relevant to MSMEs. These educational activities aim to equip MSME actors with the knowledge and insights to foster creativity and innovation, solve problems, and seize opportunities to improve their businesses.

The impact of these education and training programs on SMEs is substantial. Participants report increased understanding and knowledge, enhanced human resource capacity and competence, and improved overall performance. The training helps update skills aligned with technological advancements, particularly the shift toward digital operations (Luthans & Youssef-Morgan, 2017). It also addresses operational challenges and prepares SMEs to use effective product promotion practices. For example, skills

training specific to production businesses includes developing appealing motifs and colors for batik products.

Quotes from research participants highlight these impacts: "The aspirations of business owners in the production business show a desire to become an international association, become a successful entrepreneur, have business branches in various regions, and so on." Another participant noted, "MSME actors have a source of ideas through educational background, work experience, family business, travel experience from other regions, related to hobbies, related to franchises." Additionally, "Creativity of MSME actors in developing businesses by creating ideas that can increase the value of a product such as creating environmentally friendly products, contemporary designs, simple but hygienic packaging."

The implications of this study's findings are significant for developing a theoretical framework or comparing it with similar research. Key areas include human resource development and entrepreneurship in MSMEs, ensuring accurate data representation in qualitative research to facilitate proper generalization. Comparing the goals and ideals of the MSMEs studied with those from a corporate context can reveal similarities and differences.

## **CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

Human resource development (HRD) to enhance entrepreneurial potential in micro, small, and medium enterprises (MSMEs) involves critical steps. MSME actors begin by formulating their ideals, visions, and missions, which guide their strategic planning and goal setting. They draw on diverse sources of ideas, including education, work experience, and personal interests, to foster creativity and innovation. This enables them to adapt to changing business trends and remain competitive.

Participation in education and training programs significantly enhances the capacity, competence, and performance of MSME actors. These programs cover essential topics such as entrepreneurship, digital marketing, financial management, and human resource management, contributing to the overall development of entrepreneurial potential.

### **Recommendations**

To build on the findings of this study, researchers must conduct further studies to measure the long-term impact of human resource development on MSMEs. This research should delve deeper into the sustainability of entrepreneurial growth and how HRD initiatives can be optimized for long-term success. Additionally, comparing the performance and development of MSMEs across different sectors—such as production, trade, and services—can provide valuable insights into sector-specific challenges and opportunities, helping tailor support and interventions more effectively.

Exploring the influence of external factors, such as government policies, market dynamics, and technological advancements, on MSME development is also crucial. Understanding these factors will help shape the business environment to support MSMEs better and enhance the effectiveness of HRD initiatives. Furthermore, developing models or theoretical frameworks for entrepreneurship and HRD can offer structured guidance for practitioners and policymakers, helping to standardize best practices and improve outcomes.

Creating more effective and relevant education and training programs tailored to the specific needs of MSMEs is critical. These programs should consider emerging business trends and be designed to address the unique challenges MSMEs face. By

focusing on practical and innovative training, MSME actors can better prepare to navigate the evolving business landscape, fostering sustained growth and competitiveness.

These steps and recommendations aim to provide a comprehensive approach to enhancing the entrepreneurial potential of MSMEs through focused human resource development, fostering sustained growth and competitiveness in the market.

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