



ORIGINAL RESEARCH PAPER

Management

RURAL ENTREPRENEURSHIP- 'AN ANSWER TO REMOVAL OF RURAL POVERTY IN INDIA, BY INCLUSION OF WOMEN AND YOUTH'

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Soniyo Yomichan

Assistant Professor College of Agribusiness Management Baramati, Pune Maharashtra-413115

Rural entrepreneurship and rural development is linked to each other in away proving to be mutually inclusive. Those Individuals or institutions aggrandizing rural development see entrepreneurship as a strategic development tool that accelerates the process of rural development. In the minds of developmental agencies the rural entrepreneurship creates lots of employment opportunities particular to rural youth and women. The politicians see it as a strategic key to prevent rural unrest, for farmers it acts as an instrument for enhancing their farm incomes. Women perceive it as a great opportunity to attain self-empowerment, financial autonomy and independence, to all these groups in one way or the other rural entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment.

Growth of a nation is directly measured connected with the income generation capacity of its population. India being an agrarian country, we believe it to be the primary sector where 49 per cent or above of the population depends for their livelihood. With agriculture as the key tool in income generation activity the entrepreneurship based on farm and home can directly affect the income of a major chunk of our population. In contrary to the earlier thought that entrepreneurs are a special creed those are born with special traits, now this generation entrepreneurs make us believe those traits can be developed if they are fitly incubated, trained and provided with financial support. Entrepreneurs act as catalyst to mobilize resources and put them to effective use. Entrepreneurship on small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living conditions of the poor masses. Development of the economy is need of the hour, as the whole world is suffering from the hard effects of Covid-19 from last one year. A large per cent of the skilled population lost their job; many are at the edge of losing.

Rural entrepreneurship can directly provide employment opportunities to 50 to 60 million population particularly female, educated but unemployed youth by 2030. Rural Entrepreneurship on small scale is the one hand solution to the problems of unemployment, fullest utilization of both human and non-human resources and improving the living conditions of the poor masses. Rural industries generate large-scale employment opportunities in the rural sector as Indian industrial sector is labor intensive. Rural entrepreneurship help to improve the per capital income of people thereby reduces the disparities in income of rural and urban people. Also controls concentration of industry in cities, at the same time capable check the rural-urban migration by bringing up more employment opportunities thereby promotes balanced regional growth in the economy. Rural entrepreneurship can reduce poverty, growth of slums, pollution in cities and ignorance of inhabitants, moreover creates an avenue for rural educated youth to promote it as a career. Here lies the need for growth of rural industries and entrepreneurship in our country; hence the rural entrepreneurship is the only solution for the hour.

Women and youth as a tool for rural entrepreneurship

Women were the source of acute power and command in ancient literatures and sculptures. Even in Hindu mythology,

the goddess named Durga, Saraswati, are worshiped for their supreme powers. But, things have not remained the same in last few decades. The social system has changed from top to bottom and women are treated as feeble. A big thanks to the women supporting trusts, organisations, non-governmental organisations, government institutions etc, who were trying hard to bring up the women into the front row. Our first prime minister of independent India once said "You can tell the condition of a nation by looking at the status of its women". So, to prove to the world our nation is developing we need to liberalise the thinking towards women. Due to gender discrimination girls of all ages are socialized differently controlled by social norms, morals, beliefs, practices without any rights and decision making powers, these reasons in when faced from family and society women themselves pull back. But, the Indian population has to remember that empowering women particularly rural women by promoting micro enterprises in rural area can help to meet these challenges. Micro – enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among women. Women should mould properly with entrepreneurial traits and skills to meet the challenges in the global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

What stops women?

- Family tie-ups
- Male centric society
- Traditional mind set of the society
- Financial problems
- Low literacy and confidence
- Safety and security concerns at work place

According to recent study by Wall street journal, only 27% of Indian women are part of labour force and very low per cent as 14 of all business owners are women.

Entrepreneurship as career option for young India

Majority of the youth across the globe lives in rural areas and wants to shift to urban areas for work. The internal migration of rural Indian youth towards urban areas and cities can be controlled and checked by providing entrepreneurship opportunities. What exactly is required to develop a devoted team to concentrate on entrepreneurship is to provide the best training and incubation facilities; right now our government is working hard on this matter and brought up many schemes and policies. One among them is the Start-up Mission, Incubation centres in universities and at local administration levels. More than 50% of Indian population is under the age of 25. In India the labour force participation rate (LFFPR) in the financial year 2019(FY19) is 37.8%, the data released by national statistical department clearly defines the rural youth who are educationally qualified are struggling hard to get employed. Here comes the importance of the schemes and policies put up by the Government of India and MoRD, one among them is the Rural Self Employment Training Institute (RSETI). There is a total of 587 functional RSETI's spread across the 32 states/UT, with the sponsorship of 37 banks. Till now twenty two lakh unemployed youth got trained and thirteen lakh rural youth who took training are engaged with self-employment activities. This shows a positive impact of the efforts taken at state local, state and central level. The

problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. So, that rural entrepreneurship can be a onetime answer to removal of rural poverty in India.

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