

**Entrepreneurship Development : Transforming Rural Scenario***Suman kumar, Head, Dept.of. Economics,**S.P.College, Dumka***Abstract**

Entrepreneurs can be trained to start his or her Industrial Unit or a Business or as a Service Provider in different fields if proper inputs in the form of training are given. This concept has opened a very vast field in giving self employment not only in urban areas, but in rural areas also with the cascading effects in different fields. When we look at the fast changing economic forces in our country, a sort of Non-Farm activities in the form of self employment will have to take place rapidly to increase the purchasing power of the rural people by increasing their income through of the EDPS will have to be formulated looking to the socio-cultural conditions of the rural people and consequently, the target group for whom the EDPS are conducted. With more and more entrepreneurs establishing their units in rural areas, a sort of new environment is created which will transform the quality of the rural life.

There are various approaches to entrepreneurship development programmes depending upon the objectives with which they are conducted. We would restrict our approach to discuss some of the main issues from the point of view of immediate implementation looking to the present socio-economic conditions while some other measures as long term planning can be envisaged for future for the rural people.

First model is that which has come up in America, where the entrepreneurship society has been developed by the individuals, initially with small industrial unit or a business or as service provider which ultimately becomes giant enterprises. The second one will be an entrepreneurial society developing on the Japanese model where team work and ability to work collectively has been given priority over individual undertaking. In our third model of Entrepreneurial Society, we encourage both the individual entrepreneur establishing small scale industry, a small business or a service provider and also large undertakings in all these fields, that is, we have a sort of mixed economy model and we have a concept of Sarvodaya, an entrepreneurial society based on certain values for human developments. The society, based on the third model in our country, would raise the density of entrepreneurs and when the entrepreneur utilize local resources, it takes deep roots in rural areas.

In the present article, how we can achieve “welfare for all” through Entrepreneurship Development in rural areas will be discussed.

**Introduction**

Entrepreneurs can be trained to start his or her Industrial Unit or a Business or as a Service Provider in different fields if proper inputs in the form of training are given. This concept has opened a very vast field in giving self employment not only in urban areas, but in rural areas also with the cascading effects in different fields. When we look at the fast changing economic forces in our country, a sort of Non-Farm activities in the form of self employment will have to take place rapidly to increase the purchasing power of the rural people by increasing their income through of the EDPS will have to be formulated looking to the socio-cultural conditions of the rural people and consequently, the target group for whom the EDPS are conducted. With more and more entrepreneurs establishing their units in rural areas, a sort of new environment is created which will transform the quality of the rural life.

One of the greatest historians, Arnold Toyanbee, who wrote as far back as 1951 in the New York Times, is quite relevant for this article. "This vision of good life for all is a new one and whatever our success or our failure, may be in the attempt to translate this vision into reality. This new social objective has probably come to stay.... And it has surely come to stay with us, as long at any rate, as our new invention of applying Mechanical Power to Technology, for this sudden vast enhancement, man's ability to make non-human nature produce what man requires from her has, for the first time in history, made the ideal of welfare for all a practical objective instead of more Utopian dream." In the present article, how we can achieve "welfare for all" through Entrepreneurship Development in rural areas will be discussed.

**Training In Entrepreneurship Development**

With the foregoing historical background, we now proceed with the Training in Entrepreneurship Development. It was once believed that, the entrepreneurs are born. However, with the passage of time, it was felt that this myth has to be broken and so to say a revolution had taken place not only in our country but the world over that, Entrepreneurs can be trained to start his or her Industrial Unit or a Business or as a Service Provider in different fields such as transport, Internet service Provider or as Customer Service Provider in the field of computer hardware and software, if proper inputs in the form of training are given. This concept has opened a very vast field in giving self employment not only in urban areas, but in rural areas also with the cascading efforts in different fields slated above. At this juncture, before we proceed further, it is worth quoting Shri S. S. Nadkarni, the then Chairman and Managing Director, Industrial Development Bank India, "The problem of rural poverty is not that of redistribution alone, but of increasing the productive capacity of the poor and their participation in the development process". This means that the entrepreneurship movement and poverty eradication in rural areas are closely related to each other.

### **Approaches To Entrepreneurship Development**

There are various approaches to entrepreneurship development programmes depending upon the objectives with which they are conducted. We would restrict our approach to discuss some of the main issues from the point of view of immediate implementation looking to the present socio-economic conditions while some other measures as long term planning can be envisaged for future for the rural people.

For immediate implementation, we will have to see that EDPS should help rural self employment. When we look at the fast changing economic scenario in our country, a sort of Non-Farm activities in the form of self employment will have to take place rapidly to increase the purchasing power of the rural people by increasing their income through self employment and accordingly, the curricula of the EDPS will have to be formulated looking to the socio-cultural conditions of the rural people and consequently, the target group for whom the EDPS are conducted. This is quite a hard task and considerable efforts are needed to survey areas and analyze the data collected and then a specific line of action could be taken.

For this, an Apex Body of the experts in different fields including selected Management Consulting Agencies and some of the representatives of the rural people can be formed to guide the organizations conducting EDPS in rural areas to get specific time bound results. This task will also require to have coordination between various agencies, such as Government Departments, financial institutions and other Infrastructural boards etc., most important being Marketing Agencies because any thing that is created in, industry, business, or services has to go in the market to get the financial return on investment profitably.

From the point of view of long term planning for EDPS, we will have to approach the field of educational institutions, secondary and higher secondary schools and also, post-school educational institutions like different Engineering Colleges and the Indian Institute of Technologies. In all these educational institutions, appropriate curricula for entrepreneurship development programmes should be introduced. This approach will create self confidence right from their young age and the traits of risk taking, a spirit of doing something innovative and the concept of leadership will be generated in the young minds. All these qualities are essential to become an entrepreneur while he or she completes his or her studies. One of the experts in the field of EDPS has aptly said “In the present era, there are ample opportunities and increasing need for Entrepreneurship, the short supply of Entrepreneurs in the society is largely because of the absence of Entrepreneurship element in the Education System.”

### **Entrepreneurial Society**

As EDPS have got momentum all over India, a new concept in relation to developments in social structure has sprouted which can be termed as ‘Entrepreneurial Society’. With more and more entrepreneurs establishing their units in rural areas a sort of new environment is created which will transform the quality of rural life. Some of the important aspects concerning this concept of Entrepreneurial Society are discussed below:

➤ Basically, entrepreneurial society will be composed of first generation entrepreneurs. These entrepreneurs will have to utilize latest information from different web sites for his

project. Browsing the web sites, the entrepreneur will be in a position to enlarge his vision as to who are his competitors. Today, the competition the world over is a very complex phenomena. An entrepreneur will have to be very alert in all respects. His product, service, or an idea, new or existing, may be tough to push in the market, hence he will have to explore innovative methods for the same. He must study the works of modern management experts some of whom can be named as, Peter Drucker, Tom Peters or C.K. Prahalad. Every new or existing unit for new product or diversification in any field will have to explore the segment-wise demand that is who will be the buyer, upper class, higher middle class, lower middle class etc. not only this class wise but region-wise demand should also be explored as it will have a bearing on the cost structure of the unit also. When it is thought of the cost structure an ingenious way to know the cost structure of competitor should also be explored and comparative study undertaken to be made one's unit profitable. The present age is an age of innovation. Doing a new thing or doing an old thing in a new way demands a research and development section and this section is the most important section from the point of unit's future progress.

➤As Professor John Kenneth Galbraith puts it we are living in an Age of Uncertainty. Situations change very fast and at times two contradictory currents may be flowing in the economy of a country; Stagnation and Inflation known as Stagflation. An entrepreneur in Entrepreneurial Society will have to face this situation and find out the way not only to survive, but accepting this challenging situation with courage and fortitude he has to make progress in a market-driven economy. In all, the curricula of the EDPS, ever new concepts and ideas will have to be incorporated from the world over.

➤Entrepreneurial Society can be developed on various models, depending upon the socio-cultural, political and economic situation available in a particular country and also on the work-culture of the nation. However, judging from our past experience in political, social and economic developments which have taken place, we can accept one of the two models or mix of the two models, as a third model for our country.

First model is that which has come up in America, where the entrepreneurship society has been developed by the individuals, initially with small industrial unit or a business or as service provider which ultimately becomes giant enterprises. Like the Ford Motors or Departmental stores like Wall-mart or Microsoft having investment of millions and billions of dollars.

The second one will be an entrepreneurial society developing on the Japanese model where team work and ability to work collectively has been given priority over individual undertaking. There the undertakings are known by their brand names such as Sony in electronics, or Honda Accord in automobiles etc.

In our third model of Entrepreneurial Society, we encourage both the individual entrepreneur establishing small scale industry, a small business or a service provider and also large undertakings in all these fields, that is, we have a sort of mixed economy model and we have a concept of Sarvodaya, an entrepreneurial society based on certain values for human

developments. The society, based on the third model in our country, would raise the density of entrepreneurs and when the entrepreneur utilize local resources, it takes deep roots in rural areas.

One of the important points to note here is that as and how the EDPS spread in the length and breadth of our country, and the curricula for the same is introduced in the educational institutions. We would require a very large number teachers and trainers in these institutions. Not only this, the infrastructural institutions too will have to equip themselves with persons who can assist the first generation entrepreneurs in promoting, establishing and sustaining the undertaking as the scale of investment too will be on the rising trend, in industries, business or service providers in rural areas. All these sectors will create a huge demand for experts in these fields. In addition to this, the administrative departments in Central and State Governments, ZillaPanchayats to TalukaPanchayats, officials too will be required to change their mindsets and create a conducive environment to fulfil the aspirations of first generation entrepreneurs coming to rural areas for the benefit of the rural people.

If we want to realize our dream of Entrepreneurial Society, a definite work culture and transformation in social structure to receive the impact of change will have to be created which will mutually benefit both, the entrepreneurs and through them the rural people which ultimately transform their life style and change their quality of life also.

We may now conclude this discussion with the views expressed by Dr. Ram K. Vepa, Development Commissioner (Retd.) Govt. of India. "The success of EDP is evident all around us; ...There is little doubt that largely as a result of these efforts, entrepreneurship itself has become not merely a respectable activity, but even glamorous one. The small and medium business entrepreneur has become the 'Wiz Kid' of the new society.... The young entrepreneur, has become a 'Cult Figure' amongst the new generation."

### **References**

- Government of India (2000), "WTO and its Implication for Industry," Office of the Economic Adviser, Ministry of Commerce and Industry.
- Hailey J.M. (1986), "Small Indigenous Business in the Pacific," International Small Business journal, V-1.
- Kilby, P. (1971), "Entrepreneurship and Economic Development", Free Press, New York.
- Rao, T.VenkateswarandPareekh, Uday(1978), "Developing Entrepreneurship - A Handbook Learning System," New Delhi.
- Desai, Vasant (1998) "Dynamics of Entrepreneurial Development and Management," Himalaya Publishing House, New Delhi.

\*\*\*\*\*