

A study of An Indispensable Skill Required to Promote Rural Entrepreneurship and Government Initiatives

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Abstract:

Asking whether there is a need for entrepreneurship in the country is like asking whether entrepreneur need air to survive. The answer is entrepreneur just cannot do without it! Entrepreneurs are an essential cog in the machinery that is the economy, without which the economy will not be able to function as efficiently. What makes someone a successful entrepreneur? It certainly helps to have strong technology skills or expertise in a key area, but these are not defining characteristics of entrepreneurship. Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams. If you want to start a business, it's essential to learn the specific skills that underpin these qualities. It's also important to develop entrepreneurial skills if you're in a job role where you're expected to develop a business, or "take things forward" more generally.

Key words: Skill development, Entrepreneurship, Motivation.

Introduction:

Entrepreneurship does not only imply being able to start and manage your own business but it also helps the economy in a lot of ways. For starters, it contributes greatly to the GDP of the country as entrepreneurship primarily involves production and supply of goods and services with a profit motive in mind. This is one of the most important needs for entrepreneurship. An entrepreneur also generates employment in the economy and helps in reducing unemployment as well as in improving the standard of living of the people. This is because more jobs mean more income from the people and more revenue in the economy.

Moreover, it is because of the entrepreneurs in the economy that realize the need of goods and services of the people that we do not have to depend on foreign goods. This, in turn, helps the country's money stay within the country. It also helps the country to earn foreign exchange by exporting the goods that are produced in excess in the country to other countries that have a demand for these goods and services. Another need for entrepreneurship in the country is that it helps to develop and nurture latent potential in the country. This is especially important in a country like India which has a huge population. This helps the overall growth of the country. It also improves the standard of living of the people living in the economy.

Objectives of study:

1. To understand the need of promotion of rural entrepreneurship.
2. To assess the required skill set to become a successful rural entrepreneur.
3. To know different scheme provided by Government to enhance the skills of rural entrepreneurs.

Research Methodology:

Research is based on secondary data, collected through renowned sources like books, magazines, research papers and research journals. Hence it is exploratory in nature. After analyzing the different schemes offered by government of India suggestions were given to concerned bodies related to overcome the scenario.

Need to promote rural entrepreneurship:

Entrepreneurship development is the driving force of socioeconomic growth of any nation. Sah (2009) stated that developing entrepreneurs in agriculture will solve the entire problem like dependency on agriculture, rural unemployment and migration from rural to urban areas, Personal qualities of an agri-entrepreneur, significantly affect the agribusiness (Brockhaus and Horwitz, 1986; Nandram and Samson, 2000). Agriculture and allied sectors are considered to be mainstay of the Indian economy because these are important sources of raw materials for industries and they demand for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods (Bairwa et al., 2014). The development of entrepreneurship in village will create utilities and generation of employment at rural area. It starts from the innovation of the idea to establishing, nourishing the enterprise at rural sector.

Jobs in agriculture sector are limited. Migrants coming from villages in search of employment to obtain decent livelihood are forced to do lower job in urban areas to sustain themselves and their condition becomes poor to poorer. So it becomes need of the day to promote agripreneurship and establishment of enterprises related to agriculture raw material at rural areas. The trend of establishment of rural industries will reverse the migration to urban areas. People prefer more to buy cost effective products. The total cost of the product will be reduced to start enterprise based on local available resources. Rural entrepreneurship will not only bring prosperity in villages but will also save energy, consume in the transportation of bulky amount of raw materials and human-resources to the nearby urban areas for employment.

Balanced development is the need of hour and it is possible only when rural areas will flourish. Growth of rural entrepreneurship may lead to reduction in poverty, growth of slums, pollution in cities and ignorance of inhabitants. It helps in improving standard of living and literacy rate of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, handloom, sericulture, handicraft and coir while the latter include power looms and small scale industries.

Skills are central to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development. Therefore coordinated efforts are needed to develop an integrated approach that improves access to relevant, good quality education and training to all rural women and men. Skills development in rural areas requires various types of skills provision, using innovative methods of delivery, and capitalizing on existing social institutions in particular:

Required skill set for rural entrepreneurs:

- The ability to manage money: Very simply, if entrepreneur can't manage money, entrepreneur can't manage a business. Do entrepreneur know where the money goes each month? Do entrepreneur live off less than entrepreneur earn? If the answer to these questions is no, entrepreneur struggle to manage a business budget as well.
- The ability to raise money: Once entrepreneur can manage money, they must know how to get more? In order to get investment, entrepreneur need to not only understand where to get money, but how to convincingly make a case that entrepreneur business is a good risk as well.
- The ability to be productive: This is a big topic, because there's no one right way to be productive that works for everyone. Learn about their peak energy times, routines, and the productivity tools that work for entrepreneur in order to create own plan for success.
- The ability to make entrepreneur friends: According to entrepreneur Jim Rohn, "Entrepreneurs are the average of the five people you spend the most time with." Improve their odds of success by finding entrepreneur friends who will be able to understand entrepreneur struggles and give entrepreneur much needed insight.
- The ability to identify strengths and weaknesses: As a business owner, entrepreneur doesn't need to be perfect at everything. Entrepreneurs do, however, have to understand where entrepreneur are strong and where entrepreneur are weak. Assessing this will inform everything from the business decisions entrepreneur make, to the partners they bring on, and to the employees they hire.



- The ability to hire effective people: Speaking of hiring, this is easily one of the most important skills any entrepreneur could have. Having great people on entrepreneur team will give them access to new strengths, while also building a company culture that people want to be a part of. Hiring the right people is essential to get where they want to go.
 - The ability to train new staff: When the entrepreneur bring on someone new, a robust on boarding process will ensure that they know what to do and not do. Not only will this help keep their company moving the correct direction, it will increase the commitment level of good employees and give entrepreneur grounds to follow up on misconduct.
 - The ability to manage staff: Once entrepreneur have the right people, they need to manage them well. Early on in their business's growth, you'll be everyone's manager, so it pays to be effective. If entrepreneur don't already know how to manage, take the time to learn how to motivate, encourage, and develop your staff.
 - The ability to conduct basic SEO: In the beginning, entrepreneur should be doing the work of every business department. With that in mind, do entrepreneur understand [basic SEO \(search engine optimization\) and digital marketing? If not, entrepreneur wants to brush up on this area before entrepreneur launch a business.](#)
 - The ability to connect via social networking: Along with SEO, social networks represent a key part of any business's marketing strategy. Not only will entrepreneur need to understand each platform, they should arm themselves with the best strategies for getting their startup and personal brand noticed on each one.
 - The ability to focus on the customers: To be clear, without customers, entrepreneurs have no business. Make sure all of their pitches, products, and services are focused on actual customer needs. If entrepreneur don't know what these are, research and ask questions so that they are able to give great customer service.
 - The ability to close a sale: Letting customers know that the entrepreneur understand their pain is important, but asking for the sale is where many entrepreneurs get stuck. If they are not clear about this step, try enrolling in a sales workshop to learn these much-needed skills.
 - The ability to spot new trends: Business moves fast, so entrepreneur got to have the ability to see changes coming in the industry. Make it a point to keep up to date on new startups and the advances in technology that could be poised to disrupt their field.
 - The ability to deal with failure: No business venture is a straight line to success; knowing how to deal with ups and downs is essential. Remember that every successful person out there failed dozens of times before getting a win. Failure isn't the end - it's just a data point on the way to success.
- The government of India has taken this issue seriously and is working actively to train and develop our youth for global competition. Many plans and scheme are enforced by government to achieve scalable skilling which would deliver higher productivity with highest levels of quality. Some of the schemes that the entrepreneurs must make use of are as under:

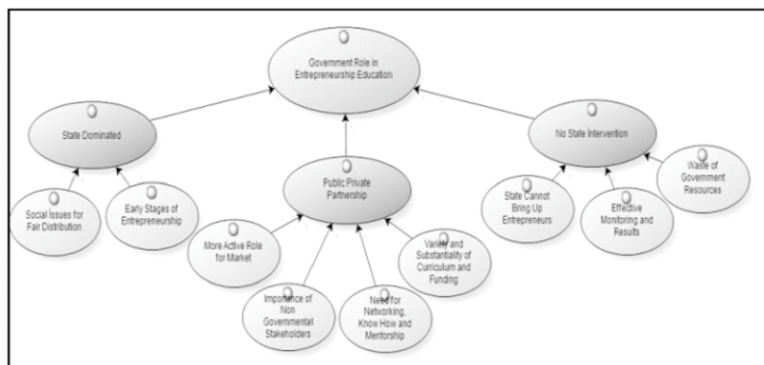


Figure 1: Three main views of government role in entrepreneurship educationa

Source: http://isarder.org/2018/vol.10_issue.2_article06_full_text.pdf

Participants supporting the government dominance in providing and financing entrepreneurship education efforts acknowledged that, in general, entrepreneurship education is a mechanism actually needed to be performed by the state actors, especially in countries where the entrepreneurial culture has just been developing. However, they explained that government must maintain entrepreneurship education until non-state actors such as angel investors reach the maturity level. Some participants expressed that the state must be the major actor in entrepreneurship education in order to ensure social stability and a fair distribution of resources, since they argued that the state is the only source to deliver the entrepreneurship education to all individuals in society on an equal basis that will allow everyone to benefit.

The second group of the participants stated that entrepreneurship education would be successful only if everyone in the entrepreneurship ecosystem played its role accurately. They also pointed out that public-private partnership should be favored instead of the government domination or just the private actors providing entrepreneurship education.

The third group expressed that non-governmental organizations would be better off in entrepreneurship education and would have more effective results, as they are more flexible than the state, they can make decisions faster, they have a variety of resources and they have experience about entrepreneurship. These participants point out a conceptual and natural conflict for government intervention that the entrepreneurs are the major players of the free market which should be safe from government regulations. Another issue of conflict which is stated by some of the participants is the government's lack of knowledge about the characteristics of entrepreneurs needed in the market and necessary conditions for them to be successful. In this context, some participants reported that they have very serious doubts about educating successful entrepreneurs with formal entrepreneurship education and stated that formal entrepreneurship education in Turkey is not effective at all.

DDU-GKY : Deen Dayal Upadhyay Gram Kaushal Yojana

This is a placement linked skills development scheme aimed at developing the rural entrepreneurship of India. The scheme has to date taken up 66 special projects. 15 states currently have 5 projects running under this scheme with many such projects being in pipeline. This program funds lots of training programs under various categories. This scheme caters to over 250 trades like Hospitality, Health, Construction, Automotive, Leather, Electrical, Plumbing, Gems and Jewellery etc.

National Employability Enhancement Mission: NEEM Scheme

NEEM scheme is a great initiative by AICTE and Government of India for enhancing skill development. It has an on the job training model. It enables the trainees to go for paid OJT or apprenticeship. This scheme is a great way for trainees to garner essential work skills and get paid at the same time. The hiring party also benefits in a great way. They don't have to worry about meeting the legal obligations as the trainees are the responsibility of the NEEM Agent. The government here has a provision of appointing NEEM Agents who would take care of every legal obligation and compliance for the hiring company.

Deendayal Antyodaya Yojana – National Urban Livelihoods Mission – DAY-NULM

The main aim of DAY-NULM is to arm the urban poor household with requisite skill development that they need for a sustainable livelihood. This scheme conducts programs which would enable the urban poor to learn skills which would provide them with regular employment.

Director General of Training – Modular Employable Skills – DGT-MES

Ministry of labor along with the government of India has in synergy launched the modular employable skills MES under the aegis of SDI or skill development initiative. This scheme focus on school dropouts or the people who do not have relevant work skills, particularly from unorganized sector. The motto is to train the



people working in the unorganized sector so well that they get sufficient employment at proper companies. This scheme has been functional since 2007. It has shown some very promising results by far. Thousands of unemployed school dropouts have been benefited by this scheme.

Ministry of Labor and Employment – MoLE

MoLE or ministry of labor and employment is one of the oldest organizations in India working towards the welfare of the labor class. Its major objective is to safeguard and protect the interests of the working labor class. This organization lays special emphasis on the upliftment of urban and rural poor. This government agency is responsible for making and formulating child and women welfare schemes also. National Career Services which helps such people get post-training and skilling jobs is also a part of the ministry of labor and employment.

Ministry Of Skill Development and Entrepreneurship – [MSDE](#)

MSDE or ministry of skill development and entrepreneurship is the nodal agency which is responsible for taking note of all the skill development schemes and missions that are floating in the country. It takes care of building the relevant skill up gradation programs across the country. According to the official statement, the MSDE has the following objective.

“The Ministry is responsible for the coordination of all skill development efforts across the country, removal of disconnect between demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created. The Ministry aims to Skill on a large Scale with Speed and high Standards in order to achieve its vision of a 'Skilled India'.

It is aided in these initiatives by its functional arms – National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 33 Sector Skill Councils (SSCs) as well as 187 training partners registered with NSDC. The Ministry also intends to work with the existing network of skill development centers, universities and other alliances in the field. Further, collaborations with relevant Central Ministries, State governments, international organizations, industry, and NGOs have been initiated for multi-level engagement and more impactful implementation of skill development efforts.”

Suggestions:

Government and Non-Government Officials initiate necessary steps to augment entrepreneurial skills in the center of rural entrepreneurs by arranging entrepreneurial training programmes. However, owing to poor publicity on training programmes offered by Government agencies, only a very few entrepreneurs have participated in the training programmes. Hence, it is suggested that wider publicity should be arranged pertaining to the training programme organized. Thereby, more rural entrepreneurs may avail with the facility in attending the entrepreneurial development programmes and get benefited.

Even though after undergoing training programmes rural entrepreneurs face difficult in applying their learned tactics in reality. To make their business success, it is advised that experts have to offer realistic training and to provide updated knowledge and real time case studies. Technical skills are required by entrepreneurs for successful operation of the business in the digital age. Entrepreneurs are advised to keep them updated about the newest technology. Now-a-days, too many vocational training centres are promoted by Central and State Governments. Hence, it is advised that entrepreneurs should properly make use of training programmes offered by various government and non-government agencies. Entrepreneurs are to be well versed in their technical knowledge, which assists them to carry out their production without hindrance and to select modernized equipment for enlarging their production and to reduce the cost of production. Successful entrepreneurs must have good communication skill, which assists them to clearly communicate the message



to their customers. Thus, it is suggested that academic institutions may organize communication skill oriented programmes for rural entrepreneurs.

Entrepreneur's by attending entrepreneurial events, conferences, seminars or meet-ups, spending time with other entrepreneurs will help them to improve their entrepreneurial skills. Entrepreneurs should keep their learning and personal development active. There are so many online courses, both free and paid, that teach a variety of entrepreneurial skills such as Skill Incubator, Udemy and Udacity. Soft skills are intangible and cannot be measured. It is not easy to make their mark in this world. To be successful, entrepreneurs not only require educational qualification but they should be phenomenal in their action. Entrepreneurs are an idea people, their business starts as an idea, and the soft skill is used to attract, hold and assure the success of an every entrepreneur, if an entrepreneur have a clear idea of execution about his business, definitely he/ she will present his business needs to their stakeholders boldly and confidently.

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