

ENTREPRENEURSHIP IN RURAL AREA THROUGH SKILL DEVELOPMENT

Lalit vashishth
MVSIT, Sonepat
Er.lalitvashishth@gmail.com

ABSTRACT

Unemployment, especially among rural people is a biggest challenge for India. As a result rural people are moving towards urban areas to obtain better employment opportunities and amenities of life. Agriculture is the principal economic activity but due to post harvest losses like food weight loss, loss of food quality, loss of food values, loss of economic values, make food less acceptable by consumers that results poor earning or less profit to farmers, a solid factor of rural poverty. Rural youth are educated but not skilled unlike urban youth. Lack of new, challenging and better job opportunities in agriculture sector limits the job opportunities for educated rural youth. So there is a need to generate agripreneurship and new agricultural job opportunities to reduce migration of rural people and to promote rural upliftment. Thus the entrepreneurship in food processing and value addition of food can create boom in employment for rural areas. It is a better way to combat poverty and for rural development. Government has started so many vocational courses, training programs, schemes and programs for skill development of youth to promote rural entrepreneurship.

Key Words: Entrepreneurship, Skill development, Agripreneurship

INTRODUCTION

In India major population is still living below poverty line especially rural population. They have to struggle to meet even their primary need. Their living status is very low. A large number of people are being shifting from rural areas to urban areas in search of better amenities of life and employment opportunities. Urban population is increasing and rural population is decreasing day by day. According to Census report of 2011 the urban population is growing from 10.8% to 31.2%. There are many leading factors, responsible for migration of rural population towards urban area. Unemployment is one of those influencing factors. In India majority of population (68.8%) is living in rural area are dependent on agricultural activities for their bread and butter. Agriculture provides limited job opportunities so there is need to promote rural entrepreneurship. Successful farmers differ from others in terms of three personality traits. They have more belief in their ability to control events, problem-solving abilities and social initiative (Schiebel, 2002). Entrepreneurs are the people who exhibit common traits such as single-mindedness, drive,

ambition creative, problem solving, practical, and goal-oriented. An entrepreneur is an individual who recognizes an opportunity or unmet need and takes the risk to pursue it. He needs to develop these abilities, managing productivity and seeking out new markets (Singh A.P., 2013). A major long-term challenge in India is that many youth, because of lack of awareness and improper training on agripreneurship are migrating from rural to urban areas. They cannot afford to remain unemployed for long and, hence, pick up activities which lead to underemployment (Narendran K. & Rangana- than T.T, 2015). The most important quality of entrepreneur is the capacity to bear risk related to his enterprise establishment and nourishment and its management by simple and creative solutions as farmers invest more human and non- human resources, getting poor or less profit in agricultural activity. Therefore farmers can be proved better entrepreneur if proper training is given. Similarly a farmer owning and cultivating land in same will be ideal person to start a micro or medium enterprise. Rural people are not well skilled as urban people are well educated in skill courses like engineering, medical and so on because of their financial problems. Rural areas are rich in raw material for industries. However the income level of rural people is lower than urban people because of centralization of processing centers in urban areas. Centralization of employment opportunities in urban areas not only results unbalanced development but aggregation of urban slums. Prosperity of rural areas will not come unless employment will be created at the rural areas itself. Establishment of micro or household industries in rural areas can break the cycle of poverty and ensure food safety and way to decent livelihood by providing employment to rural youth, women, farmers and landless people. The energy of womenfolk can be used for productive purpose with establishment of small and micro enterprises in rural areas. Thus creation of new opportunities of employment in rural areas is seen the best way to stop distress migration from village.

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.

Food processing as a solution

Agriculture is the principal means of livelihood for Indian population. In India most of the people are engaged in farming and allied activities. Farmers face huge loss every year due to post harvest losses like food weight loss, loss of food quality, loss of food values, and loss of economic values that make food less acceptable by consumers, results poor earning or less profit to the farmers, a solid factor of rural poverty. Food processing industry employs 13 million people directly and 35 million people indirectly (Government of India, 2011-12). Even after a strong agricultural production base, food processing industry of India is still under developed. The highest share of the processed food is in the dairy sectors whereas 35% of total produce is processed, and only 15% is processed by the organized sector. The processing level is around 2.2% in fruits and vegetables, 21% in meat and poultry products. Of the 2.2% processing in fruits and vegetable only 48% is in organized sector remaining in unorganized sector (Mohammad Rais *et al.*, 2013). Increasing urbanization, consciousness on health and nutrition and changing life style are changing the consumption habits of India. The number of working women, single students/professionals and nuclear families are creating demand for processed, ready-to-eat foods (Mohammad Rais *et al.*, 2013). Food processing sector can create boom in employment sector by generating new and diversified job opportunities for rural people. In India

Post-harvest losses are higher in fruits and vegetables. Most of the people consume raw fruit and vegetable. Very less amount of fruit and vegetable is being used in food processing. Though processed and value added food are very popular among people and the demand of processed food is increasing. Food processing enhances the shelf life of food. In this way entrepreneurship in food processing and value addition is emerging as a solution of rural migration, rural unemployment, rural poverty and food insecurity among rural population. In present time processed and value added food products are very popular among people. Food processing is labor intensive and can provide numerous diversified job opportunities to the farmers, youth and women. In this sector micro and cottage industries can be started at their own place by local people. Availability of raw material and human resources for establishment of enterprise reduces the total cost of production. Skill development in food processing sector is central to improve employment and livelihood opportunities, reduce poverty, enhancing productivity and food safety.

Promoting youth entrepreneurship through training

The majority of the world's youth live and work in rural areas, rural labor markets in most developing countries do not provide sufficient decent work (FAO, 2013). In 2012, the global youth unemployment rate was 12.4%, almost three times higher than the corresponding rate for adults (ILO, 2013). A study conducted by Sanjeeb Hazarika to know motivational role of training and its effect on starting an enterprise in rural area showed that overall employment in the units had increased at the rate of 23%, 63% of the entrepreneurs have developed their leadership skills through various training, 59% respondents have upgraded themselves technically with the support of technically skilled trainers, 52% of respondents could efficiently allocate available resources. It is important to discuss that 71% women established their small enterprises and earn their livelihood after getting training. The study also revealed that only 13% of respondents were aware to a few of the schemes and again only 13% respondents had come to know about programs through print media and rest of them came to know from friends and relatives (Sanjeeb Hazarika, 2016). A multi-prolonged approach to employment promotion- including a favorable macro- economic environment, skills and labour market policies that facilitate the school-to-work transition, rights at work, youth entrepreneurship and social protection of young workers- is essential. Shaping effective policies for decent work for young people- at home and in the context of migration - requires the engagement of governments, employers' organizations and trade unions in social dialogue. Promoting and incentivizing youth participation in

the agricultural sector will provide much-needed employment opportunities for rural youth, and help fortify food security at the household and national levels (FAO, 2013). Majority of youth population live in rural area. In India, deficit of decent work and poverty is higher among youth and women. For rural development it is necessary to bring youth in main stream of development by developing their skill. Very small efforts and basic training regarding establishment and nourishment of enterprises can motivate rural people for making them as an entrepreneur. Rural youth are not well educated if educated they are not skilled like urban youth. In this situation it becomes necessary to develop skill among youth generation to achieve decent livelihood. So it has become a need of the time to focus overall skill development in order to become a great power and utilize our demographic dividend i.e. strength of youth.

CONCLUSION

Rural entrepreneurship is the solution to reduce rural migration. Skill development of rural population is recognized as an urgent need of the day to reduce rural migration and achieve decent livelihood. Government has launched many strategic measures to get decent livelihood through entrepreneurship development at rural sector but in spite of programs, schemes and vocational courses India is considered as industrially underdeveloped country. People are not aware of these government initiatives. So it is necessary to raise awareness among rural people regarding government schemes and programs being run for the promotion of rural entrepreneurship. Mass media play an important role to disseminate new information among the people. Electronic media has a vital impact on audience. But the electronic media like T.V, radio, Internet, Mobile are not much involved to disseminate information regarding government schemes and programs to promote rural entrepreneurship. Therefore the use of effective media for the motivation and promotion of rural entrepreneurship should be increased. With the development of technology, the demand of technically skilled labors is increased. Rural people are not technically skilled. So it becomes an urgent need to develop technical skill of rural people to fill this skill gap. Women and youth are deficit in decent livelihood. Youth and women should be motivated to participate in economic development of nation through establishing enterprises at local area. Conventional vocational courses should be replaced by new vocational courses based on technology for rural development.

REFERENCES

[1] Bairwa, S. L., Kushwaha, S., Meena, L. K., Lakra, K. and Ku-mar P., 2014, Agribusiness Potential of North Eastern States: A SWOT Analysis. In Edited by Singh et al., 2014 "Agribusiness Potentials in India: experience from hill states". EBH Publishers (India) Guwahati - New Delhi. PP 544-556.

[2] Brockhaus, R. H. and Horwitz, P. S., 1986, The psychology of the entrepreneur (in D.L. Sexton and R.W.Smilor (eds.), The art and science of entrepreneurship. Ballinger publishing company, Cambridge, pp. 25-48.

[3] FICCI, 2010, Survey on challenges in food processing sector, Mumbai, India.

[4] Gray, C. 2002, Entrepreneurship, Resistance to change and Growth in Small Firms, Journal of Small Business and Enter-prise Development, 9 (1), 61-72

[5] Hartl M., 2009, Technical and Vocational Education and Train-ing (TVET) and Skills Development for Poverty Reduction - Do Rural Women Benefit? Paper submitted to FAO-IFAD-ILO Workshop on "Gaps, Trends and Current Research in Gender Dimensions of Agricultural and Rural Employment: Differenti-ated Pathways out of Poverty"(Rome: 2009)

[6] Mohammad Rais, Shatroopa Acharya and Neeraj Sharma, 2013, Food Processing Industry in India: S & T Capability, Skill & Em- ployment Opportunities, Journal of Food Processing & Technol-ogy. 2157-7110.

[7] Narendran K. & Ranganathan T.T., 2015, International Journal in Management and Social Science, 3(8)

[8] Nawab Ali, Post-harvest technology for employment generation in rural sector of India.

[9] Sah, Pooja, Sujan, D. K. and Kashyap, S. K., 2009 Role of Agri- preneurship in the Development of Rural Area, Paper presenta-tion in ICARD at Banaras Hindu University, Varanasi.

[10] Sanjeeb Hazarika, 2016, A Study on State Institute of Rural De-velopment for Rural Entrepreneurship: A Study on State Insti-tute of Rural Development (SIRD), Assam, International Journal of Research and Analytical Reviews. Vol.3[issue3]

[11] Schiebel W, 2002, Entrepreneurial Personality Traits in Man-aging Rural Tourism and Sustainable Business, Agramarketin- gAltuell 2002/2003, pp 85-99.

[12] Singh, A. P., 2013, Strategies for Developing Agripreneurship among Farming Community in Uttar Pradesh, India, Academi- cia: An International Multidisciplinary Research Journal, 3(11) 1- 12.

[13] Yojana, 2015, A Journal on Skill development: Scaling New Heights, Special issue, ISSN-0971-8400.