

Effective Utilisation of Human Resources in Developing Rural Entrepreneurship

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Abstract

Rural Entrepreneurship is an economic growth missile if given the right kind of mentored hand-holding from the already existing corporate bodies. The success factor doubles when they are aligned appropriately with the available Human Resources who have adequate knowledge and awareness of the rural economy. A lot of potentials, may it be in terms of raw materials or manpower are untapped and underutilised. Though few pieces of research have been successfully imparted the knowledge, the application and execution have not been seen, the reason being the right kind of mentorship and a platform for them to showcase their potential capabilities.

Keywords: Rural, Rural Entrepreneurship, Human Resource Management, Business Ethics, Corporate hand-holding.

Introduction

The population of India has been colonially enterprising since historical times. This has been proved since medieval times when India used to be a huge source of Natural Resources combined with Agricultural Advancements resulting in record Agricultural Production. This drew the attention of the world towards India which was also a culturally rich country with diversified belongings.

The advent of the foreign traders into India made the Indian population turn into natural Businessmen or Entrepreneurs. Now with the rich traditions of Business to fall back upon, every Indian has the blood of inherited enterprise running in his bloodstream. What has been the history of centuries of trading with Foreign Nations is a wealth of enterprising knowledge and experiences. When we turn the pages of this knowledge book we will get to know how the business has evolved in India, and the graph though shows fluctuating trends, by average, the growth has been consistent. It also shows that people of India through the ages have stuck to the conservative principles of enterprise development through modern transition techniques were available. This was basically due to the cultural adherence of the population's attitude, to very cautiously adopt the latest advancements in conducting business.

In the past few centuries, India has been divided into two economic sectors namely, the Urban and the Rural. The Urban centres of India have gradually adopted and moved on to be in pace with the more advanced parts of the world. However regretfully, Rural India has still not scraped through to be even in pace with Urban India forgetting about it competing with the World. The lack of adaptation and flexibility on part of rural India set up to accept and follow the Modern techniques of evolving enterprise development, has left it in the lurch.

The study is to examining the possibilities of developing Rural India through a network of Enterprise Development initiated through the Business Ethical Initiatives of developed Industries in India.

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Objectives

- Explore Rural India and Identifying Entrepreneurial Opportunities available for individuals and association of persons.
- Meet with leading Industrial and Business Houses and understand their established CSR initiatives and at the same time propagate the idea of Rural Entrepreneurship initiatives and understand their responses.
- Discuss the available Rural Entrepreneurial Opportunities with Industrial/Business Houses and enumerate their Viewpoints and establish their participating capabilities.
- Evaluate the skill levels of the rural population to be benefitted out of the Rural Entrepreneurship initiatives and suggest redesigned skill sets and understanding mechanisms through observation, response and action-based strategies.

Methodology

- Primary data
 - Questionnaire
 - Interview
 - Observation
- Test Marketing
- Secondary data

Target Research Groups

- Big and Medium-sized Industrial/ Business Houses
- Rural NGO's & Self Help Groups
- Local Villagers and Local Self Government Officers
- Existing Rural Entrepreneurs
- Other Direct and Indirect Sources
- Scholars who have already researched on the topic.
- Resource people- who have good experience and knowledge on Rural Entrepreneurship Development.

Issues, Challenges and Problems of Rural Entrepreneurship In India

The Proposed study is being done to revive the Entrepreneurial Spirit of Rural India. We have seen in the years after Independence, the emergence of an Industrially Vibrant India. The industrial revolution witnessed many changes in the way that India conducted its Colonial International Trade post-Independence, India has seen the emergence of a new business order relying heavily on the collective experience of the Western Countries who had successfully implemented the principles of Democratic Socialist Capitalism. With the advent of the Mushrooming Industries backed by a robust agricultural economy, India hick hiked on the path of being an economic force to reckon with in the following decades. In the recent past, we have seen the Indian Industries raise to the Pinnacle of Global Industrial Growth. These growth stories have motivated the small industries of India to also dream big and be in the big league.

After an in-depth analysis of Rural Entrepreneurship and its concerning challenges, we encountered these major problems faced by rural entrepreneurs

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- Poorly prioritized
- Comparatively low Risks Bearing Capacity
- Acute scarcity of Finance and inadequacy in managing funds
- Lack of technical advancement & knowledge
- Poor and insufficient Marketing Facilities
- Tough competition from large and urban entrepreneurs and their impact on slow rural economy building activities.
- Lack of Security
- Heavy exploitation by Middlemen
- A high rate of unskilled & low skill level of workers
- Insufficiently poor quality of products
- Lack of good Education & Mentorship
- Lack of Information
- Shortage of Raw Material for production
- Lack of support from the Higher Authority
- Unfulfilled promises by the vendor
- Unsustainable resource management techniques which exploit the natural resources.

Today, India stands complimented of being one of the emerging Superpowers on the world stage. The Economic Potency of India is an accepted fact in the World order today. The Industrial Revolution brings with it the windfall of responsibilities also. One of the many responsibilities it brings with it is the CORPORATE SOCIAL RESPONSIBILITY or CSR as we call it. CSR, as we all know, is an outcome of being in gratitude to the society which has let the existence of the industry to blossom and mushroom. In the study, I propose to investigate the role of CSR in endorsing Green Initiatives to promote the cause of Rural Entrepreneurial Development. This I believe will help the rural economy to pick up speed and directly compete with Urban India to secure their rightful place in India's Nation Building process.

The rural economy currently cannot absorb the impact of a full-fledged economic flush. It will need a gradual but slow infusion of Skill, Education, Capital and Experience. Green corporate initiatives will do just that by providing the missing link. The infusion of Business Ethics has morally accepted principles therefore, we can rest assured that the rural geography will not be affected in any negative way. The Industries being Self Motivated, to embark on Business Ethics will ensure that the Developed Partners provide the right kind of hand-holding opportunities to the budding Rural Entrepreneurs. The give and take between the two Inseparable partners of the Indian business Diaspora will bring in a new era of Indian Supremacy.

Taking into consideration the main intent of Business ethics being morally, financially and resourcefully supportive my recognising their niche and promoting an existing business like Co-operative Solar Power Stations, Biomass Hybrid Power Stations, Social Forestry, Co-operative Farming Methods etc. can become the backbone of future growth in India. These techniques are rarely tested out in India, but once the concept is introduced and accepted, it will certainly change the way how the world looks at India. When we create an Enterprise out of the already existing unattended resources of Rural Economy, we need Manpower to run such an Enterprise. When the ultimate goal is to develop the Rural Entrepreneurial Skills of the population in rural India, we need to deeply analyse the local skill levels of the locally available Human Resources. The Principles and Concepts of Human Resource Development and Management that have shaped the Professional destinies of many communities come very handy to analyse people's skills and collective responsive systems of people.

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By way of effective utilization of the available Human resources to suit the budding rural economy which is aligned to its growth and hand-holding lent by the already existing Corporate bodies or Industries on the basis and foundation of Business Ethics, considering this the Indian scenario, being labour-intensive economy, there is going to be an enormous acceptance and applicability of those models that productively contribute to overall production.

Major Government Run Small To Medium Enterprise and Small Scale Industries Training Institutes In India

- National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida
- National Institute of Micro, Small and Medium Enterprise (NIMSME), Hyderabad
- Indian Institute of Entrepreneurship (IIE), Guwahati
- Micro, Small and Medium Enterprises (MSME) Development Institutes
- Federation of Indian Micro and Small & Medium Enterprises (FISME)
- Tool rooms (Training and Consultancy for tool and die makers)
- Central Footwear Training Centers
- Fragrance and Flavour Development Center
- Process-Cum-Product Development Center
- Electronic Service and Training Center
- Entrepreneurship Development Institute of India (EDI) Small and medium-sized enterprises (SME) Center, Indian Institute of Foreign Trade
- Indian Institute of Packaging
- National Dairy Research Institute, Karnal

According to KVIC (Khadi and Village Industry Commission), "Village Industries or Rural industry means any industry located in rural areas, population of which does not exceed 10,000 or such other figure which produces any goods or renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a thousand rupees". Industries coming under the purview of KVIC are treated as rural industries.

Village Industries under KVIC's purview:

The KVIC has broadly re-grouped various village Industries under seven heads for the purpose of implementation of its programmes.

The list of industries including the newly added ones is as under.

***Mineral Based Industry-**

1. Pottery
2. Lime

***Agro Based & Food Processing Industry (ABFPI)-**

1. Pulses & Cereals Processing Industry
2. Gur & Khandsari Industry
3. Palmgur Industry
4. Fruit & Vegetable Processing Industry 5 Village Oil Industry

***Polymer & Chemical Based Industry (PCBI)-**

1. Leather Industry
2. Non Edible Oils & Soap Industry 3 Cottage Match Industry
3. Plastic Industry

***Forest Based Industry (FBI)-**

1. Medicinal Plants Industry
2. Bee Keeping Industry
3. Minor Forest Based Industries

***Hand Made Paper & Fibre Industry (HMPFI)-**

1. Hand Made Paper Industry
2. Fibre Industry

***Rural Engineering & Bio Technology Industry (REBTI)-**

1. Non-Conventional Energy
2. Carpentry & Blacksmith
3. Electronics

***SEP/Service Industry-**

1. V. I. Co-ordination

Enterprises by State/UTs - the percentage distribution of enterprises by State for each sector. Uttar Pradesh reported the highest share in the number of enterprises (14.20 %) followed by West Bengal (13.99 %). However, West Bengal topped in the rural sector with 17.44 %, followed by Uttar Pradesh (14.93 %), Bihar (7.39 %), Andhra Pradesh (5.99 %) and Maharashtra (5.94%) among the top five states in the number of enterprises.

State	Rural	Urban	Total
Uttar Pradesh	14.93	13.43	14.20
West Bengal	17.44	10.36	13.99
Tamil Nadu	4.90	10.86	7.80
Maharashtra	5.94	9.22	7.54
Karnataka	5.42	6.71	6.05
Bihar	7.39	3.38	5.44
Andhra Pradesh	5.99	4.66	5.34
Gujarat	3.05	7.52	5.23
Rajasthan	3.93	4.56	4.24
Madhya Pradesh	4.18	4.25	4.22
Telangana	4.02	4.20	4.11
Kerala	3.29	4.24	3.75
Odisha	4.58	1.61	3.13
Jharkhand	3.72	1.23	2.51
Punjab	1.89	2.75	2.31
Assam	2.61	1.18	1.92
Haryana	1.18	1.90	1.53
Delhi	0.03	3.00	1.48
Chhattisgarh	1.51	1.15	1.34
Jammu & Kashmir	1.06	1.18	1.12
Uttarakhand	0.65	0.66	0.66
Himachal Pradesh	0.97	0.25	0.62
Sub total	98.68	98.30	98.53
All India	100	100	100

Table information: Percentage distribution of enterprises by State/UTs for each sector

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Conclusion

The art of aligning Human Resources in rural economy to induce and encourage the Entrepreneurial abilities by tapping the rural economic resources with the handholding of Corporate bodies to reach the mass market for wider visibility of Rural Entrepreneurship through Ethical principles that restore the faith and reassures the budding and deserving

productivity of rural potential on National and global levels by way of effectively utilising Human Resources for productive, yielding and growth purpose are how the growth can be brought into perspective results. A proper handholding must be lent to the rural economy through appropriately training, developing and by providing all the economically deprived assistance to them, not only on the basic of regulated norms like Corporate Social Responsibility but also by way of a moral responsibility like Business Ethics that speak more of Business Empowerment to underutilised sectors in rural India. Established Enterprise can sustain itself and become a Profit Centre in itself by the use of diversified Human Resources applied on Rural Economy for an enriched Rural Entrepreneurship Development in Indian rural regions.

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