Review Article

Role and Importance of Rural Entrepreneurs in India

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Abstract

The government has tried different schemes to generate income in rural areas, but the government has not stopped people moving from city to city. Because such government initiatives do not have the capacity to enable people to adequately improve and improve their circumstances. There must be a dedicated entrepreneur or group that has the ability to use government policies and plans for rural development. Become regional leaders and non-governmental organizations (NGOs), and some people catalyze development for the work of rural residents. You must recognize their efforts to change the direction of movement of people, that is, people bring people to rural areas, but more. It not only means the outflow of rural people, but also migrant cities and cities. This is possible when young people see the countryside as a place of chance. Despite all the shortcomings of rural areas, it is necessary to assess the strength of rural areas and create opportunities in rural areas.

Keywords: NGOs, REDPS, EDI, ICDL, ICT, Rural Entrepreneurs.

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Introduction

The problem is essentially the development of an area with the development area of the other area with pure development and at the same time it concerns the problem of underdevelopment. For example, we have seen unemployment or unemployment in a city where the rural populations enter the city.

There must be a situation in which migration from rural areas to urban areas becomes difficult. Migration itself is not always desirable, but at least in terms of employment. There is a better chance to realize that moving from rural to urban is worthwhile.

In other words, migration of rural areas is not only confirmed but cities and cities with much overpopulation must also be broken down(1). The question is, is it actually possible? Then you can always find a way. One is to force residents to settle in the slums of villages and slums and to use all their powers to solve the slums, so that people can go back.

However, such practices have not achieved any desired results in the past. In addition to
the poor and rising government spending, governments and employees are not justified by social tension and economic difficulties when they finish slums. In addition, when the slums are demolished, the city is not left. Because they are in the city or city economy, they only move to nearby locations(2).

This has a lot to do with seeing reality in rural areas. The way in which survivors or job seekers see is definitely different from those who want to do rewarding things and be ready to go the hard way to achieve their goals. It does not mean that people with such a mentality are missing. Over time, however, they change and work as jobseekers due to their varied mental powers. Making their aggressive, creative and enterprising is the best for rural development(3).

With that perspective and the help of proper channeling attempts, young people will open the era of rural entrepreneurship. Successful rural entrepreneurs in this country will solve many chronic problems in a short period of time(4).

**Rural Entrepreneurship Development Programmes (REDPS)**

The development program for rural development (promoting entrepreneurship in rural areas), which Entrepreneurship Development Institute (EDI) began experimenting 20 years ago, has become one of the Institute’s most important activities. Jobs are very rare in today's highly competitive and densely populated areas. In particular, it is almost impossible for rural youth to work in this highly competitive environment. These scenarios can create viable business opportunities in rural areas, educate and motivate youth(5).

Micro-enterprises are proven results-oriented strategies to start the process of economic development in this region. As a result, EDI has developed and implemented a proven, reproducible training model to boost rural entrepreneurship. Education is divided into three phases. In other words, the main activity is the pre-education phase to select potential entrepreneurs(6).

Emphasis is placed on the post-training phase where followers are trained by participants and trained potential entrepreneurs who have acquired the knowledge and skills to identify and guide business opportunities, to draw up project reports, market research and feasibility and financial management. This ensures a good start speed. These steps and various simulation activities like case studies, Role Playing etc(1).

Participants are motivated and learned how to successfully start and manage their business in their area. In order to institutionalize RED activities, EDI is linked to more than 500 NGOs across the country. EDI performs capacity building programs for activists of these non-governmental organizations, and these NGOs perform REDP at the base level(4).

**The role of the Technology Park**

Each center is responsible for educating local residents who live their lives in an e-
literacy program. ICDL (International Computer Driving License) signed a MoU with National Skills Development Corporation to certify one million Indians on international standards for digital skills. ICDL has been identified as a suitable program for this project. In addition to the basic principles, if you are interested in locals, you have the ability to take advanced courses at secondary or higher level(7).

An online learning program about life skills is introduced for people who have skills in online learning in a busy or advanced manner.

In conclusion, Technology Park ICT (Information and Communications Technology) uses rural nationals through other community projects to motivate small businesses to launch and launch their products, enhance youth work, improve health and improve living conditions, In order to allow their common well-being(8).

Role And Importance Of Rural Entrepreneurs In India
The development of rural entrepreneurs is a complex problem that can solve social, political and economic institutions. The better they are for the development of the rural sector and the country's economic growth, the better(9).

1. Provide employment:
Rural entrepreneurship offers a clear solution for labor-intensive and growing unemployment problems. The development of industrial units in rural areas through rural entrepreneurship has a great potential for employment and income generation(10).

2. Identification of migration of the rural population:
Rural entrepreneurship can bridge the gap and imbalance between urban and rural population with income gap. Rural entrepreneurship brings or develops infrastructure such as power, roads, bridges, and so on. It can help identify those who migrate from rural to urban area to find jobs(11, 12).

3. Balanced regional growth:
Rural entrepreneurship can facilitate the concentration of industrial units in urban areas and promote regional development in a balanced manner.

4. Promotion of artistic activity:
Protecting and promoting arts and crafts through rural entrepreneurship preserves the rich heritage of rural India(13).

5. Check Social Evil:
The growth of rural entrepreneurship can reduce social accidents, such as poverty, slum growth and urban pollution.

6. Wake up the rural youth:
Rural entrepreneurship can expose rural youth in various ways to wake up and promote entrepreneurship as a profession.

7. Improved standard of living:
Rural entrepreneurship will also increase the literacy rate of the rural population. Their education and independence will make the
community prosperous and thereby increase their standard of living (14, 15).

Conclusion
It is clear that rural entrepreneurship cannot be developed without important training. Therefore, instead of planning for only the root (financial and development) for enterprise development, intensive training will be provided to young people in India's rural areas. What is needed is a dedicated team to get a rural education in entrepreneurship in accordance with the integrated rural development program.

In order to manage the agricultural sector and the non-isolated regional projects in rural areas, rural entrepreneurs will apply different control and management concepts. Otherwise, we will create an island of prosperity in a sea of poverty in the countryside is clear. Rural entrepreneurship is the answer to the eradication of poverty in India.

Therefore, the integrated rural development program must have more stress. The problem is that most rural young people do not see entrepreneurship as a career choice. Therefore, rural youth should be motivated to accept received enrollment courses in entrepreneurship and career support system to provide all necessary assistance.

Reference
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