

## **Awareness about Rural Entrepreneurship among Youths in Rural Areas: with Special Reference to Saragur Taluk**

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### **Abstract**

India, being one of the fast-developing countries in the world needs to focus on the creation of employment for its people. The country cannot just rely on creating employment but the country should also focus on enterprise and growth of entrepreneurship. For this, the country needs to focus its strategy towards encouraging the youth of the country from all corners. Thus, India being a young country with the world's largest youth population, the needs of the future can only be met with increased productivity. At this point of time, it is essential to intensify the entrepreneurial activities among our youth and a special focus needs to be given to those who come from the rural background, considering the limitations that they face in reality. This paper intends to find out the problems faced by the rural youth in becoming an entrepreneur and give suggestions to increase their interest towards the same. The main focus of this paper is on the undergraduate students of the region, who are mostly first-generation learners from their families.

### **Keywords**

Enterprise, Rural, Entrepreneurship, Youth, Awareness and Employment.

### **1. Introduction**

The increasing population of the country coupled with the scarcity of resources has made the country inevitable in terms of creating job opportunities. But the job cannot be created for everyone in the country. Hence, all are making efforts in improving and developing skills in order to ensure skilled based self-employment. The urge for employment is highest in the rural areas because of some of the following uncontrollable reasons namely:

- Surplus agricultural labour
- Closure/ on the verge of the closure of traditional village industries
- Migration of rural youth to the urban areas in search of employment leading to pressure on urban infrastructure and amenities.

To tackle the above mentioned situations in the country, there is a need for developing the entrepreneurial spirit in the rural youths, so that they can enhance their skill for the betterment of their lives in the rural areas itself rather than moving to the urban areas in search of employment which only gives them a meager livelihood. Hence, entrepreneurship at the rural side is the best option.

**Saragur Taluk:** One of the prominent towns in Heggadadevanakote (HD Kote) Taluk of Mysore District, Karnataka. Saragur which is about 55 kms from Mysore city was declared a Taluk on 2<sup>nd</sup> January 2018. Saragur is considered to be the developed regions in the HD Kote Taluk. Kabini Reservoir Project exists close to Sargur Taluk which is considered to be one of the reasons for its development. Saragur town has a population of 11,425 as per the 2011 census. A place by itself is surrounded by serene nature. It is a place with three dams, forests, rivers, and streams. In the earlier days, it was known by the name of “Santhe Saraguru” (Santhe means market in the kannada language). Hence, the place has the potential for developing enterprise.

## **2. Statement of the Problem**

Then what does this rural entrepreneurship mean? Entrepreneurship at the village level which takes place in a variety of fields of endeavor such as business, industry, and agriculture that helps in the overall economic development. So in other words, rural entrepreneurship is the willingness of a villager in organizing the resources available for carrying out the economic activity with the help of available and suitable technology for a sustainable living.

But this entrepreneurship at the rural level is not easy since very few of the people in the rural areas know about this or the awareness level in terms of converting the available resources at the rural areas into an economic resource is very low. Hence, this study is undertaken to study the awareness level of rural youth about rural entrepreneurship.

### **3. Review of Literature**

- (Jayadatta, 2017) opines that entrepreneurship in rural areas is important for balanced economic development in the country. The researcher studies the various issues and challenges in rural entrepreneurship and also suggests few measures to overcome the same. The researcher states that the government through different organisations like IFCI, SIDBI, etc. can take up steps like creating finance cells, training prospective entrepreneurs, etc. at the micro-level.
- (Patel & Chavda, 2013) believes that rural entrepreneurship is essential to reduce the disparity between the rural and urban areas. Rural entrepreneurship is the only mode to stop the migration of rural masses to urban areas. Though there are several positive effects of rural entrepreneurship, there are several challenges also faced by rural entrepreneurs like family problems, technological issues, and financial challenges. The research article explains in detail the various problems faced by rural entrepreneurs in India.
- (Saxena, 2012) is of the opinion that rural entrepreneurship is the key input for economic development in the country. The problems in rural areas can be overcome by developing rural entrepreneurship and thereby resulting in the development of villages. The researcher stresses on integrated rural development programmes. Efficient regulated markets and consistent support from the government is essential in the growth of rural entrepreneurship.

### **4. Research Gap**

Several researches have been conducted on a macro perspective with the whole nation as the area of study. However, in this study, the researchers have taken a micro perspective to acutely understand the problems faced by prospective rural entrepreneurs. The study is aimed at finding the awareness level of rural youths on entrepreneurship, thus paving the way for kick-starting some entrepreneurial activities in the rural areas and making the said areas self-sufficient and developed as well.

## **5. Objectives of the Study**

- To know the awareness level of youth regarding rural entrepreneurship.
- To find the skills the rural youths have to convert the available resources into an economic resource.
- To know the youths' awareness about the schemes and facilities available for developing their entrepreneurial skills.
- To know the youths' awareness about the funding agencies for encouraging entrepreneurship.
- To find out the potential entrepreneurial opportunities in the region.

## **6. Research Methodology**

The period selected for the study is from the month of December 2018 to March 2019. A sample of 50 undergraduate students of commerce stream is undertaken through convenient random sampling. Data is collected through unstructured interview method and observation method. The data collected is both primary and secondary data.

## **7. Profile of the Respondents**

- They belong to the families with annual income less than 1 lakh.
- The major part of their income is from the primary sector i.e., agriculture.
- They are the first generation learners in the family.
- They have limited access to the non-vernacular language and limited computer skill.

## **8. Findings of the Study**

- The youths are not very much entrepreneurial by nature even though the place has a history of being in the entrepreneurial spirit.
- The youths are not aware of the various schemes like MUDRA scheme of the government in developing enterprises.
- The youths are not aware of the funding agencies which help in enterprise development.
- The youth are risk averse considering the financial condition of their families.
- The fear of failure has stopped the youth from taking up potentially profitable businesses.

- The youths are very much interested in agriculture related and agri-based activity.
- The place also has a lot of potential for agriculture and related activities because of its demographic factor of being situated in a well fertile belt with abundant water resource and forest.
- The place has a potential scope for eco-tourism.
- One could find tribal settlements in the parts of the Saragur region, hence has potential for value addition to the forest produce.
- The region is known for cotton and tobacco cultivation. Value addition to these products can help them gain profits.
- The region is also popular for floriculture, hence could be developed to suit the present needs.
- The region also popular for vegetable cultivation, thus high potential for organic farming.
- The region is also known for ginger cultivation. The ginger grown in the region is exported to the neighbouring state Kerala for medicinal industries.

## **9. Suggestions**

- The youths of the region need proper awareness and training sessions by the concerned authorities from the state administration with the help of the educational institutions and civil societies regarding the entrepreneurial potential of the region.
- The funding agencies of the state can organize fairs for creating awareness among youth.
- The funding agencies can help them in analyzing the type of enterprise a person can take up in the region.
- People living in tribal areas can be used for getting the forests' produce, and the youths of the region can involve themselves in its value addition and marketing activities.
- Eco-tourism can be undertaken with the Forest Department of the state. Forest department can make innovative ways of attracting the tourist to the place with reasonable restrictions in order to protect the existing eco-system.

- A MoU with retailers can be entered into, for selling fresh vegetables of the region to the nearby places, thus the concept of “farm to home” can be achieved.
- Rather than exporting the raw ginger to the neighboring state, the ginger can be utilized in the region itself. For this, the youths can be trained in utilizing the produce for which it is being exported to other places.
- The youths can also be trained in handicrafts which can bring additional profits when eco-tourism is taken up.
- The conventional education should also include skill-based training which can improve the confidence among youth to take up self-employment.

## **10. Conclusion**

India, being a diverse country with diverse activities to rely upon, hence has a potential for entrepreneurship. With planned efforts, India can become a superpower by all means and stand as a role model for all developing countries in the world. Tapping the rural resource will definitely help the country to grow to greater heights and can become a front runner in the race of development. Also, it can become a sustainable economy by tapping the rural resources since we have greater responsibility and respect towards rural areas as our country comprises largely of the rural regions.

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