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## **A CASE OF ENTREPRENEURSHIP DEVELOPMENT IN RURAL INDIA**

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### **Abstract:**

Every business having their uniqueness. In the market all service providers are there, hence if any new comer not entered, this will not affect much. The service shall continue. Also, if new entrepreneur entered in any business, and established the network and doing the business, this will also not reflect much more in the market. Because, it's a perfect competition. There are large number of sales and large number of buyers. Hence, entrepreneurship has its own advantages. And young management graduates have to enter in the business.

**Keywords:** Entrepreneurship, Rural Development, Case, Youth, etc.

### **Introduction**

Shankar graduated and worked in the Chemical Company as an assistant in the Lab. This Company is located in the MIDC area of Tembhurni, one of the dry places of Solapur district of Maharashtra State in India. The situational advantage of this village is that, it is well Connected with the National Highway No 9 which is connecting two major cities of India, viz. Pune to Hyderabad.

## **Review of Literature:**

Sarabu, Vijay. (2016). Rural Development in India through Entrepreneurship: An Overview of the Problems and Challenges. In the era of globalization, entrepreneurship development in the rural context is a challenge. According to 2011 Census 68.84% people are living in rural areas of India. People in rural areas suffer with unemployment, poor infrastructure facilities which may be solved with the development of the rural entrepreneurs. "Rural Entrepreneurship can be defined as entrepreneurship emerging at village level which can take place in a variety of fields of endeavor such as business, industry, agriculture and acts as a potent factor for economic development". But, these rural entrepreneurs are suffering with various problems like fear of risk, lack of finance, illiteracy, and competition from the urban entrepreneurs. Rural entrepreneurs increase the standard of living and purchasing power of the people by offering employment opportunity to the people in villages. This paper is an attempt to understand the problems and challenges for rural entrepreneurship in the context of rural development in India and possible suggestions to overcome the problems.

Sharma, Anshika & Yadav, Rakesh. (2020). RURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA: CHALLENGES & OPPORTUNITIES IN AGRICULTURE. The foremost part of the Indian population lives in villages. The industrial encroachment of our country generally depends upon the growth of rural areas and the lifestyle of rural people. Rural entrepreneurship assumes a significant role in the financial enhancement of the nation just as of the countrymen. The larger bifurcation of rural entrepreneurs' visionaries is unaware of innovative improvement, pioneering abilities, and so forth and this is because of issues like absence of education, absence of training and experience, deficiency of account, and agribusiness inputs. The motivation behind this chapter is to find the challenges and opportunities in rural areas that entrepreneurs may confront. A vast literature review of secondary information sources was accepted as important to express the objectives of the study. The chapter generally highlights optional information and a few perceptions for the acknowledgment of the issues and for this reason different articles, journals, and reports were assessed. Rural entrepreneurship is starting to convey on the normal advantages of comprehensive monetary development that aids in improving the way of life in country territories when all is said in done and at the base of the pyramid specifically.

**Journey towards entrepreneurship:**

This business has started with Eleven Lakhs, but it also requires the courage, self-confidence towards futuristic uncertainty, involves the risk bearing capacity to sustain untoward situations.

The first and foremost objective of the owner is to repay the loan within the Three to Five years. First five years of this business, entire earning spend towards the repay of loan. After the clearance of loan, the owner of business, expanded the business with second the having investment of 17 lakh. and he has added second truck for his business his priority was to repay The Loan taken from Bank. Now this moment, He had diverted income of both trucks towards the repayment of loan and within 3 years he has cleared the loan of second also.

In this way now is both trucks earning minimum rupees 4 lakh to 5 lacs during pandemic, and maximum 9 to 10 lacs per annum. it involves Staffing of three drivers.

**Challenges:**

While doing job major driver on the someone place is somewhat easy job compared to working for our own business. It involves the client management, service delivery, promptness, cost, credit policy, driver management, and all. The real challenge was to compete the task with full satisfaction of the client.

Competition and existing lobby was also big hurdle to break this chain. Doing business in the market where already such business is established. Transport services having greater players available in the Market. They have their own client base and well stablished network. With the scale they can afford to beat the competitors on the basis of cost and pricing. They are offering more credit facility. Such a things may not be feasible for new entrepreneur.

**Strengths:**

The business has its own goodwill in the market. Earning is unlimited in the market. It depends on us, that, how much we can capture the market share. His sone is inclined towards this business. Being management graduate, his sone Mr. Shankar has also ideas about the development of the business.

**Strategic plan:**

They have plan for future to develop their business. First and foremost is to increase the client base. Hence, this will result that, the exclusive client will the service of Transport from them only.

Diversification: He has purely focused on the transport service. They are not thinking to diversify their business. They have received offer for merger also. But they denied the same.

**Job and business comparison:**

As per the opinion of Mr. Shankar, the business has some drawbacks, but it has opportunities to earn maximum. This provides, finance to the business, its has its one identity in the market. Hence doing business is better that, the job.

**Pandemic Management:**

During the pandemic, they have taken care of staff by giving them advance salary to retain this business. This increases the attachment of drivers towards the business.

**Conclusion:**

This story of Mr. Shankar, can be concluded that, every business having their uniqueness. In the market all service providers are there, hance if any new comer not entered, this will not affect much. The service shall continue. Also, if new entrepreneur entered in any business, and established the network and doing the business, this will also not reflect much more in the market. Because, it's a perfect competition. There are large number of sales and large number of buyers. Hence, entrepreneurship has its own advantages. And young management graduates have to enter in the business. In the long-term tenure. This business will be well established.

**Teaching Note - ACase of Entrepreneurship Development in Rural India****1. Synopsis of the case**

Mr. Sapate had rich experience of truck driving in the commercial sector transport of various goods. While doing job of Truck driving, he saw a dream of becoming independent owner of Truck. One Truck driver had aspirations to become an entrepreneur. In the year 2011, He became a owner of one new Truck by investing eleven lakhs for his business. The capital structure his business was configured as Nine Lakhs debts from financial institution and Two

Lakhs as own contribution. As in the year 2021, He is the owner of Two trucks and has established reliable network among the client. Now his son, Mr. Shankar has also inclination towards this business.

## **2. The target learning group**

This case has been designed for management programmes in entrepreneurship Management. It is focused on Rural India entrepreneurship and strategies adopted in the Rural environment.

Students who have ‘entrepreneurship Management’ as part of their course curriculum in graduate or post graduate course in general, management practitioners, and researchers on rural entrepreneurship Management.

As a result, this teaching note is well-suited to illustrate how a rural entrepreneurship Management has grown and reached the sustainable competitive position in the rural India.

## **3. The learning/teaching objectives and key issues**

This case serves three primary teaching and learning purposes. In analyzing the case, the learners should be able:

1. **To understand** the business model of the Rural part of the India
2. **To evaluate** the mitigation strategies against different challenges faced by the business
3. **To develop** the various strategic options available to maintain competitive advantage position and grow further

## **4. The teaching strategy**

The proposed teaching plan starts with the situation describing the case and then moves forward in time with in class update that constantly challenges students and learners to evaluate the constraints, competitive situation and develop appropriate responses. This case can be assigned in the following ways:

### **Individual assessment**

- Students may be asked to apply various strategic frameworks e.g. SWORT, PESTLE and come out with a foresight on what may happen next in the realm of social and economic context.

### **Group assessment**

- Students may be asked to adopt a role-play method, e.g. as a Owner of this business and to propose strategic roadmap to the board

## **Teaching Plan**

Introduction of the case (5 mins.), Profile of the Business (5 mins.), Management (5 mins.), Challenges & Mitigation strategies (10 mins.) and Summary (5 mins.)

### **5. Questions for discussion**

- i. Analyze the case, do the SWORT analysis for the business.
- ii. If you are the owner of the business, what strategies you will adopt in order to overcome the challenges.
- iii. Discuss and evaluate the possible ways to continue the service to Rural India.

### **6. Analysis of data**

The case requires qualitative analysis of the given context under various situations. Through class discussion - analysis and evaluation of various mitigation strategies against challenges faced by the business.

### **7. References:**

1. Sarabu, Vijay. (2016). Rural Development in India through Entrepreneurship: An Overview of the Problems and Challenges.
2. Sharma, Anshika& Yadav, Rakesh. (2020). RURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA: CHALLENGES & OPPORTUNITIES IN AGRICULTURE.

### **8. Experience of using the case**

This is a newly developed case and yet to be used by the writers for teaching purposes.