Innovation and entrepreneurship centric teaching – Learning Process

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Abstract
Entrepreneurship is a key competence for growth, employment and personal fulfillment. It is an important way through which people can overcome their subordination within the society and family as a whole. The questions arises that whether it is possible to teach someone to be an entrepreneur or innovation is something that can be assessed and taught in a classroom. Today the use of ICT has made it possible that people could learn entrepreneurship and innovation for the growth and development. Government and Educational institutions are coming forward to support entrepreneurship. This also has one lacking that the major focus of Government and these institutions is on the youth and in the sub urban regions. These institutions do not consider the rural areas of India and specially the females to educate them and equip them with the modern approaches of entrepreneurship which could supports them in day-to-day life at home and in society, makes them more aware of their work and better able to seize prevailing opportunities. This paper deals with Innovation and Entrepreneurship centric teaching in rural areas in an informal manner with special consideration to females. A comparative study gives a broad idea about the before and after outcomes regarding the learning condition of females and also depicts the process that the modern education tools are how much useful to them in enhancing themselves as women entrepreneurs. The paper focus on the following objectives:-
1. To find out the learning attitude of females through informal teaching.
2. To find out how much ICT is effective in rural entrepreneurship.
3. To find out how much development could be brought in rural areas with ICT.
4. To find out the effectiveness of contemporary factors in rural entrepreneurship.

Introduction
“An entrepreneur is an individual who takes moderate risks and brings innovation.”
-David C. McClelland
Entrepreneurship is not just about wealth. Everyday is filled with passion. Keep challenging and keep moving to the next level with optimistic look. “Effectual entrepreneurship is not making speeches or being liked; entrepreneurship is defined by results, not attributes.” An entrepreneur has limited resources and has to think of creative and easy ways to scrape together enough money to put up as seed capital. Human behavior is a representative of a person’s thoughts, feelings, motivation and acts. Entrepreneurial behavior is the outcome resulting from the entrepreneurs’ motivation and desire to achieve and attain certain goals. “The entrepreneur brings an overall change through innovation for the maximum social goods; human values remain sacred and inspire him to serve the society.”
-Vasant Desai

A successful entrepreneur recognize the commercial potential of a product or services, designs operating policies in marketing, production product development and the organizational structure. An entrepreneur is expected to perform the following functions.
1. Assumption of risk :- Risk taking is assuming responsibility by the entrepreneur for any changes, unforeseen contingencies and losses that may occur in a planned enterprise. In any business the higher are the risks and the greater are the rewards. An entrepreneur introduces new ideas and handles all the uncertainties for the ensuring opportunities.
2. Business decision:- The entrepreneur has to decide the nature and type of goods to be produced. He has to seek the various aspects of new product, new method of productions, untapped opportunistic markets, source of supply or material, new type of organization.
3. Managerial functions:- He formulates production plan, arranges finance, purchase raw materials, provides production facilities, organize sales and assumes the task of personnel management.
4. Functions of innovation:- An innovation should cause a change/improvement in the overall organization which helps in developing the organizational, process technologically and globally.

Objectives of the Study
This paper will explore policies avenues and experiences and contributing factors for promoting entrepreneurship in rural development. The focus is on entrepreneurship and innovation through government, private sector, non-governmental organizations and community interactions for formulating the right mix for sustainable rural development and community well-being policies. It is also considered to focus the current issues and new ideas on rural development and entrepreneurship, and share research findings in promoting...
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rural entrepreneurship. In particular it helps to lay out the key requirements for sustainable rural development in an era of rapid technological change and globalization. The paper aims to generate innovative thinking on rural development and to identify elements for a longer term research agenda to fill critical gaps in knowledge on these issues. The various other objectives of the study are as under

1. To find out the learning attitude of females through informal teaching.
2. To find out how much ICT is effective in rural entrepreneurship.
3. To find out how much development could be brought in rural areas with ICT.
4. To find out the effectiveness of contemporary institutes in rural entrepreneurship

Scope of Innovation and Entrepreneurship in Rural Areas
The development of entrepreneurship can be a major means of fighting economic inertia in rural areas that are located far from the main industrial center of a country. The notion of “rural entrepreneurship” is not limited to agriculture and related activities such as food processing, but rather it covers industrial development in general. Promoting, encouraging, and supporting rural entrepreneurship should be a coordinated effort undertaken by the government, and nongovernmental organizations. Such endeavors should

(1) Increase the number of enterprises and small businesses;
(2) Increase the volume of employment;
(3) Strengthen and expand already existing businesses; and
(4) Be a magnet for investment.

It is inevitable that supporting rural entrepreneurship requires considerable financial resources and substantial investment at the beginning of the development process. However, it is reasonable to expect that those investments will generate positive economic results as early as in the medium term. An increase in the number of enterprises and in the employment rate will spur demand, and government will benefit from the increased tax base. These outcomes are relatively easy to measure. But there will also be indirect advantages, such as setting positive examples for the local business community, spreading good work practices, diffusing entrepreneurial values, improving the economic activity of the community, and creating the bottom-up support for further improvements and development.

Factors Favorable to Entrepreneurship in Rural Areas

- **Loyalty of employees.** As it is difficult to find a job and work alternatives are scarce, having a job is highly appreciated. Since people in rural areas have much more to lose if they are laid off, they tend to work harder and more efficiently. Moreover, rural inhabitants are generally more conservative, and as a result they hold authorities in higher esteem, an advantage for potential employers.
- **Lower crime rates.** The safety of running a business is an important factor that investors take into consideration before making an investment decision. From this standpoint, rural areas are attractive as they have significantly lower crime rates compared to cities.
- **Ease of adopting new consumer behavioral patterns.** Although entrepreneurial and market-oriented attitudes are slowly adopted by people in rural areas, it is not the case with consumer behavioral patterns. It has been observed that patterns reflecting the consumption of consumer goods are the same regardless of whether a person lives in a rural community or a large city. In both cases, their tastes are to a large extent shaped by television commercials.
- **Clean environment.** Undisputedly, clean air, low noise levels, and unpolluted water are advantages. They encourage investments that require a clean environment, for example, in the electronics industry.
- **Easier control of employees.** Interestingly enough lower levels of education and a smaller number of work alternatives make it easier for employers to control workers. The workers may have less initiative than their colleagues in the cities, but they take more things for granted and do what they are told without questioning.
- **Lower prices of land.** Lower land prices can attract investors willing to build an enterprise from scratch. Unfortunately, such cost savings are often outweighed by the necessity of investing in the development of infrastructure. However, low land prices make it feasible to build wide, comfortable driveways and spacious parking lots, almost unimaginable in large cities due to astronomical costs.
- **Lower wages.** Because the cost of living is substantially lower in rural areas than elsewhere, wages can also be relatively lower. This in turn reduces costs for enterprises. In addition, fewer work alternatives reduce pressure on the management to increase wages.
- **Negligent role of trade unions.** Although workers have a right to form trade unions, they seldom make use of that right in rural areas. As a result, trade unions are weak, and the pressure to solve problems in a manner that is favorable to workers but unfavorable to employers is low.

A Modern Approach toward Supporting Entrepreneurship in Rural Areas

There is a need to go beyond the existing patterns of supporting
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economic activity in rural areas that focus predominantly on agriculture and food processing. A modern approach recognizes that there is a huge potential for developing other industries that can take advantage of the human resources, land, and existing patterns of economic activity in rural areas. A vital role in supporting entrepreneurship in rural areas lies in the hands of local governments. The more aware the local governments and the population are of the necessity to support entrepreneurship, the bigger the chance of success. The concrete results expected from supporting entrepreneurship are:

1. An increase in overall employment;
2. An increase in employment outside of agriculture;
3. An increase in demand;
4. An increase in the value of investments;
5. A larger tax base and, as a result, an increase in the revenue collected by local authorities;
6. A diversification of economic activity and thus a lower dependence on market volatility;
7. A strengthening and an expansion of existing enterprises;
8. An increase in the number of investors;
9. An increase in the number of enterprises.

**The Obligations of the Government toward Rural Entrepreneurship**

Certain policies supported by the government with regard to rural areas can significantly contribute to their development. It is the responsibility of the government to allow for the equal development of all regions of a country by creating opportunities for underdeveloped areas. It involves decentralizing the tax system so that taxes can be spent in the areas where they have been collected.

Scarc financial resources allocated for the support of rural entrepreneurship are frequently managed through various support programs. However, it is often the case that there are too many programs, and, as a result, they are small and weak. It would be better if there were a handful of strong and powerful schemes that were able to generate substantial effects. The focus of support programs should be divided between agriculture and food processing, on one hand, and other light industries, on the other. It is evaluated that support programs focus their efforts on the following areas:

1. Providing low interest credits for undertakings that create new jobs;
2. Supplying consulting services;
3. Educating employees of enterprises by teaching them new skills, increasing their qualifications, and organizing courses on modern market disciplines—especially marketing;
4. Providing financial assistance to transfer experienced managers from urban centers to rural areas.
5. It aims at helping enterprises regain solvency and financial liquidity.

These measures are by no means the only way support programs can contribute to spurring economic growth in rural areas. They are, however, the most important because the funds are scarce, it is essential to manage them with prudence. This is especially important since only a limited number of enterprises can be covered by financial assistance and restructuring programs. Although control over funds already allocated to an enterprise raises questions about the scope of the government’s reach, such control is indispensable.

**Rural Entrepreneurial Highlights**

**AMUL COOPERATIVE**
The Gujarat experiment was started more than 30 years ago. Starting from a small complex of eight societies which originally collected only a few hundred liters of milk it has grown into a huge complex collecting nearly seven lakh litres of milk per day from 240,000 members organized into 840 village societies. Today 90 per cent of the processed butter and cheese market of the organized sector in the country is controlled by Amul. This has helped small farmers. Behind the success of this cooperative venture is that dynamic entrepreneur and leader, Dr. Kurien whose target of opportunity seeking is not financial but social gain, not for himself, not for the enterprise or agency he works for, but for the people he serves.

**MAFCO Maharashtra**
The model for frozen peas market developed by MAFCO in Maharashtra is another success story. This venture was started eight years ago. During the first year only 10 tonnes of peas were sold, which went up to 42 tonnes in the second year, 120 tonnes in the third year and 140 tonnes next year and so on. Behind this success story is also that the entrepreneur who could foresee and implement his plans of marketing. The opportunities in this area are quite big. For example, the market for vegetables in West Asia is approximately Rs. 36 lakhs per day, to be transported by air daily. What is lacking is managerial talent, which could exploit these opportunities by organizing small farmers of this country.

**HUL Shakti Project**
The project Shakti started in 2005 widened its scope to 45,000 entrepreneurs covering 3 million homes in 1,00,000 villages in 15 states in India. It is women’s self help groups which have direct-to-consumer sales distributors for Hindustan Lever’s soaps and shampoo. The company provides training in selling; commercial knowledge and bookkeeping to help them become micro-entrepreneurs with monthly net profit 700-1000 rupees per person per month. Actual it is a story of Rojamma from...
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Andhra Pradesh. MDM combines financial products, business development services and the formation of new social networks to help rural women entrepreneurs succeed. It has enabled more than 62,000 women to build assets, own property, forge market linkages and emerge as key developers of their local ecosystem. In 2006 MDM launched Udyogini the country’s first rural business school with classes held in the bank branches. Udyogini also travels to the rural interiors through a bus fitted to meet state-of-art classroom requirements. The curriculum and faculty are led by rural women entrepreneurs. MDM also provides rural women the citizenship and social networks that they need to run business and build assets. Since 1997 MDM has indirectly reached 164251 women and indirectly benefited 3,00,000 families. Its business development services has seeded and sustained 17,051 rural women entrepreneurs.

Recommendations and Suggestions

1. Educational Programs :- The rural entrepreneurship can be developed by way of providing learning centers and education facilities in rural areas so as to empower the general masses with the general level of education.

2. Bureaucrat Requirements :- There should be government support by way of subsidies and ICT facilities to the rural masses. This helps in the innovation and practical implementation of rural entrepreneurship.

3. Establishing Enterprise Zones :- The efficiency of attracting investment to a rural area depends on the establishment of effective enterprise zones if carried out correctly, it can also be highly profitable for the local community.

4. Providing Tax Concessions :- In order to promote rural entrepreneurship Government should provide tax concessions on various essential materials including raw material.

Correcting Problems with Infrastructure

Nonexistent or underdeveloped infrastructure—such as roads; sewage systems, telephone lines; and networks to supply water, gas, and electricity—is a disincentive for rural entrepreneurs. There are a few ways to overcome this problem. The government can develop the infrastructure and provide major subsidies for the growth and development of the rural entrepreneurs.

Conclusion

In conclusion, it is explored that encouraging and motivating entrepreneurs in rural areas is not an easy proposition. However, to the real entrepreneur looking on the dark side of the situation is fatal. Optimism is the heart and soul of the entrepreneur. While strategic planning, feasibility and market studies and analysis are necessary parts of new business start-ups, very few real entrepreneurs, the famous and not so famous, waited for a printout to see whether they should launch their new idea. Central and state governments are going to have to change some of the ways we currently do business to be really useful to rural-based entrepreneurship. We are going to have to be more entrepreneurial ourselves. There are large number of opportunities available for the rural entrepreneurs what is needed at core area of rural development is ‘pull together a unique package of resources to exploit an opportunities’. Dreams, determination, willingness to take the risk are main feature of entrepreneurs.

References

- www.energizingentrepreneurs.org