

AN ANECDOTE ON SUCCESSFUL INNOVATIVE RURAL ENTREPRENEURSHIP

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Abstract

Human endeavour to observe all happenings around him and to check, inspect, study, determine, use, apply, utilise, improve, develop, stabilise, standardise and integrate them into other already existing systems for improvement of quality of life, is the basic driving force for all discovery and innovation and resultant all-round development, right from invention of plough for agricultural activity, the wheel for transport, domesticating the horse and other animals, extending to greater heights of achieving highly ambitious tasks of space exploration and successful landing of a manmade object in extraterrestrial moon. Such accomplishments occur due to consorted full-fledged mental orientation of all individuals concerned and also as directed by effective management of the task by the leader, by applying several innovative techniques necessarily adopted as and when required for successful achievement. It is very much essential for entrepreneurs in case of commercial ventures launched by individuals or group of individuals for success. To be precise, all persons connected with the task as stakeholders either a sole proprietor or partnership at micro, mini, tiny and middle level, should exhibit the same level entrepreneurial spirit for sustenance and development of the venture. Of course the environment for every entrepreneur would be significantly different from metropolitan, cosmopolitan, urban and rural entrepreneurs. In fact the rural entrepreneurs would have much more uphill tasks in complying with all oddities in survival, stabilisation and development of his mission. An anecdote of a rural entrepreneur successfully managing their establishment is brought out for illustration.

Introduction

Earning a livelihood is essential for decent living. It might either come from running own business or getting employed or from past investments. Certain people have tendencies to choose any or either or all of them depending upon their opportunities on various counts. Certain people have tendency to be on their own in their chosen field of earning the lively hood. Those with such innate desire to achieve, what they want to achieve are termed as enterprising persons. When they actually transform their desire to concrete action, they are termed as entrepreneurs. They may achieve their goal either individually or in collaboration with others. In such a process they contribute to economic activity of the nation, thereby to wealth creation. In order to help them, really make good progress and to tide over difficulties the governments offer multi-pronged help in all possible ways through their support schemes. Growth of entrepreneurship in a country is clear sign of progress.

While metropolitan and urban entrepreneurs have natural advantages, rural entrepreneurs need additional help from the government to accomplish their mission. However rural entrepreneurs in spite of difficulties tend to achieve their aim. Such a successful Rural Entrepreneurship is depicted in the anecdote.

Review of Literature

Dr. A.P.J. Abdul Kalam highlights the need of educating students ahead of time and cultivating an entrepreneurial mindset in them. The importance of entrepreneurship should be emphasized in school, and college students should be given the tools they need to launch profitable firms that will allow them to be independent, creative, and profitable. A person having a variety of skills and perseverance in their profession is an entrepreneur (NSTEDB).

Entrepreneurship transcends mere definitions. It's the burning desire to forge your own path, build something from scratch, and be your own boss. Forget "pursuit of self-employment," think venturing out, defying the ordinary, and crafting your own business destiny (NSTEDB).

Entrepreneurship is defined by Australian economist Schumpeter as the introduction of a new product, new product method, new market, or new organizational structure. In a perfect world, these acts lead to increased demand because the market is now more innovative. Therefore, someone who mixes the input variables in a way that will yield a bigger output and add wealth to society is a true entrepreneur (NSTEDB).

The best way to manage the entrepreneurship sector is to support new businesses by reducing paperwork and formalities, assigning a unique identity number, and simplifying taxes (NSTEDB).

Government are promoting rural entrepreneurship by women. Government have eliminated many requirements for urban establishment in the case of rural entrepreneurship.⁵

Entire gamut of requirements of starting, running and closing of entrepreneurial activity with details of government schemes, bank schemes, training, licensing and taxation and legal requirements are available (NSTEDB).

Engineering, textile, agricultural, forestry, handicraft, and mineral-based businesses are among the types of rural firms. Programs for skill development linked to placement include National Rural Livelihoods Mission (NRLM) and Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY). For rural areas, the Deen Dayal Antyodaya Yojana (DDAY) is centered on sustainable means of subsistence. With the largest global network of women's self-help groups, National Rural Livelihoods Mission (NRLM) has contributed to financial inclusion. With 89 million members, 8.2 million Self-Help Groups (SHGs) existed in India as of March 2023. Mudra Yojana provides funding. The One District One Product (ODOP) initiative identifies goods that are distinctive and particular to a given district and assists in their development and promotion (IAS Parliament, 2023).

Mani et al. (2016) in their paper indicate the role of all stakeholders is very important for successful entrepreneurship. Stakeholder's role as individual entrepreneur, their family members, employees, customers, suppliers, immediate surrounding public, society, money lenders, and government are elaborated. Authors insist that the role play of stakeholders and

their desirable orientation toward their individual objective and the overall objective of the enterprise is a critical component of success in entrepreneurial activity.

Lingam (2023) refers to government notification that defines any industry with rupees three crores investment in equipment as plant and machinery situated in a rural area, town or village with 20,000 or below population is a village industry. By March 2022, 6.33 crore Micro Small Medium Enterprises were in India, employing 12 crore workers, out of which micro industries would form 94 percent. He further elaborates the difficulties of rural entrepreneur getting listed, as initial high growth and revenue falling later, inability to expand in right time, unskilled labour, not fully using government support schemes, meeting urban competition etc.

Beyond outlining challenges, he explores government initiatives bolstering rural entrepreneurs. The Start-up Village Entrepreneurship Programme (SVEP) empowers aspiring rural business owners, while the Community Resource Persons-Enterprise Promotion (CRP-EP) program provides dedicated support services. For skill development and growth, Rural Self Employment Training Institutes (RSETIs) offer training programs. Pradhan Mantri-YUVA fuels India-wide entrepreneurial aspirations through education and training. Additionally, the Foundation for Development of Rural Value Chain (FDRVC), a collaboration between the government and TATA trusts, designs and executes value chain initiatives, aiding large-scale rural producer (Lingam, 2023).

Anecdote

When the edible oil market is flooded with all types of local and imported oils of all kind and description, recently a glamour surfaced to prefer cold pressed edible oils made in the traditional way in preference to manufactured item under modern technology of hot press and chemical solvent extraction. Several known and unknown brands emerged offering the traditionally made edible oils and resultant sale was good for all. As days ran by, consumers started doubting the genuineness of the product and claim of the manufacturers and traders.

But a rural entrepreneur in Veerananarayanapuram, a remote rural village in Tiruvallur District, 26 km away from district headquarters, which is 40 km away from Tamilnadu state capital, Chennai, sensed an opportunity for entrepreneurship. He identified the actual product on demand, and the actual expectations of the prospective consumers. He also decided to do it according to all rules and regulations of the government and controlling agencies so that no undue hustle could emanate unnecessarily in any point of time. Actually it is cheaper and safe to follow all rules and regulations rather than to get caught unawares and end in trouble, losing money, time, effort, business and prestige.

He makes cold pressed edible oils in the most traditional method by using conventional wooden edible oil making equipment (called chekku in Tamil language), particularly made in Palani town known famous for making the chekku. He uses kankeyam bullocks being loaded with yokes for circumambulating as prime movers for operating the chekku thereby laterally pressing the oil seeds against the stone mortar base with 'poovarasu' tree trunk as pestle. This particular tree trunk would absorb heat generated in the oil extraction process. Stone also absorbs heat generated. Hence the quality of the oil is protected by not adding any odour or

taste in the process. After extraction, natural gravity settling is done for the mixture and decanted oil is collected. Oil seeds are sourced carefully from farmers adopting organic farming practices only, using cow dung as manure and not using any chemical or fertiliser or pesticides. Hence the natural aroma of the oil is protected and ensured in the final product. The by product oil cake is a good organic feed for cows and milk is produced in the organic way. After initial local sales, he embarked to export sales. The process is done hygienically and exported at four times of the local price obtainable. The establishment runs on getting the required licenses, permits and approvals for the specific activity.

He has accomplished a successful enterprise, operating from a rural background and area. Has he not adopted good quality control measures and ensured total quality management? What is the special need for kankeyam bullocks as prime movers of the chekku? Does it anyway add strength to his activity? He only knows the answer. Has he not done good for himself, and all his stake holders like his employees, suppliers, buyers, oversees and indian consumers, public, society, government and the nation by enhancing the overall good health and wealth of nation? Such model rural entrepreneurs can enthuse others also, to try their entrepreneurship acumen. They can guide others smoothly, so that many more can flourish.

Has he not knowingly or unknowingly applied entrepreneurial spirit, innovation techniques and management into successful results? It shows consorted metamorphosis of all the three can do even better results.

Rural Entrepreneurial Support Schemes

Innumerable Rural Entrepreneurship Support Schemes are offered by, central government, state government and banks. Almost every department of central and state government and financial institutions have such schemes, pertaining to their domain activity. Hence only a sample list of such schemes are hereby tabulated.

Table 1 Sample List of Various Rural Entrepreneurship Support Schemes

S. No.	Title of Scheme	Acronym	Offered by	Major Benefit
1	Prime Minister Formalisation of Micro Food Industries	PMFME	Central Government	For Food processing industries, Back end subsidy 35%
2	Prime Minister Employment Generation Programme	PMEGP	Central Government	upto 50 lakh, 25 to 35 subsidy
3	New Entrepreneur Employment Development Scheme	NEEDS	State Government	upto 5 crore, 25 to 35 subsidy
4	Unemployed Youth Employment Guarantee Programme	UYEGP	State Government	upto 10 lakh, 25 to 35 subsidy
5	Agriculture Department Food Department etc.		State Government	For Food processing industries, Back end subsidy 40%
6	PM Vishwakarma for Artisans		Central Government	5% interest, 3 lakh no guarantee

Conclusion

Human endeavour with insatiable aptitude and right attitude, to achieve something of their own, is the key for entrepreneurship that too for rural entrepreneurship. Ability to recognise, approach and avail the support schemes would help them achieve better. Adherence to noble intentions of doing the best things in the process is characteristic of prolonged success. Application of management philosophies either knowingly or unknowingly or with support from experts makes the results glorious.

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