



Internship

MBA-RM

Batch -2022

At Internship to “Rural Entrepreneurship” at MJVS ,Madhya Pradesh.

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Introduction

India is a nation of village Rural entrepreneurship is given good contribution and major opportunity and to develop for the people with necessarily migrate from rural areas or semi-urban areas to urban areas. It is also a fact on the contrary that the majority of rural entrepreneurs are facing many problems due to non-avail ability of primary amenities in rural areas especially in developing countries like India. Financial problems, Lack of education, insufficient technical and conceptual ability at present it is too difficult for the rural entrepreneurs to establish industries in rural areas. Certainly the economic development of our country largely depends on the development of rural areas and also the standard of living in its rural mass. For the economic development of a country and of regions within the country rural entrepreneur is surely one of the most important inputs.

What is Rural Entrepreneurship, In simple terms “entrepreneurship” is the act of being an entrepreneur, which can be defined as “one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”. The problem is essentially lop sided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen underemployment or unemployment in the villages that has led to major influx of rural population to the cities. At present what is needed is to create a situation wherein the migration from rural areas to urban areas.

Objectives of the Internship -

- To study the problems faced in growth of rural entrepreneurs in India.
- To find out the remedies to figure out the problems of rural entrepreneurs.
- To provide suggestions for development of rural entrepreneurship.
- What are the challenges to rural entrepreneurship in India.
- How beneficial is rural location for entrepreneurship.

Organization profile-

MJVS conducts awareness workshops to help the village communities get benefits of many government schemes for farming, horticulture, food security, livelihood, etc. They also work with Anganwadis and School Management Committees and create awareness on child rights. The various govt schemes that have been ensured for the people include Ujjwala Beema Yojna, Kisaan Credit Card, Old Age pension, PM Jan Kalyan Yojna, Rojgaar Guarantee Act, PDS cards, etc. MJVS believes that there is no place for intoxicating products in a village of Gandhi's dream. Many awareness campaigns have been organized in which people have been made aware of Deaddiction. Such issues are brought up in the gram sabha and an open dialogue with women, government officials, etc are facilitated. Since 2004, MJVS has been organizing awareness campaigns on deaddiction every year in the first week of October. Its efforts have eradicated alcoholism completely from one of the villages, Jamuniya, in Badwara block.

VISION -To build a socially inclusive society by increasing the capacity of the community to manage the available natural resources & live a dignified life.

MISSION -To promote a non-violent economy as an alternate model using organic farming & to bring poverty alleviation & community self-sufficiency for optimal management of natural resources.

- Strive to protect the livelihood, prosperity, rights and honor of the forest dwellers.
- Promote efforts to make a healthy and pollution free environment.
- To make farming profitable, adopt organic methods and plantation promote.
- To develop science, education, literature and fine arts.
- Strive for the creation of the environment according to the all -round development of children.
- To pave the way for peace and non- violence.
- To provide just and fair rights to the displaced.
- To promote education, knowledge and science to promote respect and rights of women.

- To work for social welfare by doing constructive work and awakening public consciousness against injustice and exploitation.

10 PILLARS :

- NON-VIOLENT SOCIETY
- PEOPLE'S GOVERNANCE
- LIVELIHOOD BASED EDUCATION
- SOCIAL EQUITY & UNITY
- LOCAL ART & CULTURE
- SUSTAINABLE AGRICULTURE
- NON-EXPLOITATIVE SOCIETY
- SAFE & SECURE ENVIRONMENT
- MUTUAL COOPERATION
- WELFARE OF ALL.

Services provided by the organization

1. YOUTH DEVELOPMENT

MJVS serves as the ground of planning and action for various means of Youth Development, addressing to not only the Rural Youth but for the Urban Youth as well. It has always been a constant effort of the team at MJVS to make this space even more dynamic and well equipped with information and the plan of action for all sorts of developmental training's. This includes a number of Camps, Workshops, Field visits as well as personal guidance for the youth. These are designed to be accessible in order to reach out to the maximum people and have proven to be very much effective in terms of bringing better opportunities and ideas of development.

2. NATURAL RESOURCE MANAGEMENT

The economy of people in rural areas is intimately connected to the local natural resources – its land, forests, and water resources. With agriculture, predominantly rain-fed, being one of the major occupations in Madhya Pradesh, developing an understanding around sustainable land and natural resource management, and adopting practices that conserve, preserve, and improve the environment seems more vital. For the last 20 years, MJVS is tirelessly working towards building the capacity of the community to manage the local resources in a non-violent manner – one which protects land, water, forests, and animals. Thus, advocating and promoting organic farming, composting, sustainable ways to enrich cultivable lands, plantation and cleanliness drives, water and waste management, solar energy providing training to farmers, creating awareness programs, and more, the Organization is trying to develop a consciousness among the community and mainstream ways that benefit the people and protects the environment.

3. WOMEN LEADERSHIP

Villages are often considered to be confining in terms of women leadership and ownership but this belief is constantly being challenged by the unwavering efforts by MJVS and their team of women leaders. Organizing workshops, expert sessions and training's are a part of this great empowerment which further helps to build a strong foundation for all valorous women in the communities of the village and beyond.

This initiative has some challenges of its own which are appreciably tackled by the dedicated team of trainers and volunteers from the organization and encourages others to be a part of the same. Women are encouraged to form their own self- help groups and are guided by experts to establish their own line of work.

4. FOREST AND LAND RIGHTS

Many indigenous communities and field tribal communities have been deprived of their rights to possess land and resources for many decades now. The Forest Department have exploited such communities by acquiring their lands by force and destroying their food crops. The inhabitants of the forest, the indigenous communities who have lived out of the forests for centuries became deprived and were forced to find livelihood and survival opportunities outside. Forest Rights Act was introduced in 2006 an act that ensures entitlement of cultivable land patches and forest resources to tribal communities. But there was lack of awareness among such communities on the Forest Rights Act.

MJVS has been fighting for the struggles of such landless communities for many years through non-violent approaches, padyatras, awareness campaigns and advocacy. Ekta Parishad has had a history of working on land rights struggles through non-violent approaches and MJVS plays a key role in leading these struggles for deprived tribal communities in the Bundelkhand region.

5. LIVELIHOOD AND INCOME GENERATION

Since its inception, Manav Jeevan Vikas Samiti has strived to work towards the economic empowerment of the village communities. Exploitation by the Government in the form of land grabbing and destruction of food crops left the village communities into deep poverty. Even after obtaining their share of land, lack of knowledge on effective land use does not give them enough yield to earn enough to be able to sustain their families. Resultantly, they migrate to other villages and cities and most of them work as labours. Manav Jeevan Vikas Samiti aims to help such deprived communities to earn enough livelihood to keep their families healthy and happy, MJVS believes that such a change can be brought about by making the communities self sufficient and help them generate abundant resources for themselves, MJVS has worked at several levels with farmers, women and youth by empowering and training them on various productive skills and innovative technologies.

6. RURAL TOURISM

India's rich culture and heritage along with its diversity is unparalleled. The rural India exhibits this cultural diversity and heritage in its true sense which has been looked at by the entire world. Tourism in such rural areas is a way to create employment without compromising with the environment and ecology there. Thus, rural tourism contributes to rural development. It allows the creation of an alternative source of income for the villagers in these rural areas.

MJVS aims to provide such sustainable and non-violent livelihood alternatives to the underprivileged. Realising how tourism can play an important role in diversifying the rural economy and how its expanding in rural areas can contribute to the sustainability of the population and the socio-economic conditions of these areas, MJVS has been working since 2012 with Tamadi and Gareema India around rural tourism to provide basis for achieving sustainable development in their villages and working towards self-reliance.

7. RELIEF WORK

Providing emergency relief is one of the key areas of work of MJVS. The remote villages in which MJVS works are prone to environmental and natural disasters and relief for people in such areas reaches very late. It all started in the year 2004 when Bundelkhand and Bagelkhand regions were hit with severe floods that had shattered human life in that region. With the help of Delhi-based organisation, Goonj, MJVS provided relief kits including clothes and ration to 20,000 families in the flood hit regions. After this, MJVS took up the work of cloth distribution and relief work on a regular basis and started many initiatives like "Kaam ke badle Kapda" (Clothes as remuneration for work), "School to School Program", emergency relief work as well as distribution of sanitary napkins to women.

8. OTHER WELFARE ACTIVITIES

Education - Many communities that MJVS works with, are based in remote villages that are far from facilities like schools and hospitals. The children of the such families, which are tirelessly work to make ends meet each day, are neglected. When MJVS started noticing such issues in some villages, they began to establish schools, appointed local teachers and enrolled the village children in those schools. 5 primary schools have been set up in different districts, in which 475 children are seeking education. MJVS also conducts training programs

on alternative education in which the participants explore various innovative pedagogies to impart fundamental knowledge in the social, political, historical, ecological to children and make them critical thinkers and productive citizens.

Health- MJVS also sends doctors to the villages to check on the health status of the people and provide medical care. The organization's work on cultivating herbs has also brought many health benefits to the people. MJVS also caters to animal health in these areas. The village people are trained on animal treatment.

The major problems faced by rural entrepreneurs are as under:

- **Financial Problems** -Some of the major financial problems faced by rural entrepreneurs as follows a Paucity of funds Due to absence of tangible security and credit in the market most of the rural entrepreneurs fail to get external funds.
- **Lack of Infrastructural Facilities**- In spite of efforts made by government the growth of rural entrepreneurs is not very healthy due to lack of proper and adequate infrastructural facilities.
- **Rise Element** - Rural Entrepreneurs have very less risk bearing capacity due to lack of financial resources and external support.
- **Marketing Problem** of standardization and competition from large scale units are some of the major problems faced by marketers.
- **Management Problems**- Entrepreneurs rely on internal linkages that which encourage the flow of services, goods, ideas and information.
- **Economic growth effect**-Currently the argument in favour of globalization is the positive link between globalization and rural entrepreneurship in India.
- **Technological effect**- Today one of the prominent features of globalization and one of the major reasons for predicting improved growth is transfer of technology.

Key learnings from Internship

- Rural Entrepreneurship in India-Who should necessarily be capable of making use of the government schemes and policies for the betterment of rural people.
- Rural Entrepreneurship in Changing Environment- The changing global environment raises many questions about the ability of traditional, small scale businesses in rural areas to share the potential benefits which is offered by the changing environment.
- Rural Entrepreneurship and Development of Villages Rural entrepreneurship certainly implies entrepreneurship emerging in rural areas. In other words establishing the industry in rural areas is referred to as rural entrepreneurship.
- Better distribution of farm produce which results in rural prosperity.
- Entrepreneurial occupation for rural youth resulting in reduction of disguised employment opportunities and alternative occupations for rural youth.
- For optimum and maximum utilization of farm produce formation of big co-operatives.
- Optimum utilization of local resource in entrepreneurial venture by rural youth.

Suggestions for development of rural entrepreneurship.

- Formation of Capital -Entrepreneurs as such by placing profitable business proposition do attract investment to ensure private participation in the industrialization process.
- Balanced Regional Development-Entrepreneurs always look for opportunities in the working environment. They capitalize on the opportunities of governmental concessions, facilities and subsidies to set up their enterprises in undeveloped areas.
- Improvement in the Standard of Living- Entrepreneurial initiatives taken by entrepreneurs through employment generation leads to increase in income and also purchasing power which is spent on consumption expenditure.
- National Self- Reliance-Entrepreneurs are certainly the corner stores of national self-reliance. They help to manufacture indigenous substitutes to imported products which reduce the dependence on foreign countries.
- Planned Production- Entrepreneurs are considered and best judged as economic agents since they unite all means of production. All the major factors of production land, labour, capital and enterprise are all brought together to get the desired production.
- Equitable Distribution of Economic Power-The modern world is dominated by economic power. Also economic power is the natural outcome of business and industrial activity.

पौधरोपण कर लिया पर्यावरण संरक्षण का संकल्प

कटनी @ पत्रिका, शासकीय तिलक स्नातकोत्तर महाविद्यालय द्वारा पर्यावरण विभाग मध्यप्रदेश शासन भोपाल के सहयोग से प्राचार्य डॉ. सुधीर खरे के निर्देशन में सामूहिक पौधरोपण कार्यक्रम का आयोजन किया गया। डॉ. रुक्मणी प्रताप सिंह राष्ट्रीय सेवा योजना जिला संगठक शासकीय तिलक कॉलेज, निर्भय सिंह सचिव मानव जीवन विकास समिति द्वारा अभिषेक तिवारी, विक्रम सिंह, दयाशंकर यादव, चंद्रपाल कुसवाहा, रामकिशोर चौधरी, अभय पटेल, रामसिंह, ओमप्रकाश आदि की मौजूदगी में विजोरी में राष्ट्रीय हरित कोर स्वच्छता कार्य योजना 2022



एकल उपयोग प्लास्टिक निषेध अभियान जल एवं वायु प्रदूषण पर जागरूकता कार्यक्रम, पर्यावरण विभाग, मध्यप्रदेश शासन भोपाल के सहयोग से वृक्षारोपण किया गया। साथ ही वृक्षारोपण से होने वाले फायदे एवं महत्व को भी बताया गया। यह भी बताया गया कि वृक्ष

लगाने से हमें शुद्ध वायु प्राप्त होती है एवं पर्यावरण को शुद्ध करने में सहायक होती है। इस दौरान शपथ दिलाई गई कि आप और हम सभी लोगों को मिलकर वृक्ष लगाना आवश्यक है इससे जल एवं वायु प्रदूषण रुकेगा स्वच्छ वातावरण का निर्माण होगा।



(Seed production and treatment)