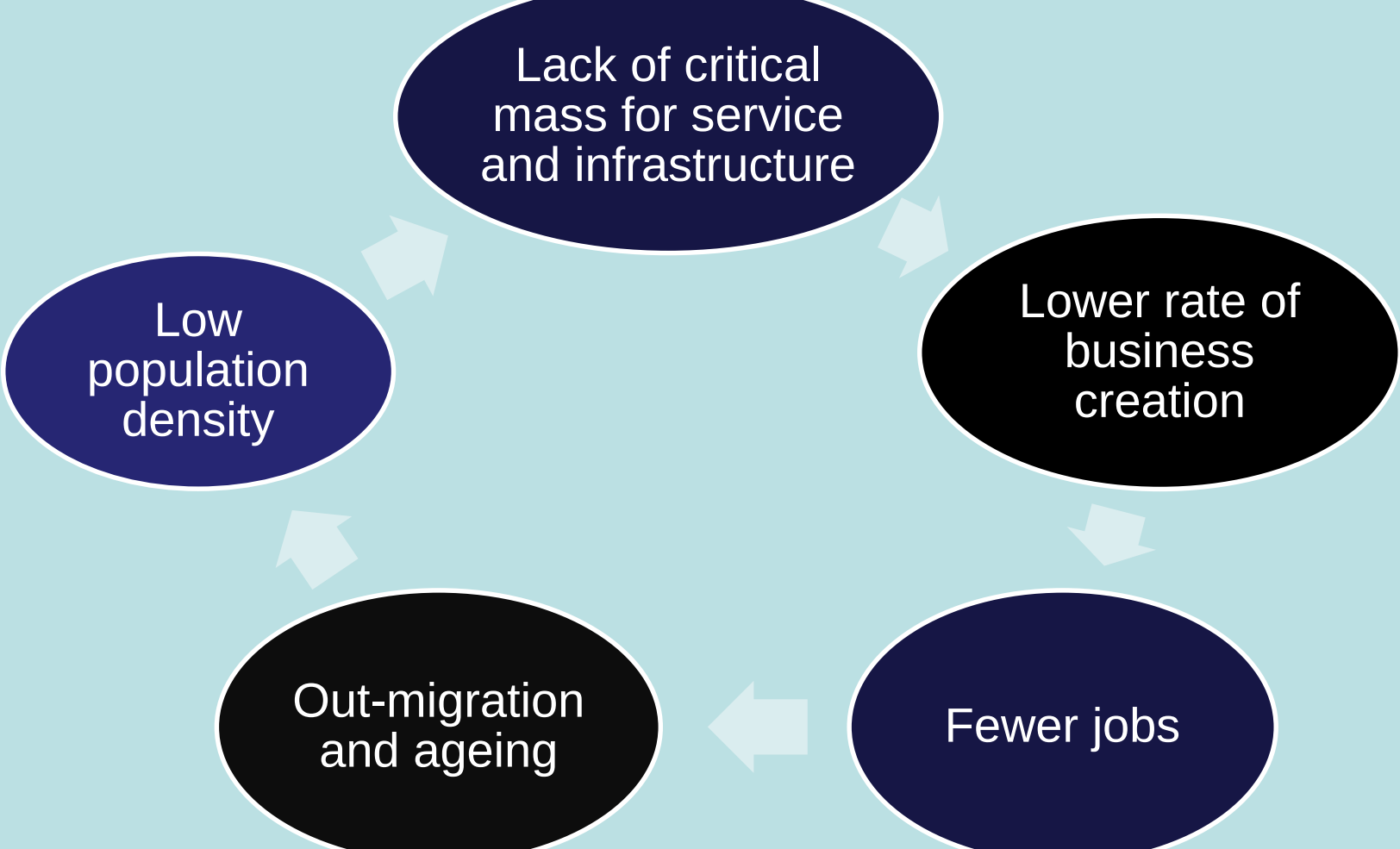


[Study to find the scope of Rural Entrepreneurship in Chikatiya Village of The Dangs District of Gujarat state]

INTRODUCTION

- Entrepreneurship can be defined as “the scope and consent to develop, organize, and manage a business endeavor taking all of its risks into consideration in order to make profit”.
- It can be categorized into two types- urban and rural entrepreneurship.
- Urban entrepreneurship is defined as a business activity that tries to fulfill the needs of highly populated communities.
- Rural entrepreneurship is defined as an entrepreneurship which assures optimum utilization of rural resources which can engage large numbers of rural human resources.
- Rural entrepreneurship is not merely a means of livelihood for rural people, but it is also the promoter of discovery and self development.



RESEARCH QUESTIONS

- Whether the studied community is interested to go for entrepreneurship or not with present socio-economic status and environmental conditions?
- How does it affect their income and status in the society?
- Can the entrepreneurship development programme or strategy reduce the migration of the area?
- What are the potential areas for entrepreneurship existing in the studied village?

OBJECTIVE

- To understand perception of villagers for understanding small enterprises and its initiation.
- To understand the scope and vision of the studied community about rural enterprise.
- To find out the potential factors of residents for initiating an entrepreneurship.

LIMITATIONS

- On the basis of one village it was difficult to generalize the condition for the whole block and district.
- Study time was limited, hence more samples were not been able to considered.
- As the village was not up-to-a greater extent of intervention, it was difficult to make sure whether the studied variables will give a positive result about promotion of rural entrepreneurship.

METHODOLOGY

- Area of Study:** Chikatiya Village of Dang district, Gujarat State
- Type of Study:** Cross sectional
- Research Design:** Explorative cum descriptive with Probability Sample Design
- Tools:** Pre tested Semi structured questionnaire
- Method of data collection –**
 - key in-depth interview** (Semi structured)
 - In-depth discussion** with self Help Group (SHG) (Semi structured)
 - Individual key in-depth interview** - secondary stakeholders in village such as primary school staffs including principal, teachers, and at grassroot level to the females working in kitchen; Anganwadi workers; employee (i.e., head) of Aga Khan Rural Support Programme, India (AKRSP(I)) of that particular village.
- Focused group discussion (FGD)** with the community.

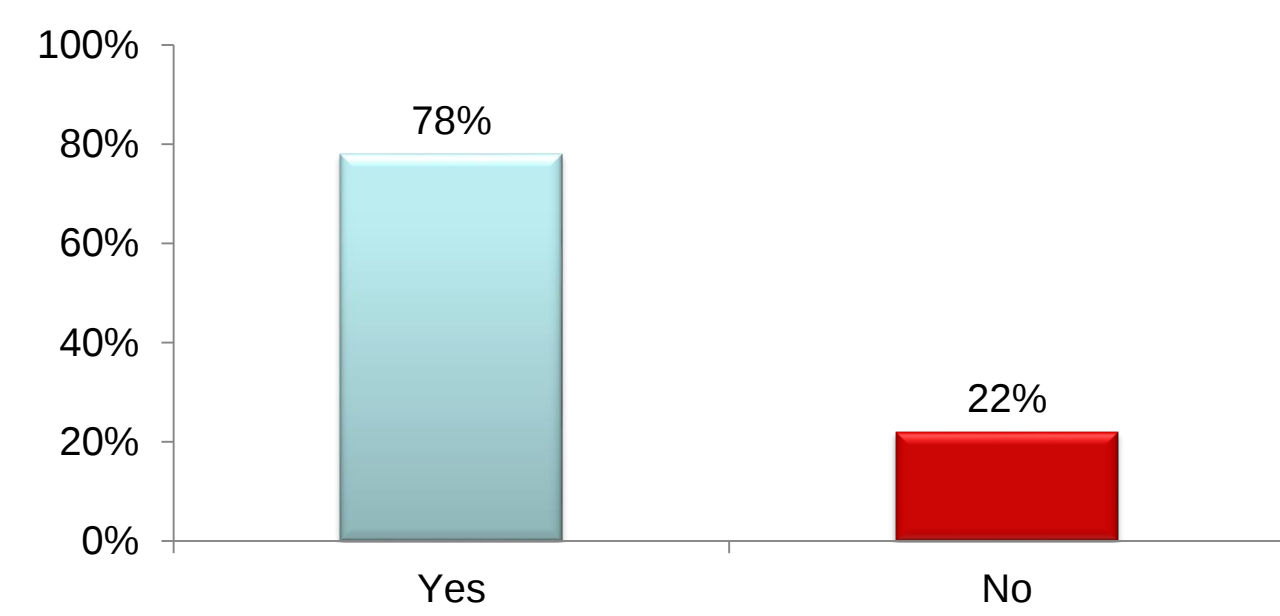
Sampling overview

- Sample Size:** 50 samples - 30 percent of the total HHs (135 HHs) of the villages were covered. To minimize the non-sampling error, extra 10 % of the HH were covered which comes to around 50 HH
- Sampling steps for village selection**
 - Step I** - Select the District Dang of Gujrat state based on the area given by Aga Khan Foundation.
 - Step II** - Ahwa block is selected on the basis of lowest literacy and high migration rate as other parts of the Gujarat state.
 - Step III** - Chikitiya village was identified due to high migration and low literacy rate . This was also selected as it was the only village where AKRSP were not focusing on interventions.
 - Step IV** - Selection of HH by Simple random sampling

KEY FINDING

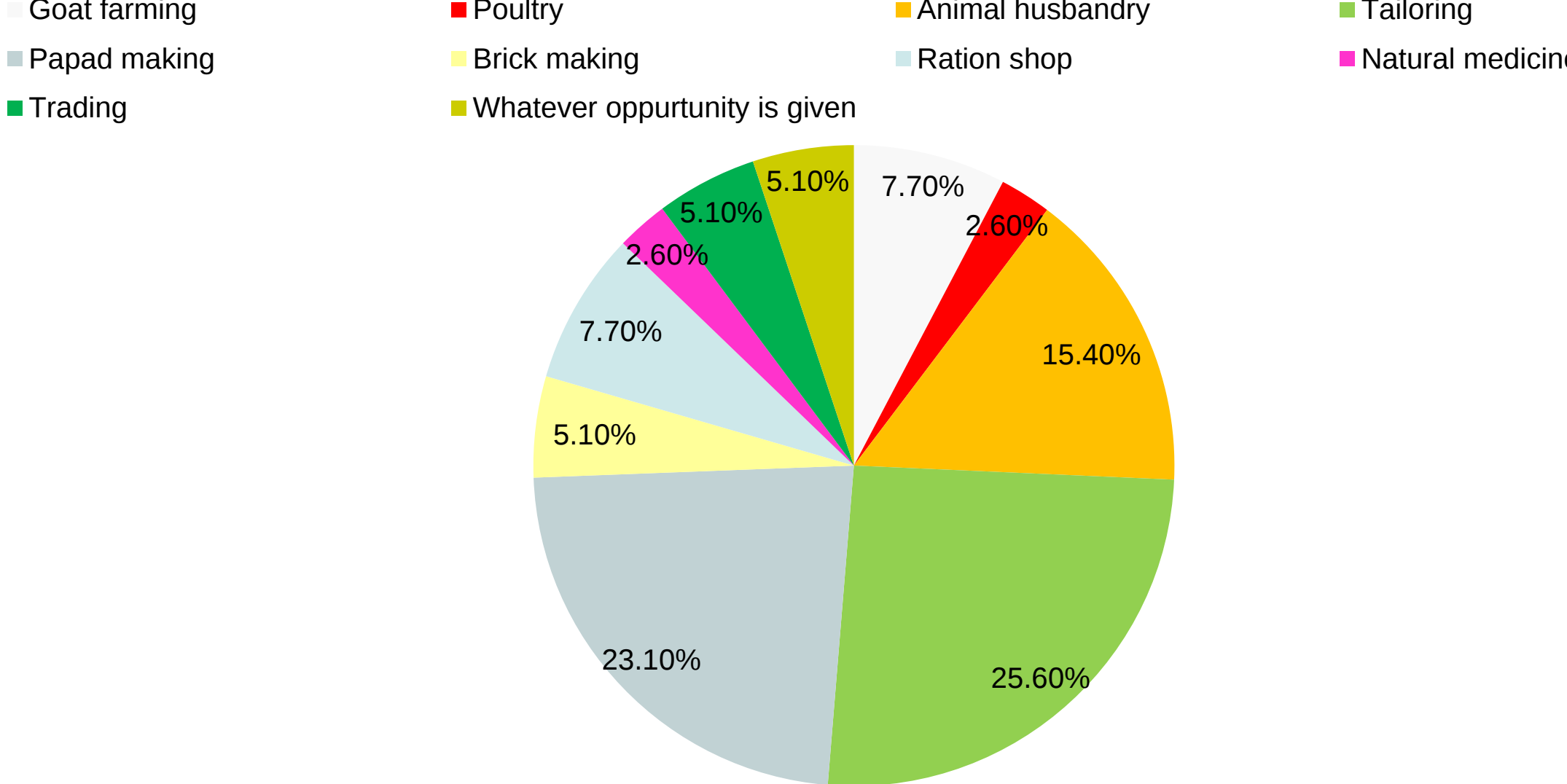
- Residents within the age group of 18-25 years or those who ever migrate in a year or with income above INR 5,000 are interested to start their own business

Figure 1: Distribution of respondent who want to start own business (n=50)



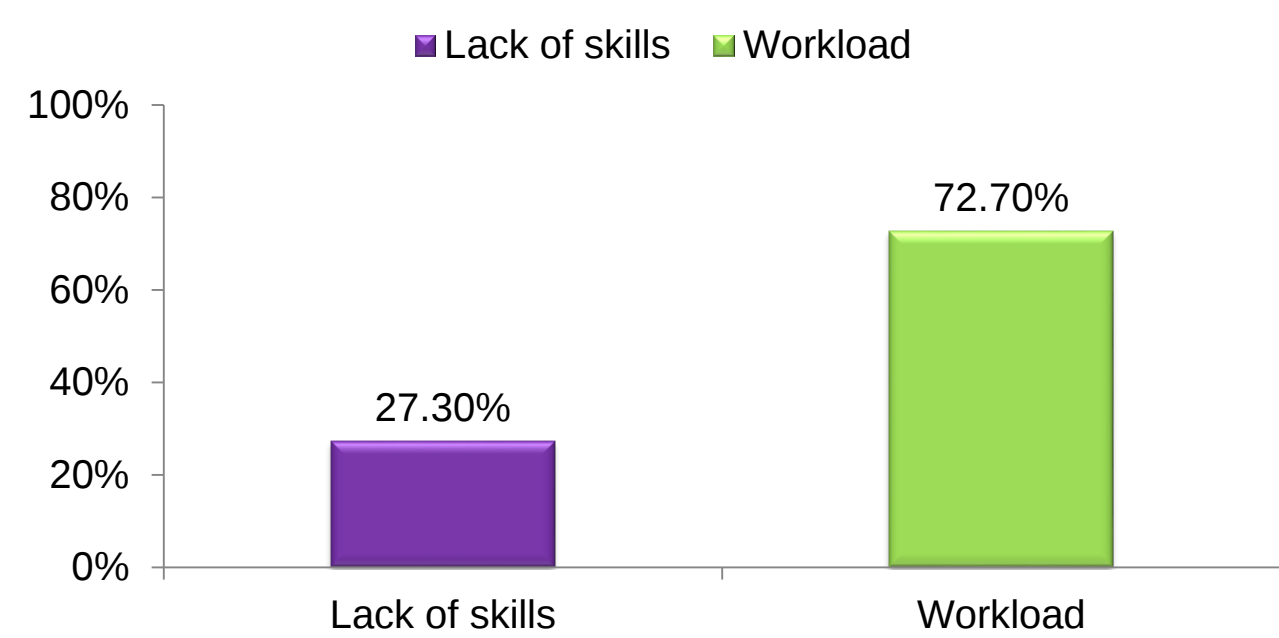
•78% of the total residents are willing to start their own enterprise.
•100% residents in the age group of 18-25 years wants to start own business but as a whole one fourth in the age group of 18-25 years and almost half percentage of the total between the age group of 26-40 years wants to start their own business. They community says...
“Age group between 26-40 years is more productive as a person has almost completed studies and is more focused to career”.

Figure 2: Distribution of residents with their desire to start business (n=50)



•Around One fourth of the residents were interested in tailoring, 23.1% in Papad making, 15.4% in animal husbandry.
•Only Around one tenth of the residents were interested in goat farming.
•The qualitative data collected from the study revealed that...
“Residents interested in tailoring were given training by an Non Governmental Organization (NGO) earlier and were asked to deposit INR 3,000 to receive the stitching machine. The community feels cheated when they didn't receive even after paying money. This results to a adverse affect on the relationship between an organization and community”.
It was also envisaged that “continuous mentoring and handholding support of the current organization leads to build confidence among the community through community meetings. After proper guidance during the focused group discussion ,almost 60% of the residents agreed to opt this as a business”.

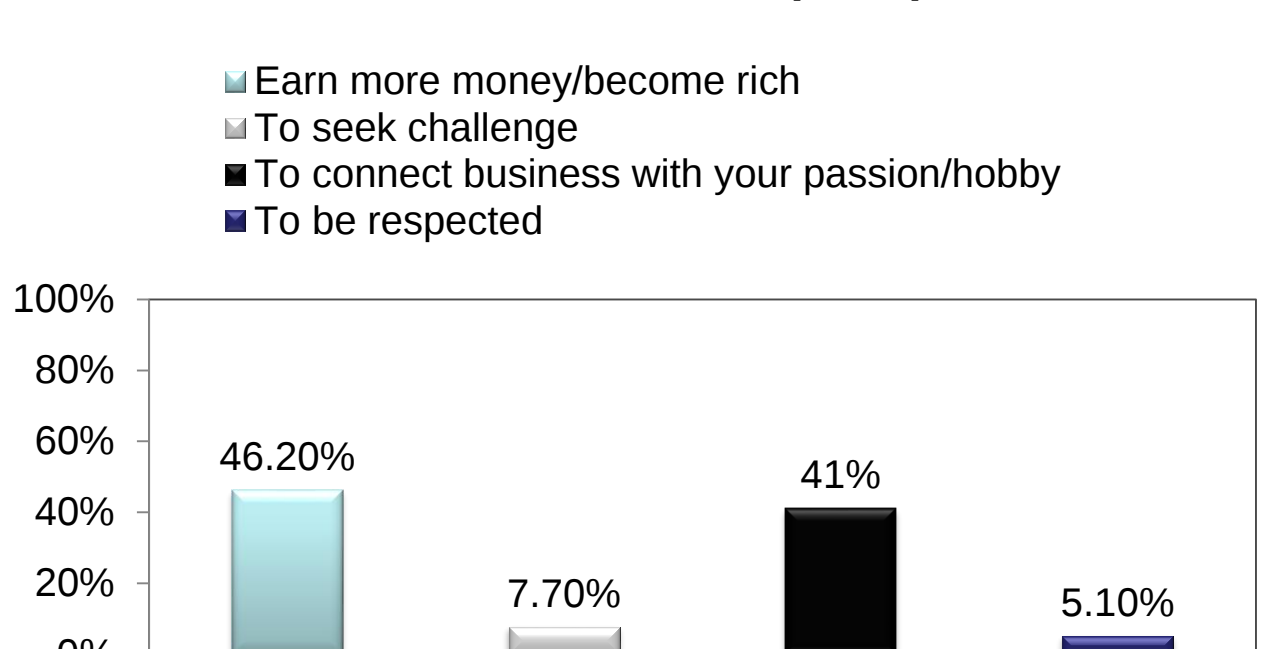
Figure 3: Distribution of respondent by Demotivation factors (n=11)



▪ Almost three forth of the respondents identified “work load “ as a key obstacle to began rural based entrepreneurship followed by one fourth as “lack of Skills”.

The qualitative aspect revealed that...
“Consumption of alcohol is the major reason behind the mismatch of understanding among residents and for the backwardness of a particular colony(Uplifali hamlet) in comparison of the other two”

Figure 4: Distribution of respondent by Motivation Factors (n=39)



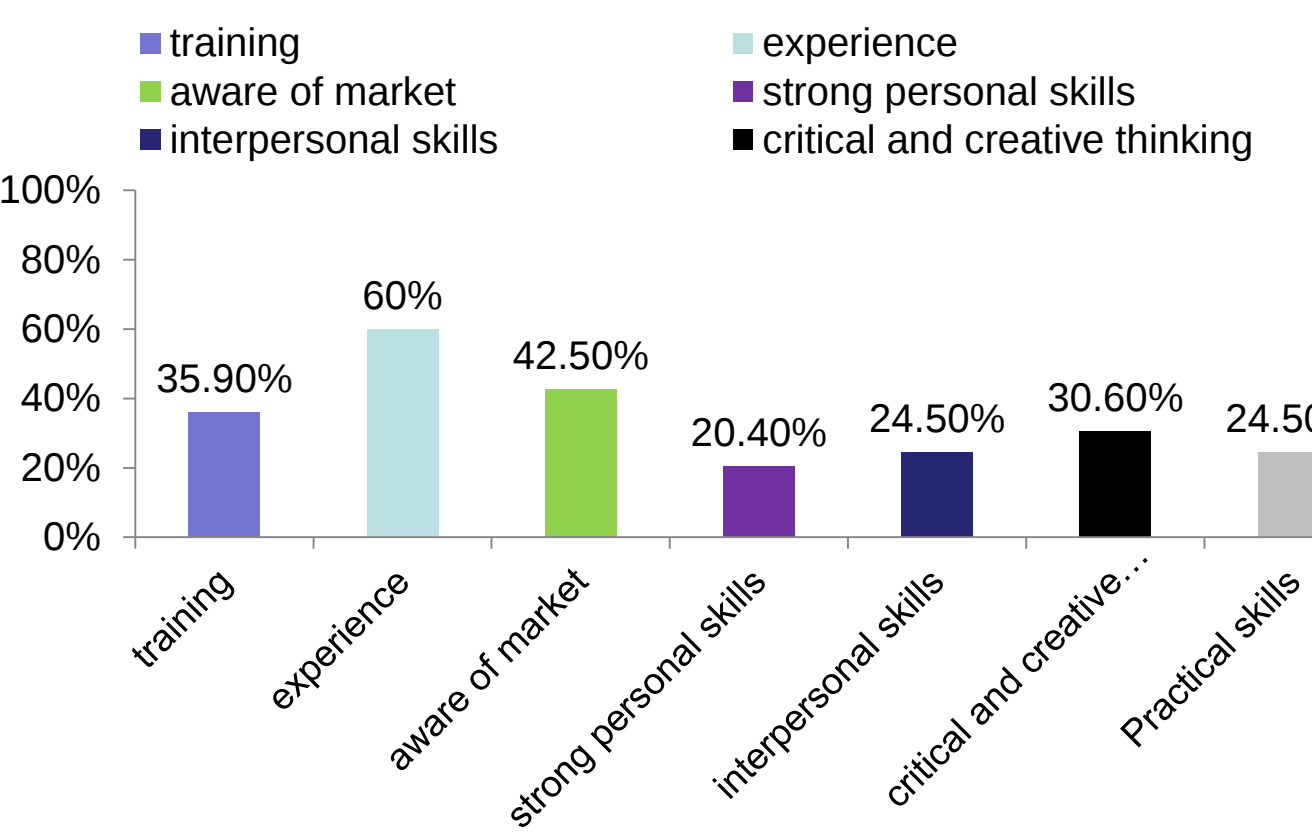
•To understand the perception of villagers, factors have been taken into consideration that motivates them to start their own business.

•46.2% of the residents want to become an entrepreneur to **earn more money and to become rich.**

•41% of the residents want to connect their passion and talent with the business and establish their own enterprise.

Social Status is an important aspect for initiating entrepreneurship.

Figure 5: Distribution of respondent who have Potentials to initiate business (n=50)

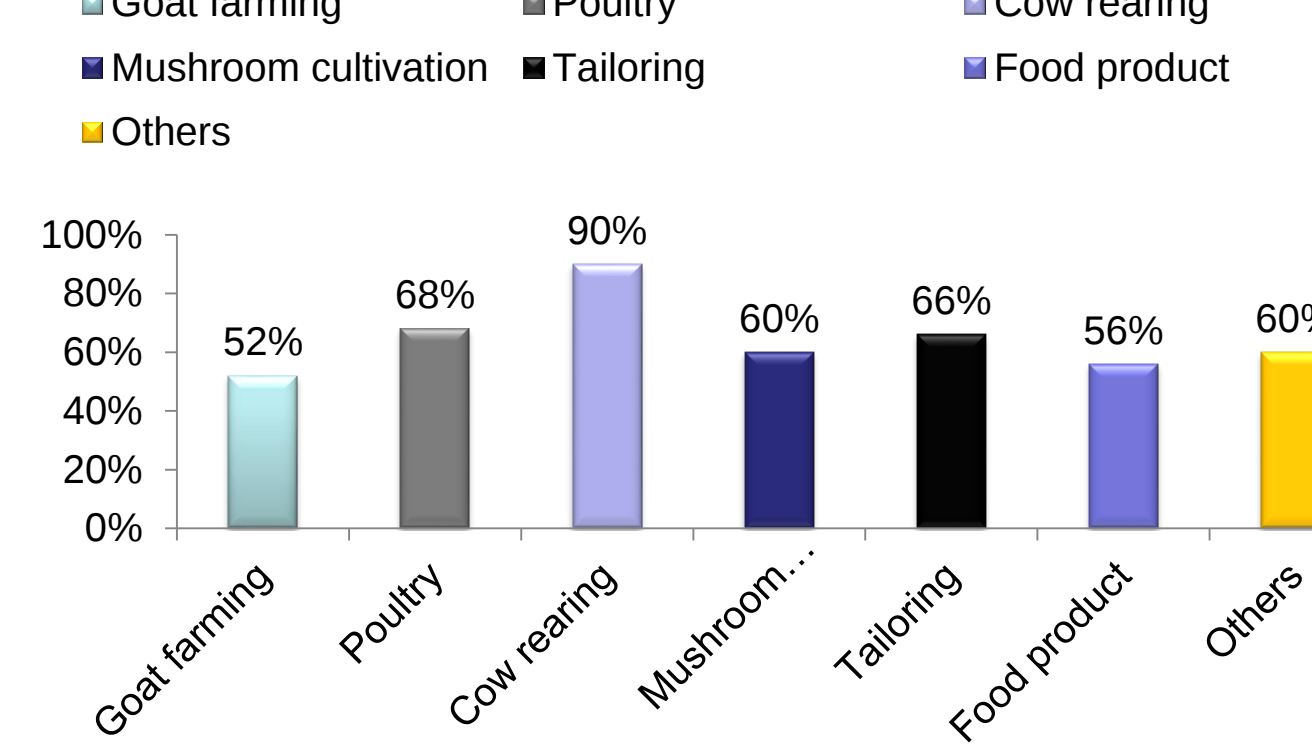


•Potential of residents were analyzed on the basis of their skills, training, experience and knowledge about market scenario for the particular area in which they want to start their business.

•35.9% of the residents were trained, 60% were experienced, and 42.5% were aware of the market scenario.

•In-depth interview was taken to check their skills. It revealed that around 20.4% ,24.5%,30.6% and 24.5% were having strong personal skills, interpersonal skills, critical & creative thinking skills and practical skills respectively.

Figure 6: Possibility of business(=50)



•Cow rearing has been identifeid the greatest scope for entrepreneurship in the studied area.

•The qualitative aspect revealed that.....
“Deficiency of water acts as a resistance for many of the employment activities such as animal husbandry, agriculture and many more”.

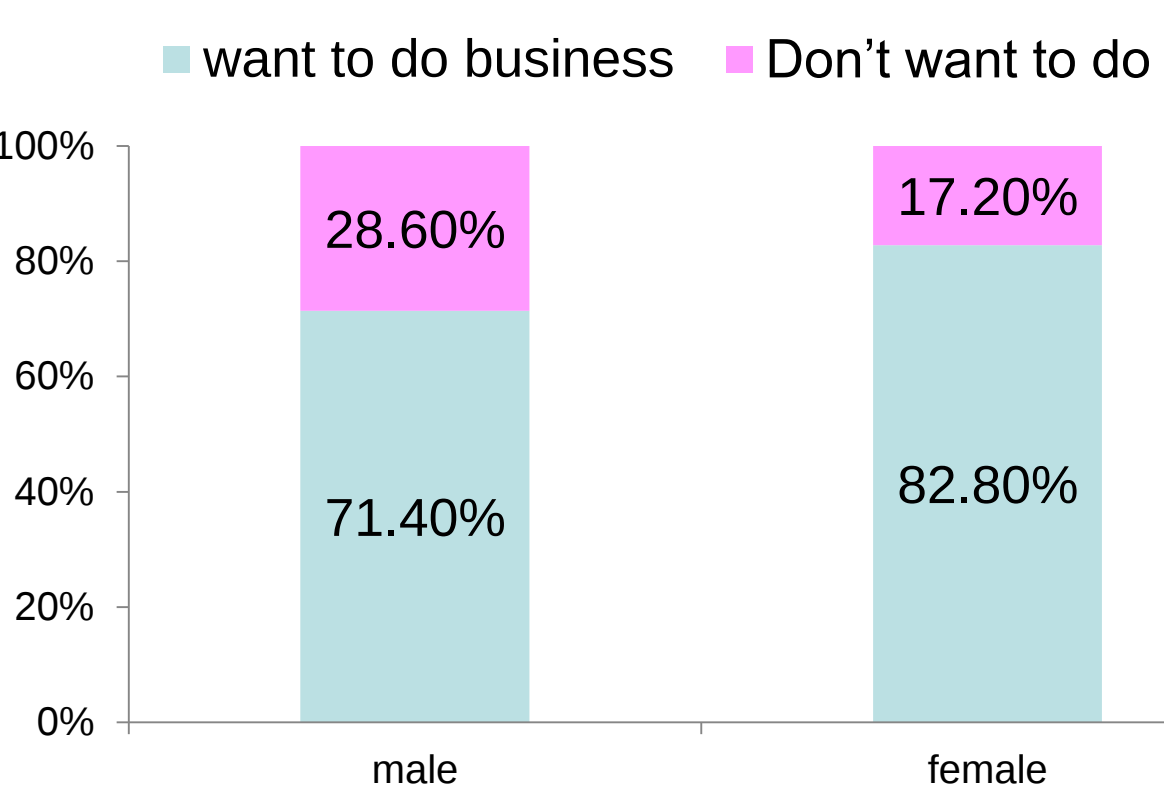
•Almost half of the residents agreed that goat farming has a scope if established as a business.

•The community revealed that..

“Goat farming is the best business to start”. Almost 80% of the residents accepted that goat rearing has a well established market”.

The literacy rate of females are greater than males and percentage of females involved in any occupation such as full-time jobs, part-time jobs, agricultural worker is also greater comparison to males but more percentage of males are self-employed in comparison to females.

Figure 7: Distribution on the basis of gender(n=50)



- Percentage of females interested to do business is more than that of males.
- 82.8% females and 71.4% males are willing to start own enterprise and become self employed.

The qualitative aspect revealed that...
“females are more active as they were more participative in meetings and have already participated in many of the employment generation schemes of government such as animal husbandry, mushroom cultivation”

CONCLUSION

- Most of the residents are agriculture worker and is the only source of income, especially during rainy season.
- Animal husbandry is mostly seen as a source of employment, but villagers have the idea of other employment opportunities also.
- Education of children is hindered due to their migration with the parents. Some type of employment in the village can reduce the rate of migration and drop out rate and increase the level of education.
- The study concludes that current pattern of capacity building programme needs to be relooked and must be designed in a participatory mode as villagers have the potential to start a business.
- The study revealed that women are more enthusiastic and active.

RECOMMENDATIONS

- Microfinance, training and capacity building are important component for the sustainability of any program, thus a new training curriculum must be developed aligned with the interest of the community. Also a proper networking should be established with the schools and big federation such as lijat papad , others to maintain their skills and sustainability.
- The residents should be convinced to form the group on the basis of same area of interest among the group members so that they can work together in future.
- At the time of migration, residents should be linked with the tailoring unit for embroidery work, manufacturing of woolen clothes, their sales, to ensure their income generation.
- To bring awareness, committee of rural entrepreneurs should be formed and their capacity building should be done.
- Authentication of any organization working with the community should be ensured prior to implementation. Trust building will pay more in this context.
- Group Business idea should be focused for Papad making and tailoring as the community were very enthusiastic and more favorable as it can increase the livelihood options for most of the residents.
- Small business idea should also be taken into consideration for manufacturing of natural medicine to avoid risk as it has an established market.
- Should try to link villagers with Pradhan Mantri Kaushal VikasYojana (PMKVY).