

Synopsis on
Community Perception on Project Bano Udyami Undertaken by
PURE India Trust

Submitted by

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SYNOPSIS

1. Introduction

India is witnessing a growing demand for inclusive development, especially in the areas of youth empowerment, skill-building, and employment generation. Despite being one of the youngest nations globally, a large section of India's youth, particularly from rural and marginalized backgrounds, remains unemployed or underemployed due to lack of entrepreneurial skills, market access, and financial literacy. **"Bano Udyami" (Be an Entrepreneur)** is a transformative mission designed to create opportunities for skill development, micro-enterprise creation, and sustainable livelihoods. The project provides comprehensive support through entrepreneurship training, mentorship, access to government schemes, and micro-financing options. It is uniquely positioned to bridge the gap between potential and opportunity — converting job seekers into confident **job creators**. As an **FCRA-approved national initiative**, the project now has the capacity to attract **international funding and global partnerships** for wide-scale implementation. Through strategic collaborations and community-based models, the project will be rolled out across **multiple states in India**, covering urban slums, rural districts, tribal regions, and aspirational districts.

2. Literature review and problem statement

The **National Skill Development Corporation (NSDC)** and studies by **NITI Aayog** emphasize the significance of targeted skill-building and entrepreneurial support to enhance productivity and self-employment, particularly among disadvantaged communities. International bodies like the **World Bank** and **UNDP** further advocate for inclusive entrepreneurship as a tool for sustainable development.

Despite the presence of schemes like **Startup India**, **MUDRA Yojana**, and **PMEGP**, the majority of rural and semi-urban populations remain unaware of or unable to access these opportunities due to lack of guidance, digital access, or mentoring.

Thus, the literature reflects a clear gap between existing government interventions and grassroots-level empowerment, especially among rural youth, women, and artisans — a gap that **"Bano Udyami"** aims to bridge through community-based, Pan-India entrepreneurial training and incubation.

3. Rationale

PURE India Trust, committed to social empowerment and sustainable development, has designed the **Bano Udyami** project to directly address these challenges. As an FCRA-approved initiative, this project aims to empower youth, women, and vulnerable groups across India by providing them with the skills, knowledge, and resources required to become successful entrepreneurs.

4. Research questions.

1. What are the community members' perceptions of Project Bano Udyami ?
2. To what extent has the project contributed to economic self-sufficiency and livelihood improvement?
3. What challenges do beneficiaries face in accessing and utilizing the program's benefits?
4. What recommendations can be made to enhance the project's effectiveness?

5. Objectives

1. To assess the awareness and participation levels of the community in Project Bano Udyami.
2. To analyze the perceived impact of the project on income generation and skill development.
3. To identify challenges faced by beneficiaries in accessing the program.
4. To provide recommendations for improving the implementation and effectiveness of the project.

6. Methodology

- Study Design: The study adopts a descriptive cross-sectional research design.
- Study Area: The research will cover 10 villages
- **Muhana**
- **Goner**
- **Mahapura**
- **Baksawala**
- **Jaisinghpura**
- **Rampura Unti**
- **Neota**
- **Kudli**
- **Khejroli**
- **Bagru**
- Sampling Method: Systematic Random Sampling will be used to select respondents from the target population.

- **Sample Size:** A representative number of beneficiaries and key stakeholders will be selected based on population proportion.
- **Data Collection:** Primary data will be collected through structured surveys, interviews, and focus group discussions (FGDs). Secondary data from PURE India Trust and government records will also be analyzed.
- **Study Duration:** March 11 to June 11, 2025 (3 months).

7. Data analysis plan:

- **Quantitative Data:** Descriptive statistics (percentages, mean, standard deviation) and inferential analysis using statistical tools (e.g., chi-square tests, correlation analysis).
- **Qualitative Data:** Thematic analysis of responses from interviews and FGDs to capture community perspectives.

8. Ethical considerations:

- **Informed Consent:** All participants will be briefed on the study's purpose, and consent will be obtained before participation.
- **Confidentiality:** Personal information of respondents will be kept anonymous.
- **Nonmaleficence:** The study will ensure no harm comes to participants, directly or indirectly.

9. Implications of research:

Practical Implications:

- Helps PURE India Trust understand how the project is perceived by the community.
- Provides insights to enhance program effectiveness and outreach strategies.

Academic Implications:

- Contributes to research on rural livelihood programs and women's entrepreneurship.
- Offers empirical evidence for NGO based livelihood interventions.