

Components of a Successful Model for Economic Empowerment of Rural Youth

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ABSTRACT

Entrepreneurship development has been recognized essential factor, playing great role in agricultural sector in the era of Liberalization, Privatization and Globalization, open competition and free market economy. Agro-based entrepreneurship activities among farmers, farm women and rural youth are vital in the context of generating gainful employment, minimizing the regional disparities and development of socio economic condition. However, rural youth lack in entrepreneurial traits like ability to identify opportunities (Satapathy and Mishra, 2011). It is necessary that rural youth are mobilized to go for entrepreneurship activities as per their resources and market demand of the area, many youth are interested to undertake such activities to earning, but the major problems faced by them are usually lack of skill, financial support during establishment and finally marketing of the produce. Such entrepreneurship development among rural youth can play a vital role in generating self employment there by reducing the unemployment, checking migration from rural areas, better use of locally available resources, balance regional disparities and reducing unrest among youth. Kumar *et.al.* (2012) observed that through the network of KVKs lakhs of people are trained in various areas. Thus KVKs can play a crucial role in promoting entrepreneurship among rural youth through customized trainings. As a part of study of entrepreneurship development among rural youth of Gurgaon district in Haryana, Krishi Vigyan Kendra started a long duration vocational programmes for rural youth & women science 1999. It is heartening to say that since then the KVK has not looked back and had been organizing need based training course having potential for additional income and employment generation and fitting well into eco-socio-cultural and technological system of their project area. Such need based, standardized and well-planned course were conducted by KVK from 2000 to 2014 a period of 15 years. The effectiveness of these training programmes assessed through evaluation and interaction with the farmers from time to time and found quite an encouraging impact. Amongst the vocational course conducted at KVK, the Dairy farming, Beekeeping, Dress designing & tailoring, Preservation of seasonal fruits and vegetables, custom service in Plant protection, Motor winding and tractor repairing were found to be extremely popular and the overall adoption rate is 470. %. This experience very strongly highlights the need for entrepreneurship development for self-empowerment to the rural youth and strengthening the rural youth economy.

Key words: Empowerment, Rural youth, Entrepreneurship development, Vocational trainings, Self empowerment generation, and Market economy.

INTRODUCTION

Entrepreneurship development for livelihood security among rural youth is vital in the present era of Liberalization, Privatization and globalization. More than 70 per cent of the total population of our country is from the rural area and majority of them belongs to farming community. No doubt the agricultural production has risen many folds and be have become self sustain in hood. Despite becoming self reliant in food our rural people continue to live in poverty. The world largest no. of those below poverty line is Indians, lives in rural areas and depends largely on agriculture. It is the fact that increasing population leads in decreasing land holding, natural resources and increasing number of small and marginal farmers. Major problem coming in the way of rural development are resource crunch, lack of infrastructure, poverty and large-scale unemployment.

Unemployment is a major problem not only in India but in world also. The absolute number of unemployment increased from 20 million in 83-84 to 35 million in 2002. It is also estimated that out of total unemployment, three fourth are in rural area. Unemployment is a key link in the food security issue in the society these days.

It is necessary to meet the challenge of generating employment, opportunities to ensure the purchasing power to obtained food. To overcome the employment situation in rural areas, entrepreneurship development for self employment generation in agricultural sector as well as non agricultural sectors is essential. Establishment of rural industry and occupational diversification is necessary for empowering employment situation in rural sector. The present study was based upon action research for entrepreneurship development among the rural youth.

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METHODOLOGY

The action research had five stages namely, conduction of SWOT analysis, identification of training areas trainees interventions required, identification of trainees, development of course content, arrangement of financial resources, conduction of training, and follow up.

Conduction of SWOT analysis: It is very old concept used by the people since inspection of the civilization. Analysis of the strengths, weaknesses, opportunities and threats provides the success or failure of any programme and helps in assessing the future demand.

Strengths:

- Availability of training center with well-developed infrastructure.
- Qualified and well-trained training staff.
- Enterprising rural youths.

Weaknesses:

- Gap between researcher's interest and farmers need.
- Weak linkage between training centers and agro industries.
- Lack of professional and managerial training to farming community.
- Gap between need of the area and development of enterprises.

Opportunities:

- Untapped employment opportunities in the rural area particularly on agro-based services.
- Information network for production and marketing.
- Increasing demand for processed food and quality agricultural products.
- Increasing diversification and commercialization of agriculture.
- Govt. support of training, technical information and credit.

Threats:

- Increasing monopoly powers of input supply companies.
- Decreasing land holding.
- Trained agriculture manpower opting vocations than agricultural and allied activities.
- Trade liberalization.

Development of strategy based on SWOT analysis

- The training modules for self employment were

developed on need basis.

- More emphasis on diversification and commercialization of agriculture.
- Provide marketing information.
- Change their mind towards quality consciousness.
- To be the job crater rather than job seekers.
- To become export oriented.

Identification of interventions required:

- There is need to convert farm into enterprise and farmers to entrepreneurs through systematic motivational training.
- Entrepreneurship development must be among youths and rural sectors.
- Vocational training programmes on agro basis enterprise can be organized for self-employment generation in rural sector for youth and school dropouts.
- Develop awareness among rural community about new technologies, resources management, opportunities and market potential.
- Develop market information service for entrepreneurs to learn about the demand and supply situation of their produce.
- Formation of Self Help group (SHGs) and trained the members emphasizing on managerial aspects of the business in addition to technical skills.
- Collaboration of Govt. and private sector to enhance the skills of rural youth agricultural as well as non-agricultural sector.
- Entrepreneurs should be able to evaluate the changing situation and adopt the enterprise accordingly.
- After establishment of enterprise, follows up action should be continue. It will help the entrepreneurs to mobilize their resource for the enterprise, upgrade their skills, and develop their business and support during difficulties.
- Expose the entrepreneurs should be given about the Govt. sponsored self-employment scheme like Swarn Jayanti Rojgar Yozna (SJRY), Prime Minter Rojgar Yozna (PMRY) etc. run through Zila Udhog Kendra.
- The financial assistance provided by local bank for establishment of enterprise should be easy process.
- Development of new technologies should be on the basis of feedback given by farmers. Scientist should develop the technology according to need of the farming community so that it can be accepted by larger no. of farmers.

- The Krishi Vigyan Kendra, NGOs and entrepreneurship development Institutes/centers should play an important role in entrepreneurship development programmes for rural youth in agriculture sector.
- There is need to develop awareness among grass root level extension works who are implementing the government scheme.
- Agriculture graduates may be motivated to opt for setting up of their own agro enterprises for entrepreneurship development among rural youths with the mission to convert the job seekers into job creators in the rural area.
- Any new technology developed should be supported by its package to guide them to set up available enterprise.

Benefits expected:-

The benefits of establishment of enterprise in the rural area by the entrepreneurs will be as under:

- Stop migration from rural to urban areas.
- Increasing population in urban sectors will be stopped.
- Rural people will get employment in rural areas itself.
- Rural workforce will be utilized by rural industries.
- Income of rural areas will be increased hence the socio economic condition of the farming community will be enhanced.
- Farmers' exploitation by middle men or trades can be avoided.
- Overexploitation and misuse of natural resources will be minimized.
- Setup of agro industries in rural area will help in reducing cost of transportation and post harvest losses of perishable commodities.
- Employment opportunities in rural sector will be able to utilize the energies of rural youth. This will help in reducing frustration among youths, social evils, mischief in village etc. and a healthy and fruitful society will be developed in the rural area.

In view of situation and issues described above, KVK took initiatives in this direction and more and less succeeded to some extent in helping the rural youths to setup their enterprises for self employment and income generation.

Identification of training areas: Vocational training programmes for entrepreneurship development in rural

area have become a sound activity of this Krishi Vigyan Kendra. Before planning to organize the courses, the needs of the training areas for different categories of rural communities were identified on the basis of PRA. Located in the peri-urban area of NCR, the major areas of need based vocational trainings for rural youths are Quality seed production, Dairy farming, Beekeeping, Dress Designing and tailoring, Preservation of seasonal fruits and vegetables, Gardening and landscaping, Motor winding, Tractor repairing and maintenance, Custom service on plant protection measures *etc.*

Identification of trainees: The trainees of all the vocational courses were selected on the basis of their interest to join course, commitment for establishing the enterprises and interested to become a job creator. The selection criteria also include the entrepreneurial characteristics in them like self confidence, problem solving, goal setting, moderate risk setting, dealing with failure, use of recourses, use of feedback, taking initiative tolerance of ambiguity and uncertainty.

Subject matter content: The course outline is prepared by the subject matter specialist (SMS) from KVK with the help of proper guidance from the scientist of IARI. The emphasis is given on “learning by doing”. Based on this, the composition of the course content is prepared with 30 percent theoretical and 70 percent practical aspect. Various training tools like slides, CDs, charts, posters etc. were used to make the training more effective and faithful. The trainees were also visited well established enterprise/unit developed by the ex-trainees in the village to develop their confidence.

Arrangement of financial resources: During training, the trainees were also exposed to Bankers, Insurance, Companies, and NGOs to meet their financial need in establishing the enterprises/business, cover the risk and input support. This helps them to understand the entrepreneurship development programme and help the entrepreneurs in financial assistance.

Establishment of enterprises/units: The entrepreneurs of the different vocations were provided with the proper designing of the enterprises as per their available resources. KVK helped the entrepreneurs in preparing the project report, procurement of inputs/raw materials and guided in marketing of the produce. Marketing of the produce is very crucial factor for the success of any agro-based enterprises and it was properly taken care. The entrepreneurs were made to understand the aspect of group approach. This approach has proved highly successful in general and beekeepers in particular in migration of beehives during offseason, procurement of raw material and marketing of honey.

RESULTS AND DISCUSSION

Impact of the programmes: KVK organized 179 different vocational trainings/entrepreneurship development programmes and 3220 rural youth became entrepreneurs, 1536 established their agro based enterprises in the different areas (Table-1). The impact of such vocations was assessed and analyzed. The outcome emerged that on an average 47.7 per cent enterprises have become sustained and the entrepreneurs are happily enjoying with their enterprises. The enterprises of the entrepreneurs shared, indicated that the bee keepers are earning twenty thousand to two lakhs rupees per annum, farm women are saving 2-3 thousand rupees by stitching garments for their own family and have started training center at village level also; in case of custom service in plant protection they are earning Rs.150-200 per acre, in case of motor rewinding at village level, income comes around 4-5 thousand rupees per month whereas in case of tractor repairing the monthly income varies from rupees 10-15 thousand.

Tale 1: Impact of training programmes

Name of specific technology/skill transferred	No. of training conducted	No. of trainees	No. of enterprises established	n=3220
				Adoption percentage (%)
Dairy farming	25	356	185	51.9
Bee keeping	18	420	191	45.4
Dress designing& stitching	22	617	348	56.4
Preservation of seasonal fruits & vegetables.	19	391	144	36.8
Custom service in plant protection	13	204	68	33.3
Motor rewinding	14	197	70	35.5
Gardening	10	250	200	80.0
Production technology of Vermi-compost	12	199	67	33.6
Management of Hort. Crop (Nursery)	29	344	162	47.0
Tractor repairs and maintenance	05	60	06	10.0
Production technology of Button Mushroom	02	19	07	36.8
Protected cultivation of Off season vegetables	04	82	50	60.9
Value addition in Soybean and Bajra	02	40	26	65.0
Total	179	3220	1536	47.7

Follow-up action: To make any successful enterprise sustainable and successful, constant follow up technical support is necessary. Starting from preparing of project report, procurement of raw material, establishment of enterprise to marketing of produce various constraints like personnel social, technical marketing etc. are faced by entrepreneurs and it was properly taken care by the KVK scientists.

Success Stories:

- If one has the determination to do something then nothing is impossible. This has been proved by Sh.

Prakash of Hayatpur village of Gurgaon. Sh. Prakash is only matriculate who has been doing farming and animal husbandry in a small farm of 4.00 acres. He also established a Gobar Gas Plant. Sh. Prakash was however, not satisfied with his present condition and was in search of some alternative vocation so that he can increase his family income. Through newspaper, he came to know about the vocational training course on Bee keeping organized by KVK, Shikohpur. He attended the vocational training course of two-week duration. After undergoing the training, Sh. Prakash started his bee-keeping unit with five boxes under supervision of the KVK expert. His initial expenditure was only Rs.14800.00. In the first year he sold 110 Kg honey and earned rupees 8800.00. During this year he could add 5 more bee boxes to his unit. In the second year, he spent Rs. 2400.00 and sold 214Kgs honey there by earning Rs. 17121.00 and added 9 more boxes to his unit. In the third year, he got 325 Kg honey from 19 boxes and sold the honey for Rs. 26000.00 But still Sh. Prakash was not satisfied with this level of income. He thought of expending the business much more and took a loan of Rs. 2.40 lakh from Gramin Bank to expand his business. Sh. Prakash has emerged as a successful entrepreneur in this area.

- Sh. Ramesh is only matriculate and is a vegetable producing farmer in Badshahpur village of Gurgaon district. Sh. Ramesh had to use a lot of agricultural chemicals for controlling insect/pests and diseases on his two acre vegetable farm, but still insect/pests & diseases were not controlled completely. After he came to know through newspaper, that a vocational training course on custom service on plant protection is being organized by KVK Shikohpur, Sh. Ramesh joined the two week long training course. After getting this training, Sh. Ramesh is not only able to control insect/pests & diseases in his vegetable farm at a reduced cost but has also been able to reduce the harmful effect of chemicals through use of bio-pesticides. Sh. Ramesh is now being requested by his neighbouring farmers to provide them the bio pesticides so as to reduce the use of chemical pesticides. He has also started giving more emphasis on custom services on plant protection in their farms. Then Sh. Ramesh has purchased three power spares & employed two rural youth for providing custom services to other farmers on their demands.

He charges Rs. 150-200 per acre for this. Sh. Ramesh is earning about Rs. 10000-15000 per annum net profit in addition to his own farming. Sh. Ramesh is now able to identify types of insect/pests & diseases and suggest appropriate treatment like a specialist.

- Sh. Pawan Kumar was an unemployed rural youth of Shikohpur Village. When he could not get any job after studies, he started part time job in an electric shop in nearby village Naurangpur at a meager salary of Rs. 1000/- per month., Sh. Pawan Kumar come to know about the vocational training course on 'Motor Rewinding' at Krishi Vigyan Kendra, Shikohpur through his friend in the village and he left his job to attend the three week training course. Sh. Pawan Kumar thought of establishing his own workshop of 'Motor Rewinding'. He took a shop in Shikohpur Village on hire basis and made his dream come true by establishing his own workshop in Dec. 2002. He spent Rs. 10000/- as initial cost & started rewinding all types of electric motors. Sh. Pawan Kumar rewinds about 20-25 electric motors in a month. He is now earning about Rs. 25-30 thousands per month. He is also thinking to employ another rural youth in his workshop so as to expand the business activity.

- Sh. Satya Narayan of Puchgaon village, a matriculate, was in search of vocation after completing this study. When he come to know through news paper that a vocational training course on tractor repairing is being organized at KVK, Shikohpur, he immediately came to KVK and registered his name for the course. Sh. Satya Narayan underwent the month long training course and then established his own workshop in partnership with Sh. Ramesh Kumar, who was also trainee in the same course. They both started repairing, cleaning & greasing of tractors. A spare parts shaft was also started side by side. They spend Rs. 1, 50,000/- and also engaged a farm youth for their help, at a salary of Rs. 5000 per month. Now they are getting about 15 tractors and jeeps for repairs and services in a month. Sh. Satya Narayan is now earning Rs.25-30 thousands per month as net income after excluding all his expenses. Sh. Satya Narayan very confident that his business will further prosper.

- Smt. Sarvesh Yadav of Shikohpur village is a poor lady. She joined training course of stretching and tailoring at KVK in Jun 2000. After training she started sewing cloths of her family and also the other families of the villages. The earning was around Rs. 800-1000 per month. The quality of her work was excellent and the demand for stitching was inversed. The income level inversed upto Rs. 8000 per month. She also established a shop and started selling cloths. The average income from shop is around Rs. 8-10 thousand per month. Further she started taking order to make uniform of the schools. She also provided her service as trainee in the training programme of KVK, school and other organizations. The overall income is around Rs. 2-2.5 lakhs per annum. She was recognized and awarded by Hon'ble president of India during 2006.

CONCLUSION

On the basis of experiences and impact of intervention by KVK, it has been realized that the promotion and development of agro-based enterprises in the rural sector can play an important role in diversification of economic activities and generation of employment opportunities for the rural youth. However, there exist training gap between the actual and desired levels of technical skills among the rural youth for promotion for agro-based enterprises in rural area. Besides the vocations taken into consideration by KVK, there are so many vocations for which training can be imparted by agencies involved in empowerment of rural youths for self employment generation.

It is high time that all the unemployed rural youth should be given tailor-made training programmes for entrepreneurship development to empower them to take up self-employment.

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