



A REVIEW ON NGOS AND RURAL ENTREPRENEURSHIP DEVELOPMENT

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Abstract

As entrepreneurship development has become modest tool in providing solutions to these two problems Government is involving the NGOs in strengthening its policy matters. With this motto the spirit of entrepreneurship should be spread among youth, women & specially marginalized rural women. To strengthen entrepreneurship from grass root level entrepreneurship development approach has to be reviewed. This paper looks at the entrepreneurship development strategies taken up by the NGOs providing entrepreneurship training to rural people; the problems faced the strengths & weaknesses of the issue of entrepreneurship development.

Keywords: Entrepreneurship, development, growth, NGOs, rural market, strategies

Introduction

Development of entrepreneurship has become a national movement these days. If made an effective tool it can address two great problems of unemployment & poverty. Entrepreneurship development becomes a modest tool in providing solutions to these 2 problems. The spirit of entrepreneurship should be broadened to include rural youth, women & specially marginalized rural women. To strengthen entrepreneurship skills from grass root level entrepreneurship strategy has to be reviewed.

Government introduced Prime minister Rojgar Yojana (PMRY) & TRYSEM these tools were not as effective as Government expected because of several administrative lacunas & implementation hazards. The Government failed to

corroborate support for its programs. This accommodated NGOs to plunge into operation. So far the NGOs were working in traditional areas such as sanitation, health, family planning, eco conservation, primary education etc. Post Liberalization period had immense effects on economy & bloom in economic arena came as a blessing in disguise for these NGOs as they felt the colossal entrepreneurship potential in rural areas which could support thriving economy.

The awareness for entrepreneurship development in rural areas was a new commencement as these NGOs are targeting the marginal groups. The collaborative attitude of the government with NGOs was helpful in redesigning some of these projects & adoption of new strategies. This helped them to reach rural poor. (Report of



Support to Training & Employment
Programme for Women)

These days several NGOs are working
in entrepreneurship development

1. National Alliance Of Young
Entrepreneurs NAYE
2. World Assembly Of Small & Medium
Entrepreneurs WASME
3. Xavier Institute Of Social Sciences
XIIS
4. SEWA Ahmadabad
5. Self-Employment Y Calcutta
6. AWAKE Karnataka
7. RUDSET –Karnataka

Classification of NGOs: The NGOs
working towards entrepreneurship
development can be classified into 3
categories

1. Primary level
2. Medium level
3. Grass root level

Objectives: These entrepreneurship
development NGOs provide training
which are based on 3 objectives (SCA)

1. Stimulation –this stimulates the
target groups through outreach
programs as orientation seminars,
trainings camps, workshops etc. This
will instill a inspiration towards
entrepreneurship development

2. Counseling- This targets at giving
extra consultancy services
& assistance in preparing a project,
purchasing machinery, technical
knowhow & other process of setting
up a small unit.
3. Assistance – this stage helps in
securing financial assistance through
banks government & later marketing
the products.

Strengths of NGOs

1. Entrepreneurship development NGOs
are easy maintained small offices
where their operating costs are very
low. Hence they can be set up in any
area.
2. They have flexibility in operation
3. Responsiveness to invent appropriate
solutions entrepreneurship
development is very handy.
4. They are community oriented this
helps them to get proximity with
rural community & be sensitive to
their issues & needs
5. Their orientation is always on
customer satisfaction
6. They act as a sound board for
government policies

Weakness: but NGOs are not without
weaknesses

1. The strategy of the NGOs some time
clash with governmental strategy at
entrepreneurship development



2. Their lack of proper understanding of entrepreneurship approach sometimes fail miserably
3. Lack of entrepreneurship trained staff & personnel with NGOs are a major problem.
4. Complete absence of self-assessment of previous entrepreneurship efforts
5. lack of permanence of the organization
6. in schools & colleges. Making it apart of the university syllabus
7. Making rural people aware of their potential by disseminating information about precise facility available for new entrepreneurship.
8. Institutional training to orient entrepreneurship in specific products Mr. Chetan L. Hanchate of AWAKE considers information dissemination and percolation of technical knowledge in grass root level entrepreneurs in remote & rural areas is also very important as he believes that they are the one who needs to be trained

Strategies to ensure Rural Entrepreneurship

1. Strengthening the raw material base in rural areas.
2. As finance is needed to set up any project or plant funds should be made available at low rates of interest
3. Providing for modern infrastructural facilities
4. Setting up of common production marketing centers & promoting export business & providing close interaction between consumer & manufacturer by avoiding middlemen
5. Legislative measures to make government purchase rural products
6. Entrepreneurship aptitude & competency building is the need of the hour As entrepreneurship promotion to act with greater skill & new invention in rural needs. Imparting entrepreneurship training
9. Understanding the dynamics of rural markets
10. Identifying the needs of the potential customers & traditional customers
11. Developing efficient delivery systems for products
12. As the purchasing power of the rural poor is on rise these new entrepreneurship plants can focus on entrepreneurship building
13. Designing separate set of products for rural consumer apart from urban consumers
14. Suiting the rural demands such as ware housing go downs store rooms cloak rooms etc need to be addressed
15. Rural people are suffering from inconsistent electric power scarce



- infrastructure unreliable telephone communication system local political pressures which hinder development process
16. The villages are scattered over a distant areas sometime sit become is impossible to connect all of them Thus providing an inter connectivity
17. Rural fairs & periodic religious gatherings which allow greater visibility are to be channeled properly.(Ramkrishna . H .The emerging role of NGOs in Rural Development of India)
18. Training demonstrating, implementing, empowering, imparting, transferring should start from grassroots level AWAKE has a unique approach of through voluntary efforts of successful women by counseling, training, business incubation, mentoring & peer group support.

Conclusion –Thus NGOs should comprehend underlying rural issues to become e successful entrepreneurship development mentors. They should focus on starting a rural enterprise with opportunity challenges support structure regulatory framework.

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