

Entrepreneurship in a Globalised Economy

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AWARENESS ON AKRUTI TECHNOLOGY PACKAGE FOR URBAN ENTREPRENEURS IN RURALSECTOR

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ABSTRACT

Rural areas in India undergoing several challenges like sustainable employment in agriculture/ allied sector, quality education, marketing infrastructure, over exploitation of natural resources, inadequate electricity, transport, communication, health, food and storage facilities etc. Meanwhile, Information and Communication Technology (ICT), Science and Technology (ST), are playing pivotal role in the management of rural development programmes to ensure that benefits arranged by governmental organizations reach out the commoners on time through proper channel. ICT and ST have the potential to capture real-time status and progress of programmes, schemes, fund utilization, space, timely disbursement of wages, subsidies issued through various schemes etc.

Access to technology" is a knowledge difference between the urban and rural areas. On the other hand it is often considered as a solution to the developmental issues faced by the urban and rural communities. Many technologies have been developed for the rural areas in India like Agriculture Knowledge and Rural Technology Implementation Initiative (AKRUTI) to enable and encourage techno-entrepreneurship in the villages, all those who desire to start activity in villages can be provided these technologies at an affordable cost, quick start the activity, some product can be produced by them as they find suitable and deploy them in the region. Based on the above background, a study, the main objective of the research article is framed which is to identify the awareness of AKRUTI technology package/scheme for urban entrepreneurs in the rural sector, in Vellore, Tamil Nadu. The study is carried out by using survey method and the data is analysed using software package. The findings of the study revealed that however urban people are good at handling technologies still they are unaware about AKRUTI and it resulted in the flourishing of techno-entrepreneurship in the rural sector too.

Keywords: AKRUTI, Science and Technology, Package, Awareness and Entrepreneurship

INTRODUCTION

The Make in India strategy adopted by the government of India aims to facilitate investment, foster innovation, entrepreneurship, enhance skill development in the country. Rural entrepreneurs are those who establish industrial and business units in rural areas. Entrepreneurship can play an important role in rural development. Agriculture continues to be the backbone of the rural sector. Seventy per cent of holdings is held by small and marginal farmers resulting in overcrowding on agricultural land and diminishing farm produce. This results in the migration of farm workers in large numbers to the urban areas. Land is limited and unable to absorb the labour force in agriculture. So there is a need to develop rural industries to solve rural unemployment and rural migration to urban areas.

Moreover, in India, the urban sector has received the highest attention by way of deployment of a large number of indigenous Science and Technology (ST) know-how resulting in rapid development leading to urban rural divide in terms of prosperity and opportunities. Further, the young population is expected to be the largest in the world in decades ahead, over 500 million. Creating gainful and productive work for them is the greatest challenge. Technical knowledge generated in national laboratories related to basic needs such as food, water, shelter, power environment has been underutilized. Deployment and adaptation of this know-how to the needs could provide a creative opportunity for expected 500 million youths in rural and urban areas to contribute to the national wealth with prosperity for everybody including villages. Keeping in mind, the government of India and Department of Atomic Energy (DAE) units as an off-shoot of Research and Development (RD) in nuclear energy and its application in power and non-power area, DAE has launched societal initiative for utilization of Non-Power Application (NAPA) Spinoff technologies in the area of land, water, food processing, agriculture and urban rural development management. Within this framework of the societal initiative, a structured programme of Advanced Knowledge and Rural Technology Implementation (AKRUTI) has been formulated and is being implemented for techno-economic growth of the rural sector for social outreach and awareness in India. In this above background, the researcher wants to measure the awareness of AKRUTI Technology package available for educated future urban entrepreneurs to start their business in rural areas in Vellore city, Tamil Nadu in India.

AKRUTI TO PROMOTE TECHNO-ECONOMIC ACTIVITY IN RURAL AREA

In the year 2009, the government introduced Akruti Tech Pack (ATP) for exclusive rural deployment on chargeable basis is a technology package for desirous technically oriented in villages and cities for individuals including women, young entrepreneurs and companies, to encourage techno-economic activity in rural sector through AKRUTI programme at an affordable price. Now the scope is expanded by adding twelve more science and technologies, better training facilities, project feasibility and new schemes of technology deployment under twelfth plan project and flexibility is increased by adding more user friendly terms and conditions to ATP.

SCOPE OF RURAL ENTREPRENEURSHIP FOR URBAN STUDENTS IN INDIA

The Micro, Small and Medium Enterprises (MSME) have existed in rural India since ages in the forms of traditional skills. Recently, rural entrepreneurship has emerged as a dynamic concept among educated urban youth. There is a lot of scope for rural entrepreneurship in MSMEs which plays a major role in providing employment and income for the poor and unemployed in rural areas. In India, it is noteworthy that MSME contributes nearly 52% of the Gross Domestic Product (GDP) and making available more 75% of all labour force. The scope of rural industries for urban youth is considered basically a question of properly utilising the unexploited natural and human resources and tapping vast material existing in the villages. The future of rural industrialization basically may depend on urban entrepreneurship because of low investment of capital, labour intensity and use of simple technology by employing local human and material resources. And the combination of human capital with village natural resources is necessary for urban entrepreneurs to bring about a viable development in these areas.

SCHEMES FOR RURAL ENTREPRENEURSHIP IN INDIA

Apart from AKRUTI technology package for urban and rural entrepreneurs in India, the government of India has given six major schemes for rural entrepreneurship in order to promote self-employment opportunities to educated youth. They are:

- (1) Entrepreneurship Development Institution Scheme
- (2) Rajiv Gandhi Udyami Mitra Yojana (RGUMY)
- (3) Performance and Credit Rating Scheme (Implemented through NSIC)
- (4) Khadi Karigar Janashree Bima Yojana for Khadi Artisans
- (5) Marketing Assistance Scheme
- (6) Provision of Urban Amenities to Rural Areas (PURA)

REVIEW OF LITERATURE

The various review of literature on awareness on Techno-preneurship and challenges and opportunities on rural entrepreneurs were collected and presented below for the study. Vijay Kumar (2015) stated that as the population grows there will be pressure on land and the growth in the agricultural production cannot absorb in agricultural employment. This leaves the rural non-farm sector in the form of rural SMEs to absorb those released from agriculture but not absorbed in the urban industries. Sunita Sethi (2010) highlighted women participation in entrepreneurship is

gradually increasing due to change in attitude, mindset of society from conservative to a modern, daring and risk-taking abilities of women, support and cooperation by society members, changes in relaxations in government policies, granting various up-liftment schemes to women entrepreneurs. Sangeeta Arora (2011) found that many commercial banks are taking much interest in developing schemes exclusively for women. Various leading public and private sector banks have been providing finance under different schemes to women entrepreneurs with relief in the interest rate. Mule (2010) pointed out that social initiative, a structured programme called AKRTIK has been formulated and is being implemented by BARC for techno-economic growth of the rural sector. Brinckerhoff (2008) analysed that the social entrepreneur is someone who takes a reasonable risk on behalf of the organization they serve. Zahra et al. (2008) pointed out that, social entrepreneurship encourages their organization serves. Zahra et al. (2008) pointed out that, social entrepreneurship encourages the activities and processes undertaken to discover, define, and exploit opportunities in an innovative manner. D'Cruz (2003) the study observed that family support and encouragements are the high facilitating factor which helped women to aspire entrepreneurship. Tambunan (2009) expressed that on recent developments of women entrepreneurs in Asian developing countries. However, a study revealed that most of the women entrepreneurs in SMEs are from the category of low income entrepreneurs seeking for better family incomes. Singh (2008) in his study mentioned that the major problems of women entrepreneurs, family responsibility, gender discrimination, missing network, and low priority given by bankers to provide a loan to women entrepreneurs.

STATEMENT OF THE PROBLEMS

Based on the above review of the literature, the researcher identified research problems for the study is that, in the era of globalization, entrepreneurship development in the rural area is a challenge. According to the 2011 census, 69 per cent of people are living in rural areas in India. People in rural areas suffer from unemployment, poor infrastructure facilities which may be solved with the development of the rural entrepreneurs. But, the rural entrepreneurs are suffering with various problems like fear of risk, lack of finance, illiteracy, limited scale and scope of business opportunities, lack of market information due to poor communication facility, middlemen, low quality of products, non-availability of skilled labours, legal formalities, procurement of materials, competition from the urban entrepreneurs, lack of IT knowledge and technical skills, lack of awareness on facilities, packages, schemes, subsidies which are offered by both state and central government to start Micro, Small and Medium Enterprises (MSME) in rural areas, but one is ready to become entrepreneurs to start their own small business in rural area because of above said issues. But, when we talk about urban entrepreneurs, they are ready to start any business to start small or medium enterprises. If they know about various schemes or technology packages which are offered to urban entrepreneurs to start a business in a rural area, they are ready to start. But, in real life, they have less awareness about government packages to become modern technology based urban entrepreneurs in the rural area. Based on the above various problems, in India, most studies were found on problems of rural women entrepreneurs and so far no studies were conducted on awareness about the availability of techno-preneurship packages to urban entrepreneurs to start their business in the rural area. Therefore, this research paper will address the above issues by studying the awareness about AKRUTI technology package for urban entrepreneurs to start their business in the rural area, there by the researchers wants to fill the research gap.

OBJECTIVES OF THE STUDY

- (1) To study the demographic profile of the respondents in Vellore city.
- (2) To find out the awareness on AKRUTI technology package for urban entrepreneurs in the rural sector.

HYPOTHESIS

H₀₁: There is no significant relationship between gender and awareness on AKRUTI technology package for urban entrepreneurs in the rural sector.

RESEARCH METHODOLOGY

Nature of the study: Descriptive and Analytical

Sources of data: Primary data collected through a structured questionnaire using likert's scales ranging from 3 fully aware about the scheme to 1 no aware about the scheme through survey method and secondary data were collected through indexed journals and magazines.

Sampling method: Convenience sampling

Sampling area: Students pursuing M.Sc Bio-technology in a reputed institution in Vellore city, Tamil Nadu in India.

Sample size: 100 respondents

Sampling unit: Only from the respondents who have more knowledge of the bio-gas plant, soil organic carbon, tissue culture, bio-fungicide, and bio-pesticide.

Data Analysis: Statistical techniques like frequency distribution and chi square test.

Questionnaire Design: Questionnaire covering demographic profiles like gender, native, interested to become future entrepreneurs and other twelve variables like awareness on AKRUTI Technology package for urban entrepreneurs in the rural sector.

RELIABILITY TEST

In order to measure the internal consistency of all the variables, the researchers applied Cronbach's Alpha test. The result of the reliability test was 0.845. This reveals that a good and unbiased degree of internal reliability amongst the items and this leads to further analysis of the data.

LIMITATIONS OF THE STUDY

The research study was restricted to only Vellore city. The sample size was 100 only. The results and opinion given by the respondents may not be same, if it is conducted in any other district of Tamil Nadu in India. The questionnaire was collected only from students pursuing PG degree programme in Vellore city.

RESULT AND DISCUSSION

Percentage analysis

The data pertaining to the demographic profile of the respondents were presented in Table 1 Demographic Profile

Demographic variables		Frequency	Percentage
Gender	Male	54	54
	Female	46	46
	Total	100	100
Nativity	Urban	78	78
	Semi-Urban	22	22
	Total	100	100
Interested to become future urban entrepreneurs	Fully interested	83	83
	Interested	17	17
	Not yet interested	0	0
	Total	100	100
Awareness about AKRUTI technology package for rural/urban entrepreneur's initiative program in rural sector for societal benefit	Fully aware about the scheme	0	0
	Less aware about the scheme	26	26
	No aware about the scheme	74	74
	Total	100	100

Source: Author's findings

Inference

From the above table, it is inferred that 54% of the respondents are female and 46% respondents are male. 78% of the respondents' nativity is urban and 22% of the respondents is semi urban. 83% of the respondents are fully interested in become future urban entrepreneurs and 17% of the respondents are interested in become future urban entrepreneurs and 74% of respondents are no aware of the AKRUTI technology package for rural/urban entrepreneur's initiative program in rural sector for societal benefit and 26% of the respondents are less aware of the AKRUTI technology package for rural/urban entrepreneur's initiative program in rural sector for societal benefit.

AWARENESS ON AKRUTI TECHNOLOGY PACKAGE FOR URBAN ENTREPRENEURS

The data pertaining to awareness on AKRUTI Technology package for urban entrepreneurs in the rural sector were presented in table 2, by using the chi-square test.

H₀: There is no significant relationship between gender and awareness on AKRUTI technology package for urban entrepreneurs in the rural sector.

Table 2. Chi-square test on awareness on AKRUTI Technology

Variables	Gender(awareness)	Total	Sig
Nisargruna- Biogas plant based on biodegradable waste	Fully aware	0	0.000
	Less aware	36	
	No aware	64	
Soil organic Carbon Detection and Testing Kit (SOCDTK)	Fully aware	12	0.000
	Less aware	32	
	No aware	56	
Vibro Thermal Dis-infector (VTD)	Fully aware	0	0.000
	Less aware	44	
	No aware	56	
Foldable Solar Dryer (FSD)	Fully aware	3	0.000
	Less aware	24	
	No aware	73	
Process for retaining pericarp colour and extending shelf life of Litchi, novel process, wherein the fruits after treatment can be stored at low temperature up to 45 days	Fully aware	3	0.036
	Less aware	35	
	No aware	62	
Domestic Water Purifier (DWP) a technology to get bacteria free clean drinking water without use of electricity	Fully aware	22	0.000
	Less aware	30	
	No aware	48	
Solar Energy driven portable domestic Brackish Water Reverse Osmosis (BWRO) technology – technology to desalinate contaminated water of salinity to provide drinking water in remote/rural areas where electricity is not available	Fully aware	27	0.000
	Less aware	33	
	No aware	40	
Dip N Drink (DND) Membrane pouch, technology to convert the biologically contaminated water into sterile solution for oral consumption, useful during flood, cyclones, tsunami, earthquakes, etc. in remote areas/ villages.	Fully aware	4	0.011
	Less aware	16	
	No aware	80	
Banana Tissue Culture (BTC) Technology for mass-production of commercially important banana varieties.	Fully aware	22	0.000
	Less aware	29	
	No aware	49	
Mass multiplication medium of Bio-fungicide Trichodermaspp	Fully aware	27	0.001
	Less aware	28	
	No aware	45	
Micro-fine Neem Bio-pesticide	Fully aware	21	0.002
	Less aware	31	
	No aware	48	
Nano-composite Ultrafiltration Membrane Device for Domestic Drinking Water Purification W.R.T. Arsenic, Iron and Microbial Contaminations.	Fully aware	22	0.001
	Less aware	34	
	No aware	44	

Source: Primary data

FINDINGS OF THE STUDY

From the above table, it is inferred that calculated P-value for nisargruna-biogas plant on biodegradable waste (P value = 0.000), soil organic carbon detection and testing kit (P value = 0.000), vibro thermal dis-infector (P value = 0.000), foldable solar dryer (P value = 0.000), treatment can be stored at low temperature up to 45 days (P value = 0.036), domestic water a technology to get bacteria free clean drinking water without use of electricity (P value = 0.000), solar energy driven portable domestic brackish water reverse osmosis technology-technology desalinate contaminated water of salinity to provide drinking water in remote/rural areas electricity is not available (P value = 0.000), dip-n-drink, membrane pouch, technology to the biologically contaminated water into sterile solution for oral consumption, useful during cyclones, tsunami, earthquakes in remote areas/ villages (P value = 0.011), banana tissue mass multiplication medium of Bio-fungicide trichoderma spp (P value = 0.001), micro-fungicide bio-pesticide (P value = 0.002), nano-composite ultrafiltration membrane device for drinking water purification (P value = 0.001). From the above all twelve variables, the calculated value of Chi-square is less than the hypothetical value (0.005) at 5% level of significance. There is a statistically significant relationship between gender and awareness on AKRUTI Technology package for urban entrepreneurs in the rural sector. Hence, all students belong to male and female categories were not aware on AKRUTI technology package.

CONCLUSION

Rural entrepreneurship plays a major role in the economic development of India, particularly in the rural economy. It helps in generating employment opportunities in the rural areas with capital, raising the real income of the people, contributing to the development of agriculture, reducing disguised unemployment, reducing poverty, migration and economic disparity. It is concluded from this research study that, the awareness on technology based package for entrepreneurs in the rural sector is really a great opportunity for innovation, work and entrepreneurship for urban educated youth in rural areas and this can be accomplished by government through canalising modern indigenous know-how and technologies complete this structured program with advanced knowledge and rural technology implementation initiative with the existing government support in the initial stage. This technology package enables the urban and rural villagers to and make use of the technologies with local adaptation for themselves, which itself will generate village entrepreneurship and make this activity self-sustaining and wide spread. In rural areas will create a strong, wide network and innovative science and technology culture among the people. Moreover, this study also suggesting that monitoring rural development programs, supplying right information at the right time, providing timely and adequate credit and capital, motivation of bankers, panchayat and union leaders and voluntary service organisations will lead to the development of rural entrepreneurship.

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