

## **ENTREPRENEURIAL SKILLS FOR DEVELOPING AGRI-RURAL BUSINESS ABILITY**

**Dr Amit Sharma (Associate Professor)**

**Department of Commerce, I.P. PG College, Bulandshahr (UP)**

### **ABSTRACT**

Entrepreneurship is one which has the power and qualities to think continuously about trust and superiority, and he puts them into practice. It is only by inventing an idea, purpose, product or service and using it for social benefit. To become an entrepreneur you must have certain qualities. There are also self-employed people, who not only create work for themselves but also arrange work for many other people. Examples of such individuals are: Tata, Birla etc. who are both promoters and arrangers of work and producers. These people can be called entrepreneurs. The role of entrepreneurship in Agriculture and rural development is often miscalculated. Over the years, it has been clear that entrepreneurship supports sustained economic growth.

*Entrepreneurship programme played very important role in the growth of Agriculture and rural development in India.*

### **Keywords:**

Entrepreneurship, Agriculture, Entrepreneurs, Employees, REDP, EDPs.

### **Introduction:**

An entrepreneur is an individual who starts and runs a business with limited resources and planning, and is responsible for all the risks and rewards of his or her business venture. The business idea usually encompasses a new product or service rather than an existing business model.

Such entrepreneurial ventures target high returns with an equally high level of uncertainty. The entrepreneur is willing to risk his or her financial security and career, spending time as well as capital on an uncertain venture, arranging for the necessary capital, raw materials, manufacturing locations and skilled employees. Marketing, sales and distribution are other important aspects which are controlled by the entrepreneur.

As the term itself denotes, EDP is a programme meant to develop entrepreneurial abilities among the people. In other words, it refers to inculcation, development, and polishing of entrepreneurial skills into a person needed to establish and successfully run his / her enterprise. Thus, the concept of entrepreneurship development programme involves equipping a person with the required skills and knowledge needed for starting and running the enterprise.

The main purpose of such entrepreneurship development programme is to widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills among the less privileged sections of the society.

### **Need for EDPs:**

That, entrepreneurs possess certain competencies or traits. These competencies or traits are the underlying characteristics of the entrepreneurs which result in superior performance and which distinguish successful entrepreneurs from the unsuccessful ones.

Rural Entrepreneurship Development Programme :-

Rural Entrepreneurship Development Programme (REDP) is a program supported by NABARD for the creation of sustainable employment and income opportunities for the benefit of educated unemployed rural youth.

The Rural Entrepreneurship Development Programme aims to develop entrepreneurial and activity-oriented skills among the unemployed rural youths willing to create small or micro-enterprises by assisting agencies and NGOs involved in the conducting of Entrepreneurship Development Programs. The development program for rural development (promoting entrepreneurship in rural areas), which Entrepreneurship Development Institute (EDI) began experimenting 20 years ago, has become one of the Institute's most important activities. Jobs are very rare in today's highly competitive and densely populated areas. In particular, it is almost impossible for rural youth to work in this highly competitive environment. These scenarios can create viable business opportunities in rural areas, educate and motivate youth(2).

Micro-enterprises are proven results- oriented strategies to start the process of economic development in this region. As a result, EDI has developed and implemented a proven, reproducible training model to boost rural entrepreneurship. Education is divided into three phases. In other words, the main activity is the pre-education phase to select potential entrepreneurs(3).

### **Role Entrepreneurship programmes in Agriculture rural development In India**

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- Rural Entrepreneurship Development Programmes provide better employment opportunity for rural areas
- Rural entrepreneurship can bridge the gap and imbalance between urban and rural population with income gap.
- Rural entrepreneurship can facilitate the concentration of industrial units in urban areas and promote regional development in a balanced manner.
- Protecting and promoting arts and crafts through rural entrepreneurship preserves the rich heritage of rural India(4).
- The growth of rural entrepreneurship can reduce social accidents, such as poverty, slum growth and urban pollution.
- Rural entrepreneurship can expose rural youth in various ways to wake up and promote entrepreneurship as a profession.
- Rural entrepreneurship will also increase the literacy rate of the rural population. Their education and independence will make the community prosperous and thereby increase their standard of living(5, 6).
- EDPs improves quality of agriculture product and provides better market opportunities for agriculture product.

#### **Conclusion:**

The EDPs are very important for rural development. So training of these programmes are necessary for rural areas. The EDP create job opportunity for rural Youths and also bridge the gap and imbalance between urban and rural population with income gap. EDPs improves quality of agriculture product and provides better market opportunities for agriculture product.

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