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‘Mutual Entrepreneurship Model’ – The Approach of Rural and Economic Development for Rural Nimad Region, Madhya Pradesh

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ABSTRACT: The rural potential is major potential. The space, availability of water, the agriculture field, and the major population. Various types of potential can be merged for the betterment of rural areas. Rural potential can be enriched through systematic planning. This paper is a whole discussion of the enrichment of rural potential for the economic development of the rural area. There are some theories and practical initiatives by great People called the ‘Rural Development Model’. The Model of ‘Providing rural amenities in a rural area(PURA) by Dr A.P.J Abdul Kalam. Gandhian rural development models, the Government of India’s rural development models and the contribution of NGOs described in this research paper

The rural development model can transform the whole scenario in a rural area. This paper is an action for making a rural development model with reference to other rural development models coined by the Government of India and various NGO initiatives. ‘Mutual Entrepreneurship in Rural Areas (MERA) is a new concept. ‘All basic shops and services in one place’ is the theme of the MERA model. The paper examines the feasibility and applicability of the MERA model through this research Paper.

KEYWORDS- Rural potential, enrichment, transform, rural development, rural development model, feasibility and applicability

I. INTRODUCTION

Rural entrepreneurship is a relatively new concept that has been gaining traction in the past few years. It is the practice of starting and operating a business in rural areas, the areas outside of metropolitan cities. Rural entrepreneurs often face unique challenges due to their location, such as fewer resources, less infrastructure, less demand and fewer business opportunities. However, rural entrepreneurship can be a powerful tool for economic development in rural areas, providing essential services and creating employment opportunities. This paper explores the potential of rural entrepreneurship as a boon for rural development, examining the advantages and challenges of rural entrepreneurship and the strategies that can be employed to maximize its impact.

The concept of Mutual entrepreneurship in rural India

‘All basic facilities and services should be provided at the one location’ is the concept of mutual entrepreneurship. Customer would come at one location for enjoying basic services and basic sales at one location. The plan primarily includes 12 shops at one location. The map of mutual entrepreneurship model is shown in figure no.1.



All facilities at one location leads for facility creation, social motivation & empowerment and economic development of rural area.

Mutual entrepreneurship in rural India is an emerging concept that seeks to empower rural communities by providing them with the resources and support needed to become successful entrepreneurs. This concept seeks to create an environment where rural entrepreneurs can collaborate and share resources to achieve greater success. Mutual entrepreneurship involves providing rural communities with access to capital, business training, mentorship, and other resources that are otherwise unavailable to them. Additionally, mutual entrepreneurship seeks to create networks of rural entrepreneurs who can work together to develop innovative solutions to the challenges they face. By creating an environment where rural entrepreneurs can learn from each other, support each other, and share resources, this concept has the potential to transform the lives of those living in rural India.

II. LITERATURE REVIEW

1) PURA Model by Dr A.P.J. Abdul Kalam- Providing Rural Amenities in Rural Area(PURA) model has been coined for rural economic development. The former President Dr A.P.J. Abdul Kalam has focused on four connectivities in the Model. Physical, electronic, knowledge and economic connectivity are required in the Model. The Government of India Model has been initiated but not successful due to huge cost requirements for physical connectivity in the form of ring road. It was not possible to connect all villages by rail route. The dream was good but was not achievable and also not feasible.

2) Gandhian Model of Rural Development – Mahatma Gandhi also has a vision for overall rural development. He coined the term ‘village industry’ and village entrepreneurship. On the basis of the self-reliance principle, villagers can initiate small businesses the for the betterment of their economic condition. As per the Gandhian model, ‘Basic services such as footwear, clothes milk, vegetable agriculture-based processing should be initiated by villagers’. This model is successful and Government of India is continually supporting for village development with the schemes of provisions of livestock, money and subsidy in agricultural instruments.

3) Integral humanism Model –Shri NanajiDeshmukh had initiated the movement of ‘integral humanism in Chitrakoot area. The thought process behind the model is all humans are the same and each one should get equal opportunities and equal benefits. All human should get basic facility for health, education and infrastructure. The model believed in self-learning and self-exploration in agriculture for better production. The area of Chitrakoot has developed sense with the help of this model, which is successful in rural development.



4) **NandGhar Model** –NandGhar Model has been initiated by Vedanta Group in Rajasthan. The objectives of this model is basic and standard education to kids and employment to women. The model is successful given employment women and providing standard education to kids in Rajasthan. The Vendata group is spreading its wings in other state of India for women empowerment and education. This model is globally accepted and praised by many NGO.

II. RESEARCH METHODOLOGY

Research is the systematic investigation of facts and figures for the betterment of social, economic and infrastructural development. This Research paper is deep overlook of the rural development model and proposing new rural development model for Indian scenario.

a) **Problem Identification:**

- High level of population migration form rural area to urban area for employment
- Absence of basic facilities in rural area even after medium demand
- Poor standard of living and not have exposure
- Lack of knowledge about entrepreneurship to rural people

b) **Objectives of the research paper**

1. To study the various rural development model in India.
2. To study various rural development model with its pros and cons.
3. To analyze power of rural potential and estimate it in economic development.
4. To design rural development model for economic development of rural India.

c) **Sample Size**-100 rural people from Nimad region

d) **Sampling Techniques** – Judgmental/ purposive and quota sampling method used in data collection.

III. MODELING AND ANALYSIS

1. Analysis and representation on possible major sources of income for rural population

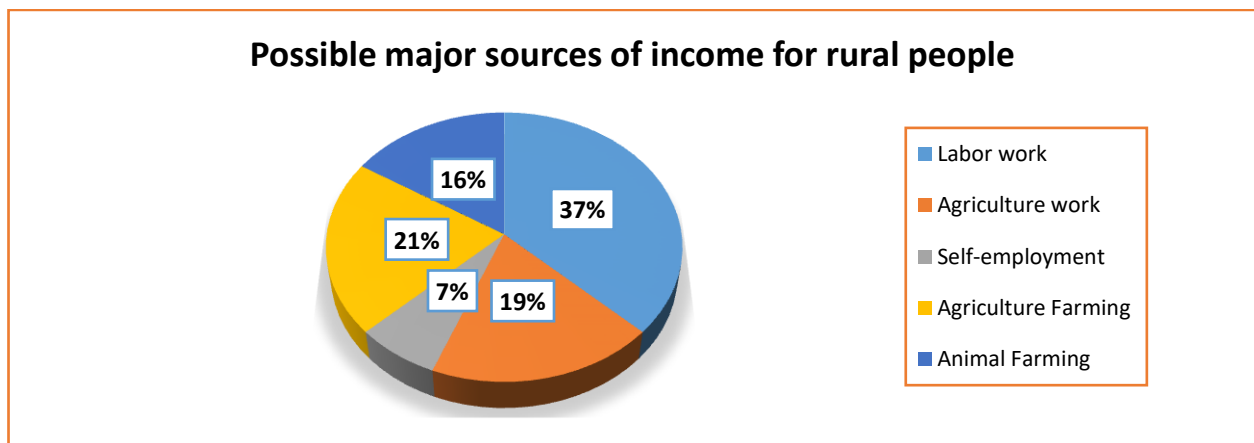


Chart No.1-Representing on major sources of income for rural people in rural area.

Data interpretation and analysis

With reference to above chart It is observed and analyzed that majority of people have earning sources are labor work, agricultural work and agricultural farming. Animal farming and self-employment initiatives are less in rural area. It means majority of population engaged in labor work and agricultural for their income. People have a chance for growth in agricultural farming and animal farming with sufficient space and water is available in the rural the nimad region.



2. The discussion on reasons behind the poverty in rural area

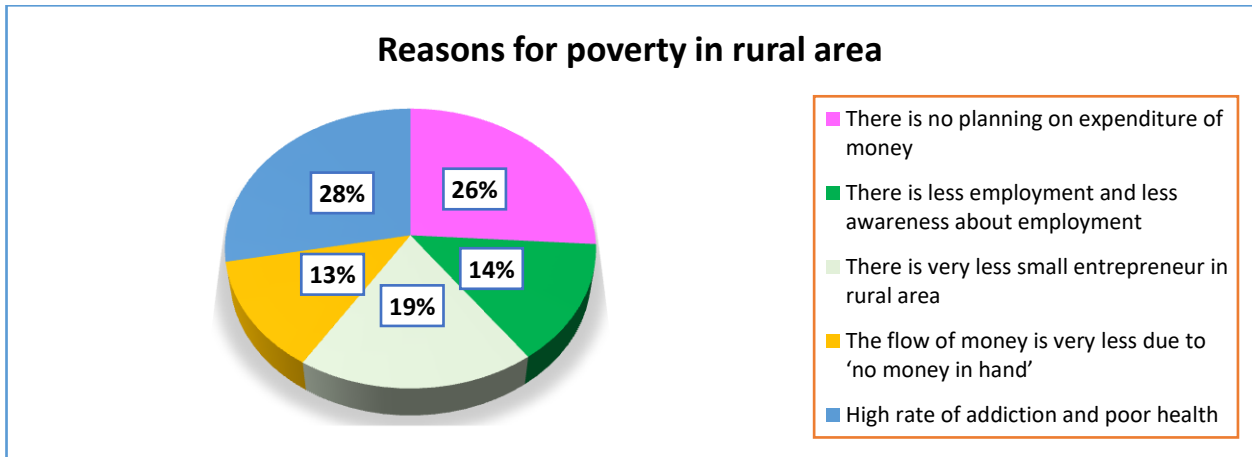


Chart No.2-Representing on variation for different reasons behind poverty in rural area

Data interpretation and analysis

As per observation and reference of Chart No.2 it can be interpreted that lack of proper financial planning and high rate of addiction are the major reasons behind poverty of rural people. Weak in identification of opportunities and lack of initiatives in self-employment are another reasons for poverty in rural area. The less flow of money is also another reason for poverty.

3. Exploration on reasons for less number of entrepreneur in rural area

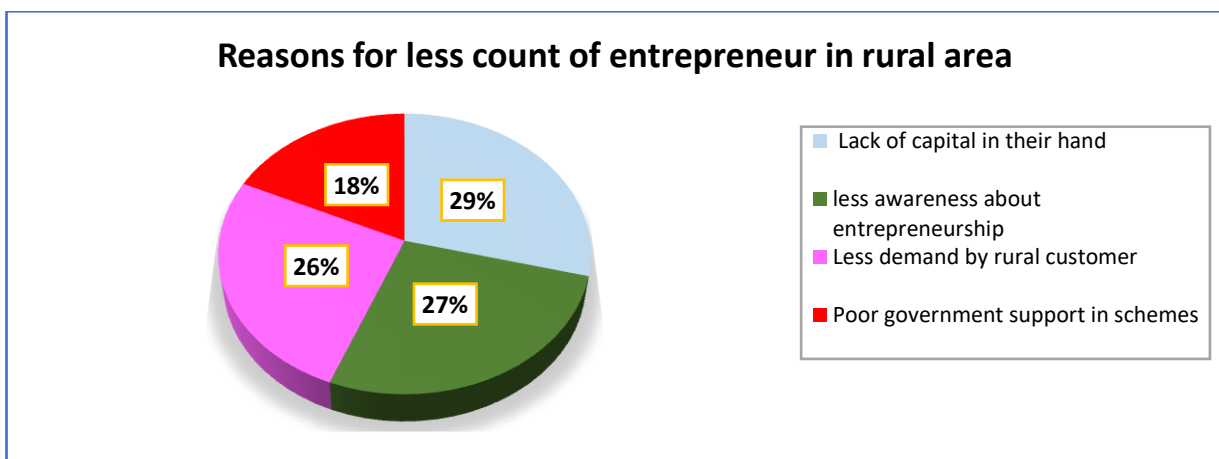


Chart No.3-Representing on reasons behind less number of entrepreneur in rural area

Data interpretation and analysis

As per reference of the above chart it is analyzed that lack of capital, less awareness about opening small business and very less demand are the reasons for less entrepreneurship in rural area. For minimum respondent's poor government support for entrepreneurship is also reasons for low entrepreneurship in rural area.



4. Methods and approaches for integration of rural entrepreneurship in rural people.

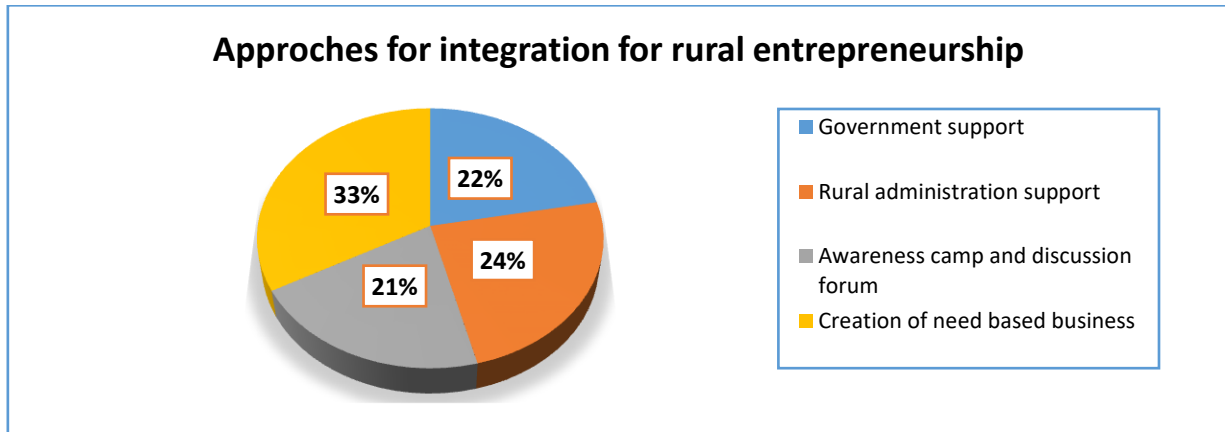


Chart No.4-Representing on approaches for entrepreneurship sense in rural people.

Data interpretation and analysis

As per about chart is interpreted that generation of need based business with government support and rural administration support are the best approaches for raising entrepreneurship in rural area. There is need of awareness camp and seminar for better development of entrepreneurship in rural area.

5. Discussion on feasibility and applicably of MERA Model

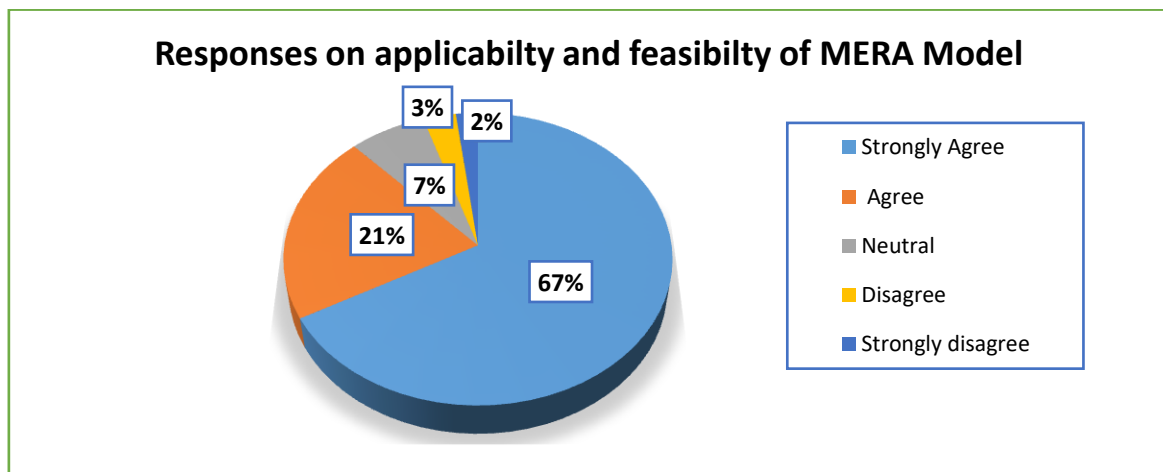


Chart No.5-Representing on applicability and feasibility of MERA Model in rural area

Data interpretation and analysis

It is interpreted that 'bunch of services and shops at one location' is the best ideas as per the respondents and most of the respondents like as it creates employment, empowerment and economic development of rural nimad region.

IV. SCOPE OF RESEARCH

1. Increased Employment Opportunities: Mutual entrepreneurship can help create a variety of employment opportunities in rural India. By promoting local businesses, mutual entrepreneurs can create jobs for rural youth and provide them with a secure source of income. This can help reduce poverty and improve the overall standard of living in rural India.

2. Improved Infrastructure: Mutual entrepreneurs can help improve the infrastructure of rural India by investing in local businesses and providing resources to support them. This can help create better roads, improved access to electricity and water, and better healthcare facilities.



3. Financial Inclusion: Mutual entrepreneurship can help more people access financial services, such as banking and microcredit. This can help people in rural India start and grow their businesses and create wealth.

4. Improved Education: Mutual entrepreneurs can help improve education in rural India by investing in local schools and providing resources to support them. This can help children get a better education and help them become more employable.

5. Increased Economic Activity: Mutual entrepreneurship can help create economic activity in rural India by promoting local businesses and providing resources to support them. This can help improve the local economy and create more wealth for the people in rural India.

V. CONCLUSION

It is concluding that majority of population engaged in labor work and agricultural work for sources of money. Part of population also engaged into animal farming and agricultural farming but as their sufficient source of water, there is an opportunity of manpower for growth in agricultural farming. Improper financial planning, unawareness about saving, majority of addiction and less flow of money in rural area are some major reasons for poverty in rural area. It is also concluded that lack of capital and improper understanding about management of small business are the major reasons for less entrepreneurship in rural area. Proper government and local support, guidelines about small business can raise the quantity of entrepreneur in rural area.

Rural entrepreneurship is a powerful tool for economic development in rural areas, providing essential services and creating employment opportunities. Despite the challenges, there are some strategies that can be employed to maximize the impact of rural entrepreneurship, such as providing access to financing, providing training and support, and promoting rural entrepreneurship. Rural entrepreneurship is a boon for rural development and should be encouraged.

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