



ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM



NSS CELL

Online Workshop
on
RURAL ENTREPRENEURSHIP

19 August 2020

Convener

Dr B Kezia Rani

NSS Coordinator

Chief Guest

Prof M Jagganadha Rao,

Hon'ble Vice Chancellor, ANUR

Resource Person

Dr WG Prasanna Kumar, Chairman, MGNCRE

Introduction

Attention of development to solely urban regions has resulted in an imbalance of progress in the nation. The urbanization has stagnated the prospects in rural regions as youth migrated in search of opportunities in the cities, essentially draining the rural areas of growth.

Excessive dependence on urban areas has proved fatal during the pandemic as many industrials were located in the Cities. The migration of laborers to the current shortage of manpower in the cities was a result of excessive focus on urban development.

It is therefore imminent that rural areas need to be developed on par with cities. This can be prompted by empowering the rural youth with entrepreneurial skills necessary for initiating enterprises locally. This workshop through this theme addresses many socioeconomic issues related such as poverty and unemployment among the youth.

Another major factor that need to be considered when discussing rural development is Globalization. While reaping the benefits of international products and services, we should not neglect the importance of local products and their regional uniqueness. India, being a country of diverse cultures and lifestyles offers a plethora of such products that can be offered to the global markets. Youth need to understand that entrepreneurship is not based on location but on efficiency and intelligence. A startup is a startup – only measure should be its success and its contribution to the nation's economic and social development.

The Workshop addressing these issues is an apt and a timely event as we are in the process of rejuvenating the global economy and both rural and urban enterprises will help in boosting it quicker and will also make it failproof.

Objectives of the Program

The objective of the workshop is to create awareness among educators about the different paths that are available for the students to pursue their entrepreneurial dreams after the completion of their programs. The Workshop intends to address the several issues related to start up and different initiatives of the Government that are available for the students hailing from rural background.

Adikavi Nannaya University has over 480+ Affiliated Colleges that are located in different demographics regions of the East Godavari District. Majority of these Colleges host rural students. Therefore, this workshop for the principals of these Principals are the target audience of the workshop as they are in a position to help and assist the students at the grassroot level by disseminating the information provided in the Workshop.

1. To develop understanding about Entrepreneurship in Rural Context;
2. To develop entrepreneurial skills in the rural youth;
3. To explore and identify rural potential for a business idea;
4. To developing skills to convert the idea into a commercially viable business concept;
5. To measure the feasibility of the identified concept by the students;
6. To develop a framework for integrating the business concepts and markets; and
7. To develop and implement a Rural Enterprise.

Organizers

NSS CELL

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps, rehabilitation center during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalizes sections of society.

MGNCRE MHRD

Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development, in Government of India strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programmes offered by Universities and Autonomous Institutions in India. The higher educational streams of focus for MGNCRE include: Rural Studies, Rural Development, Rural Management, Social Work and Education. The curriculum inputs are both theoretical and practical field-related relevant to rural India.

VISION To involve higher education curriculum in India in the process of building resilient rural India i.e., Uthkrisht Gram for Unnat Bharat

MISSION Formulate and recognise curricular inputs and accredit courses and higher educational institutions, which enable development of sustainable, climate and disaster resilient rural livelihoods.

Resource Persons

Dr WG Prasanna Kumar, Chairman, MHRD MGNCRE

Dr. W G Prasanna Kumar, Chairman, Mahatma Gandhi National Council of Rural Education (MGNCRE), holds Ph.D in Education with basic degree in Social Work and Master's Degree in Sociology, Public Administration and Political Science. He also has professional education in Environmental Economics, Public Relations, Communication, and Training and Development. Under his leadership MGNCRE has done instrumental work in building rural resilience including rural community engagement and Nai Talim - Experiential Learning.

The several areas of functional work envisaged and implemented successfully by Dr. W G Prasanna Kumar include Curriculum Development Programmes, Course Material Preparation, Faculty Development Programmes, Workshops, Roundtables, Rural Immersion Training Programmes, Swachhta Action Plan Activities, Community Engagement Programmes, Rural Management Programmes, Nai Talim Programmes, WASH Volunteerism Programmes in collaboration with UNICEF and UBA Activities.

The national initiative of reviving Mahatma Gandhi's ideas of Nai Talim, spearheaded by Dr. W G Prasanna Kumar, has met unprecedented success at both national and state levels. The primary objective of this initiative is to promote Gandhiji's ideas on Experiential Learning, Nai Talim, Work Education and Community Engagement, and mainstreaming them in School Education and Teacher Education Curriculum & Pedagogy. The pilot developmental project is a product of intensive workshop based interactions and consultations with Departments of Education in Universities in India, National Council of Educational Research and Training (NCERT), and State Council of Educational Research and Training (SCERTs) across all Indian States/UTs. He considers this initiative as a great tribute to Mahatma Gandhi.

Dr. W G Prasanna Kumar has been instrumental in developing MGNCRE's state-of-the-art e-Learning Centre with infrastructure for conferencing and training facilities which include training programs, skill building sessions and workshops with facility for video linking the entire country and sharing online educational resources for rural community engagement and development. The compilation, development and nationwide release of Swachh Campus and Jal Shakti Manuals are his major contributions to Higher Educational Institutions. These Manuals have been directed by the Ministry to be put into usage by Higher Education Institutions including Universities, Colleges

and Polytechnics in developing strategies, action plans and implementation plans for water conservation on the campuses and in the villages with which the campuses are engaged with in National Service Scheme (NSS), Swachhta Action Plan (SAP) and Unnat Bharat Abhiyan (UBA).

As Professor and Head, Centre for Climate Education and Disaster Management in Dr. MCRHRD Institute, he conducts several capacity building and action research programmes in climate education, disaster management and crowd management. He has handled many regional, national and international environmental education programmes and events including UN CoP11 and Convention on Biological Diversity and Media Information Management on Environmental Issues.

As Director in National Green Corps in the State Government for over 11 years and Senior Social Scientist in State Pollution Control Board for 6 years Dr. W G Prasanna Kumar conducted various curriculum and non-curriculum related training programmes in environmental education. He was awarded Best State Nodal Officer of National Green Corps by Centre for Science and Environment, New Delhi in 2008. He was recipient of Jal Mithra Award from Earthwatch Institute of India and Water Aid New Delhi, 2014 and Certificate of Commendation for the services in UN Conference of Parties and Convention for Biodiversity conducted at Hyderabad in 2012. He was a Resource Person for AP Judicial Academy, AP Police Academy, AP Forest Academy, EPTRI, Comissonerate of Higher Education and Intermediate Education, State Council for Educational Research and Training and National Council for Educational Research and Training New Delhi, CCRT, Bharathiya Vidyapeet University Pune, CPR Environmental Education Centre Chennai and Centre for Environment Education Ahmedabad.

Dr W G Prasanna Kumar underwent training in Community Consultation for Developmental Projects in EPA Victoria Australia in 1997; as State Chief Information Officer by IIM Ahmedabad and Dr. MCRHRDI Government of Andhra Pradesh in 2004; and in Environmental Education and Waste Management Techniques at JICA, Japan in 2011.

Profile of the Chief Guest

Prof. Mokka Jagannadha Rao, Hon'ble Vice-Chancellor of Adikavi Nannaya University, Rajamahendravaram has done his education both in India and Aboard. He got his Master's degree in Engineering from University of Alaska, USA. He got his Ph.D. from Andhra University, Visakhapatnam, in the year 1985. He joined as Assistant professor in the Department of Geology, Andhra University in 1986 and later promoted to Professor and head of the department from the same department/ He is a serious researcher and academician having more than 33 years of experience in both teaching and research. He has published nearly 150 papers in National and International Journals. 33 scholars got awarded their PhDs under his guidance. His students are not only from geology but also from Computer Science, Geo Engineering, Geo Physics and Allied Physics.

He has strong research Collaboration with various organisations from USA, Canada and Australia. He has completed 8 funded projects, from leading funding agencies of this Country, including DST, UGC, CSIR, DOD, APMDC-DMRTUF, MoES, ISRO and ONGC. He got huge consultancy projects from ONGC namely:

1. Studies on Holocene Evolution of Mahanadi Delta,
2. Studies on Land Subsidence due to Hydrocarbon exploration and exploitation at KG-PG Basin, A Pulsing Remote Sensing and Field studies.

He has a vast experience in administration. He held various administrative positions:

1. Director for Information Management Centre, Andhra University, Visakhapatnam, AP
2. Dean for PG& Professional Examinations, Andhra University, AP
3. Director for International Students Affairs-Andhra University
4. Director for Delta studies Institute-Andhra University
5. Chairman for Board of Studies, Dept. of Geosciences, Ambedkar University, Srikakulam, AP

Flyer

ADIKAVI NANNAYA UNIVERSITY STANDS FOR :

Established in 2006, Adikavi Nannaya University aims to cater Academic needs of the students of Godavari Districts. The University believes in holistic development of students in arenas of academics, values and social responsibilities. The University encourages creativity and social service amongst its students. The University is charting new pathways of progress under the esteemed guidance of Hon'ble Vice Chancellor, Prof. M. Jagganadha Rao. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 Colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

ABOUT NSS CELL, ANUR

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like adventurous camps, youth festivals etc. Rehabilitation centers were formed for the corona effected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

WHY RURAL ENTREPRENEURSHIP ?

As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth. It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.

Rural development can be made possible through the growth of rural entrepreneurs which further would contribute in reducing levels of poverty, unemployment, etc. Rural entrepreneurship also means rural industrialisation.

EFFECT OF GLOBALIZATION ON RURAL ENTREPRENEURSHIP: -

To establish a causal linkage between globalization, a macro concept and rural entrepreneurship, a micro concept is a form tedious task. However it is somewhat easier to identify channels through which the aspects of globalization can impact the rural industries to a extent of its welfare.

In the last three decades, across the world there have been major shifts in rural economies. Rural enterprises are important generators of employment and economic growth both locally and internationally. It is important to stress that rural entrepreneurship in its core essence does not differ from entrepreneurship in urban areas. .

FOR MORE DETAILS CONTACT

convener



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ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296
ANDHRA PRADESH, INDIA

**Online Work shop
On
Rural Entrepreneurship**
(For the Principals of campus and Affiliated colleges of Aknu)



DATE :- 19-08-2020 TIME:- 10:00 AM



(UNIVERSITY NSS in collaboration with MHRD-MGNCRE)

CHIEF GUEST



Prof. M. JAGANNADHA RAO
VICE-CHANCELLOR
ADIKAVI NANNAYA UNIVERSITY

Dr. W. G. Prasanna Kumar
Chairman, MGNCRE

GUEST OF HONOUR



Prof. B GANGA RAO
REGISTRAR
ADIKAVI NANNAYA UNIVERSITY

ORGANIZED BY

Dr. B KEZIA RANI
NSS, CO-ORDINATOR
ADIKAVI NANNAYA UNIVERSITY

Program Sheet



ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM

NSS Cell & MGNCRE, MHRD

Workshop on Rural Entrepreneurship

19-08-2020

Program Sheet

10:00 AM – 10:10 AM	Welcome Address
10:10 AM – 10:20 AM	Opening Remarks by Dr B Kezia Rani, NSS Coordinator, Convener
10:20 AM – 10:30 AM	Introduction of Chief Guest
10:30 AM – 11:00 AM	Address by Chief Guest, Prof M Jagannadha Rao, Hon'ble Vice Chancellor, ANUR
11:00 AM – 11:10 AM	Introduction of Resource Person
11:10 AM – 12:00 AM	Session by Dr WG Prasanna Kumar, Chairman, MGNCRE

Lecture Details

India is one of leading economies among the developing countries with an average GDP growth rate of around 7% for over last one decade. There has been a good economic progress in the fields of information technology, infrastructure and services. The primary sector (Agriculture, Forestry and Fisheries) which accounts for over 68% of the population (830 million out of 1210 Million, as per 2011 Census) has however been lagging behind with an average annual growth of 4% per annum or less. This is generating a lot of disparity between rural and urban livelihoods. Diminishing returns from Agriculture have put the whole rural economy under severe stress. There is, thus an urgent need to accelerate the diversification of rural livelihoods so that rural communities have adequate means and opportunities which are viable and sustainable. Rural Entrepreneurship can address this issue and generate self-employment through pooling of community resources.

The gap between rural and urban development is a major issue of developmental process adopted after independence and to achieve inclusive growth target this gap should be filled in an effective way. The only solution to the problem is to develop entrepreneurial activities in the rural sector. The economic, social and educational status of rural India demands skill development for motivating rural people to join business activities along with their routine agricultural activities not only to support agricultural work but to generate additional income for better livelihood. There are a number of opportunities for Rural Entrepreneurship in areas of harvesting/ post-harvesting and processing and value-addition of Agriculture/ Horticulture / Fisheries postharvest in rural areas. This workshop will create awareness to the students of postgraduate and undergraduate programs to identify the potential of rural entrepreneurship in Indian villages. It will also help to develop a mechanism/ framework to convert identified potential into a commercially viable business idea. The workshop has also been designed with the objective that it will directly engage the rural people to establish enterprises in the rural sector and as a result, it will stop migration from rural areas to the urban areas.

Entrepreneurship concept evolved in west, and so also its examples. In India also major entrepreneurship initiatives documented belong to urban India. The example of Urban Entrepreneurship will include- Akshay Patra Foundation, Event Management Companies, most of the App-based service Industry- makemytrip.com, irctc.com, and many others are city based or urban Entrepreneurships. On the other hand the Entrepreneurs (conceptualized and) working in

Rural India will be classified as Rural Entrepreneurs. It is not that there is less or no Entrepreneurship in Rural India. Our rural brethren are equally talented and industrious. It is purely because of lack of understanding of the concept, and lack of documentation in Rural India. It is really astonishing that a nation which was once known as “Sone Kin Chidiya” (Golden Bird) is reinventing itself. Ancient Indian economy was basically rural. Ours was a land of spices, cotton, iron, sugar and pearls. India was a major exporter of Textiles, Spices, Sugar and Iron weapons. There were a lot of value-addition activities in country-side. Our Industries, including rural enterprises, were suppressed during colonial rule, we are again looking at Rural Entrepreneurship as an emerging subject of study in India. There are umpteen number of Innovations happening in the country-side. We only need to explore, identify, document and popularize Rural Entrepreneurship success stories. One such initiative is Honey bee Network of India, founded by Professor Anil Gupta of Indian Institute of Management (IIM), Ahmedabad. According to Prof. Gupta “India’s villages have become a hot bed of innovation, as its rural poor develop inventions out of necessity. Several of the people on this list have no more than an elementary school education”. Some of best-known examples of Rural Entrepreneurship include- development and popularization of Motorcycle-based Tractor by Mansukhbhai Jagani, which costs around Rs. 20,000/- only and is highly fuel efficient (it can plow an acre of land in 30 minutes with two liters of fuel). Another highly acclaimed rural Innovation is Cotton Stripping Machine developed by a farmer Mr. Mansukhbhai Patel, again a farmer from Gujarat. These and many more (over 1,00,000) rural entrepreneurship/ ideas/ Innovations and traditional knowledge practices success stories have been documented by Honey-Bee Network over last 25 years. Rural Entrepreneurship has potential to provide huge opportunities to our unemployed/ under-employed rural youth, and along with improve the rural infrastructure and livelihoods. There are enormous opportunities for value-addition in Agricultural and allied sectors.

Entrepreneurship is the ‘capacity and willingness’ to develop, organize and manage a business venture along with any of its risks in order to make a profit. The key ingredients of Entrepreneurship include Organizational Ownership, Value-addition, Risk-taking and Profit-making. The Entrepreneurship theories take cognizance of role of Innovation- Process or Technological, Opportunity- Identification and exploitation, by quick action.

Entrepreneurship is key for economic development. Rural Entrepreneurship is necessary to enhance Rural Prosperity. (*Rural Entrepreneurship Material*)

Number of participants:

500 (Principals & NSS POs)

Outcome of the Event:

The outcome of the workshop is to invigorate the Colleges in creation of awareness and development of opportunities for the students in the areas of Rural Entrepreneurship. The Workshop gave the impetus for the Principals of Affiliated Colleges of Adikavi Nannaya University to explore new pathways and help introduce courses, workshops and webinars on Rural Entrepreneurship.

The proposal is also forwarded in the workshop for the creation of Rural Entrepreneurship Development Cell (REDC) at College level and introduce the MGNCRE course on Rural Entrepreneurship at Postgraduate level for the students of management studies.

It also has been proposed to assign five faculty members in the REDCs to lead the action plan on the following five categories:

1. Training and Placement
2. Personality Development
3. Technology
4. Entrepreneurship
5. Rural Engagement

Feedback Report

The Participants, i.e. the Principals of the Affiliated Colleges of Adikavi Nannaya University benefitted from the workshop in the following manner:

- Gained knowledge on Rural Entrepreneurship as a career path for the students.
- Understood the role that Rural Entrepreneurship will play in pivoting the economy out of the recent setbacks.
- Attained information necessary for development of courses and guidance modules for students.