



ISSN: 2454-5503
IMPACT FACTOR: 4.197(IJIF)
(UGC Approved
Journal No. 63716)

CHRONICLE OF HUMANITIES AND CULTURAL STUDIES

VOL. 4 NO. 1 JAN. 2018 BOOK V
A BIMONTHLY REFEREED INTERNATIONAL JOURNAL

SPECIAL ISSUE

On the Occasion of One Day National Conference On

ROLE OF WOMEN IN INDIAN ECONOMIC EMPOWERMENT

27th January, 2018



Editor

Dr. Minakshi B. Jadhav

Principal

Dr. A. D. Mohekar

ORGANIZED BY
DEPARTMENT OF ECONOMICS
DNYAN PRASARAK MANDAL'S
SHIKSHAN MAHARSHI DNYANDEO MOHEKAR MAHAVIDYALAYA,
KALAMB, DIST. OSMANABAD

CHRONICLE OF HUMANITIES AND CULTURAL STUDIES (CHCS)

A BIMONTHLY REFEREED INTERNATIONAL JOURNAL

(BOOK V)

Special Issue on the Occasion of National Conference on
Role of Women in Indian Economic Empowerment

(27 January, 2018)

Organized by

Shikshan Maharshi Dnyandeo Mohekar Mahavidyalaya
Kalamb, Dist. Osmanabad

Dr. Minakshi B. Jadhav
Editor

Dr. Ashokrao Mohekar
Principal

MGEW SOCIETY'S
CENTRE FOR HUMANITIES AND CULTURAL STUDIES
KALYAN (MAHARASHTRA)

49.

RURAL ENTREPRENEURSHIP

Doke Kiran Baburao

Shikshan Maharshi Dnyandeo Mohekar
Mahavidyalay, Kalamb Dist Osmanbad

INTRODUCTION :

- 1) Rural Economy is truly entrepreneurial in character and spirit for centuries.
- 2) Entrepreneurial Process is seen in agricultural related activities, small business, Village industries, rural artisans and rural arts
- 3) Although rural entrepreneurship seems to dormant but it channelized. It has the potential to drive the rural economy to new height in a short span.
- 4) Promotion of rural industries has been the central objective of many strategies adopted to bring about an equitable distribution of income through raising the productive capacity of rural people and increasing their participation in the process of development.
- 5) Rural industrialization is interlinked with agricultural activity.

WHAT IS A RURAL INDUSTRY :

- 1) Rural industry embraces different kinds of village and small industries. The cottage industries are an important component of the rural industry.
- 2) The term rural industry is meant an industry appropriate for the rural areas as demarcated by census records.
- 3) The concept here has a special demographic undertone.
- 4) The rural industry serves the requirements of rural people as well as other markets. By and large, the financial needs of rural industry are small, more importantly, they function in the absence of infrastructural facilities and are environmentally friendly.

RURAL ENTREPRENEURS :

- 1) The entrepreneur who brings in overall change through innovation.
- 2) New ideas for the maximum social good in rural areas is a rural entrepreneur.
- 3) The rural entrepreneur is one of the segments of rural growth. Basically, he is person responsible for effecting change, add value to art and crafts.
- 4) In Rural areas, except agricultural laborers all are entrepreneurs with a degree of differences.
- 5) Rural entrepreneurship sustains in agriculture, agricultural related activities, micro industries, small business, rural artisans and others
- 6) Rural entrepreneurship is in a dormant stage for lack of awareness, encouragement and training.
- 7) Rural Entrepreneurs are broadly classified into.
 - ❖ Agriculture Entrepreneurs
 - ❖ Micro Entrepreneurs
 - ❖ Small Business Entrepreneurs
 - ❖ Rural Artisans.

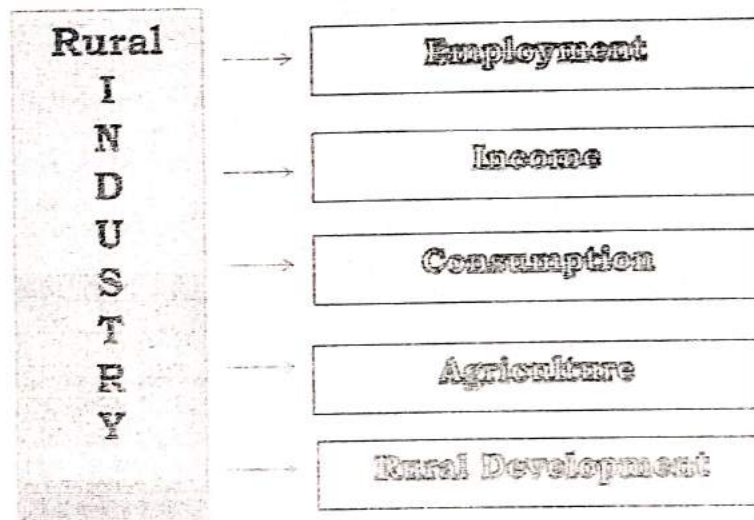
8) RURAL ARTISANS :

- 9) Rural artisans are creative workers living in rural areas. Playing a key role in the growth of the rural economy. An artisan is a deer, skilled craftsman of ether gender. He may be a machinist, operator, driver, mechanic, minder or simply a craftsman.
- 10) An artisan has been defined as an art master designer or draftsman. He may be an artificer, Tradesman, Technician, Skilled or Semi - Skilled worker or a postmaster
- 11) He may be proficient journeyman or an apprentice the categories of craftsmen specially mentioned are- turner, Potter, Joiner, Cabinetmaker, Carpenter, Carver, Woodworker etc. He can be an Architect Master mason, bricklayer, Smith, Blacksmith, Coppersmith.

BENEFITS OF RURAL INDUSTRIAL SATION :

- 1) Rural Industries provide additional employment opportunities, raise production and improve economic condition in rural areas
- 2) They are labour- intensive in terms of providing additional employment to men and women. They ensure decentralization of economic power and elimination of monopolistic exploitation
- 3) Decentralized production through network of well-Unit rural industries obviates the necessity of complicated managerial and competitive marketing techniques, thus reducing the costs on account of overheads.
- 4) Rural industrial station leads to the development of rural areas hereby lessening the disproportionate growth in cities, towns, nations, the growth environmental pollution
- 5) Rural industries will strive to build up village republics and human resources development

Rural industrialization provides ample scope for the promotion of artistic achievement and creativity that has been suppressed in rural areas.



Although agriculture is the mainstay of the economy, rural industry is a complementary industry. The pressure of population on land is already high and increasing. In the process, it has resulted in a large surplus of labour, both educated as well as uneducated in rural areas. Agriculture alone cannot absorb the entire surplus force and hence the need for rural industries. If we consider rural industry as a mainstay, agriculture is an important part of this process. Rural industrialization aims at the maximum productive employment of local resources, revival and development of traditional industries and skills, establishment of new units and integration of agricultural and industrial development to local prosperity, progressively narrow down the disparities between urban and rural incomes and prevent migration of rural population. More so, rural industrialization has been assigned a crucial role in the development of industrially backward areas in rural India.

TYPE OF RURAL INDUSTRIES :

Rural industries are interlinked with agriculture activities, rural development and the service sector. They may also be grouped into small-scale industry, tiny industry and rural artisan. The scope for process industry is vast and unexplored. The need of the hour is the proper organization of rural industries and strategically integrate them into the rural ethos and development.

POWER LOOMS :

The unorganized power loom sector largely meets the requirements of the country's population. This sector contributes approximately 54 per cent to the total cloth production. (Excluding the cloth produced by Non-SSI, Weaving and hosiery / Knitting units)

There are 15,23,336 power loom units in the country. The power loom sector in India manufactured 10 billion square meters of cloth and employed 7.08 million persons. In view of the arising export share of this sector, the government has increased the export quota for fabrics and readymade garments for power loom units.

TRADITIONAL INDUSTRIES :

Handicrafts :

Handicrafts embody the traditional skills of artisans who use a variety of materials – wood, metal, clay, ivory, cloth etc. to produce consumer articles as well as decorative or artistic products. Today only artistic and decorative articles are classified as Handicrafts. The All India Handicrafts Board is responsible for the development of this industry, while the Handlooms and Handicrafts Export Promotion Corporation promotes exports from this sub-sector. This industry alone employs 7.6 million persons according to the annual report of Handicrafts Board, and is of special significance in the country's economy as regards foreign exchange earnings.

The promotion of Handicrafts industries rests with state government but various schemes at the Central level are directed by the Development Commissioner (Handicrafts). The important products are printed textiles, art metal wares etc. The main items of exports are Zari and Zari goods, Art metal wares, wood wares, hand-printed textiles, Scarves and embroidered, crocheted goods and gems and jewellery.

HANDLOOMS :

Handlooms form a part of India's heritage and exemplify the richness and artistry of the weavers. The Handloom industry is the largest and indirect employer. More than 3.0 Million weavers and 12.1 million other persons make the

traditional industries. The production of handloom fabrics is 7.862 million square meters and contributed to nearly 23 percent of total cloth produced in the country. The hand weaving of cloth from yarn (produced by the mills) From an important Segment of rural industry with respect to geographical spread, employment and exports the handloom (Reservation of Article for Production) Act, 1985, aimed at protecting the interests of weavers under this Act. 11 textile articles are presently reserved for exclusive production by handloom units.

SERICULTURE :

India is the Second largest producer of silk in the world. There are four main varieties of silk produced in the country.

Mulberry	:	91.7 Percent
Eri	:	6.1 Percent
Tasar	:	1.6 Percent
and		
Muga	:	06 Percent

100.00 Percent.

Sericulture is an agro-industrial activity based on mulberry and non-mulberry silk production and provides gainful occupation to about 6 million persons in the rural and Semi-urban areas. There is substantial involvement of women workers in this industry.

COIR :

Coir obtained from coconut husk. Involves operations like netting, spinning and weaving and is a traditional cottage industry located in coconut producing states in forms an important cottage industry in the coastal districts of Kerala, Tamilnadu, Karnatak, Andhra Pradesh, West Bengal, Orissa, Maharashtra, Assam, Goa etc. The coir board, Under the department of small scale Industries (SSI & AFRA) Government of India, assists the industry in increasing exports and in improving the quality of coir products. The coir industry in India consists two distinct segments, White and brown fiber. This Sector employs a total of 0.5 million persons, of Kerala itself. The production of coir fiber was 2,62,300 metric tones, LMT in 1995-96 and 27,60,00 MT in 1996 - 97. The other coir products such as coir yarn, Rope, Curled and rubberized coir, registered a production of 138600 MT in 1995 - 96 and 147300 MT during 1996-97 out of a total of 6531 coir units registered with the coir board as on March 31st, 1997 the state of Kerala alone accounted for 5124 registered coir units. Export of coir and coir products from India during 1995-96 and 1996-97 were valued at Rs. 2070 Million and Rs. 2130 Million, respectively.

KHADI & VILLAGE INDUSTRIES :

Hand-woven cloth from hand spun yarn is known as Khadi, along with certain specific village Industries such as food processing, Forest based-raw materials and other miscellaneous manufacturing activities. Khadi comes within the purview of the statutory body known as the Khadi and village industries commission. This agency operated under the department of SSI, AFRI in the ministry of industry. The Khadi and village Industries sector has much SCDE for utilizing local silks and resources by providing employment to rural artisans and women workers in the rural and semi-urban areas.

The KVI Sector employed a total of 6 million persons. The production of Khadi Cloth is 125 million square meters, the production originating from village industries was valued Rs. 4150 Cr.

CONCLUSION :

The program of rural industrialization has endeavored to take industrial and manufacturing activity to the rural areas through a process of dispersal as also developing on sound footing the existing traditional units, thereby creating an industrial climate in the country - Side. For effecting this creation of growth centers and provision of infrastructural facilities in the rural areas should be planned carefully. Setting up of nucleus plants in districts or potential block level will promote as many ancillary, small and cottage unit as possible. The inter-linkages will strive for integrated industrial development in rural areas. Development of Focal points in specific regions by providing different kinds of complementary facilities on the lines of Punjab is considered worth emulating. This will facilitate better balancing, greater optimal use of resources better control and higher productivity and profitability. And Setting up of agro-industrial Services complexes and non-traditional industries in a planned manner will lead to gradual urbanization of the rural areas. This will, in turn stop migration from the villages and may enable return the flow of skilled manpower to rural areas. Rural industrialization is therefore, an integral part of rural development. Thus, rural industrialization provides the necessary impetus to rapid rural development.

