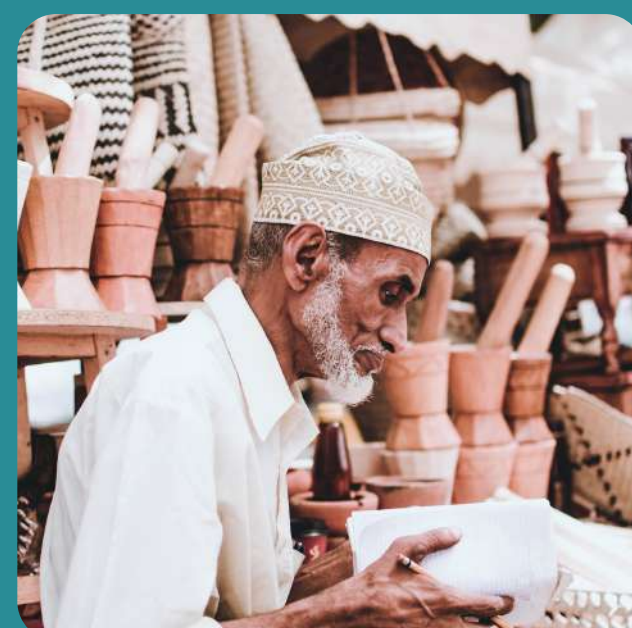




**RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT**  
(INSTITUTION OF NATIONAL IMPORTANCE BY THE ACT OF PARLIAMENT NO. 35/2012)  
MINISTRY OF YOUTH AFFAIRS & SPORTS, GOVERNMENT OF INDIA  
SRIPERUMBUDUR, TAMIL NADU - 602105, INDIA

# **A Report on Two-Day Online Capacity Building Programme on Rural Entrepreneurship for Society**

**2 - 3 February, 2022**



**Organized by  
Department of Sociology**

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## Background of the Programme

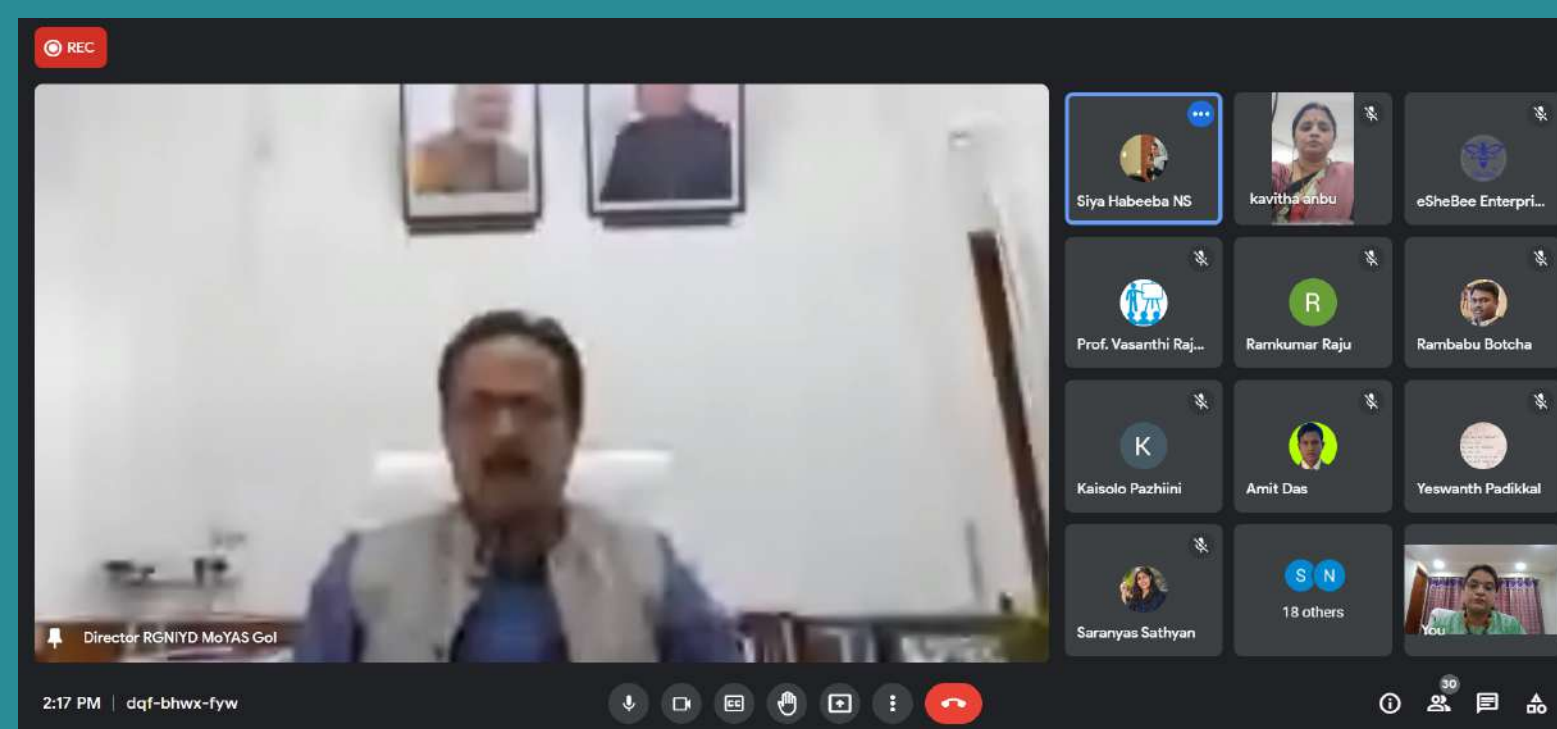
The Ministry of Skill Development and Entrepreneurship, Govt of India aims to skill on a large scale with speed and high standards in order to achieve its vision of “Skilled India” It is armed by many initiatives for various sectors. Rural entrepreneurship has a very important role and has shown impactful implementation of skill development efforts. The Pandemic period has given birth to many Covidpreneurs in both urban and rural areas. In order to understand the present trends of rural entrepreneurship in India and global context the Department of Sociology organized a two-day workshop on capacity building programme on Rural entrepreneurship for Society. The programme started with the welcome address delivered by Dr.Sharmistha Bhattacharjee, Associate Professor & Head, Department of Sociology. Dr.Bhattacharjee highlighted that India was always blessed with numerous skills in Rural India but the initiatives and schemes introduced by our Hon’ble Prime minister ShriNarendraModi has encouraged many to think out of the box and start a new venture. Due to huge migration towards rural bases all over the globe youth have started new endeavors. The Union Budget 2022-2023 has given due emphasis to Atmanirbar Bharat and Make in India. It has also emphasized oneproduct, one station /system which will encourage the youth of the country. The present government has also initiated ease of doing business to encourage rural and urban folk. Digital procedures and infrastructural ecosystems will encourage people from all over the globe to invest and collaborate.

## Objectives

- To train the participants on recent trends in rural entrepreneurship in global context
- To capacitate the participants with the rural entrepreneurship opportunities available in India scenario
- To understand the Start-up Village entrepreneurship program for availing the opportunities

## Inaugural Address

Prof. Sibnath Deb, Director RGNIYD delivered the inaugural lecture for the two-day capacity building workshop on Rural entrepreneurship for society. He emphasized that entrepreneurship is gaining importance in the present global scenario. He states that the planet has plenty of natural resources and numerous human potential. Young entrepreneurs should focus on utilization of the natural resources and human potentials as per the need of the community. An entrepreneur has dedication for the enterprise with sincere engagement and involvement. An entrepreneur gives full commitment and is a job creator rather than a job seeker which gives a boost to the nation’s economy. He highlighted on having high aspirations, vision and risk- taking abilities which bridges the gap between urban and rural communities.

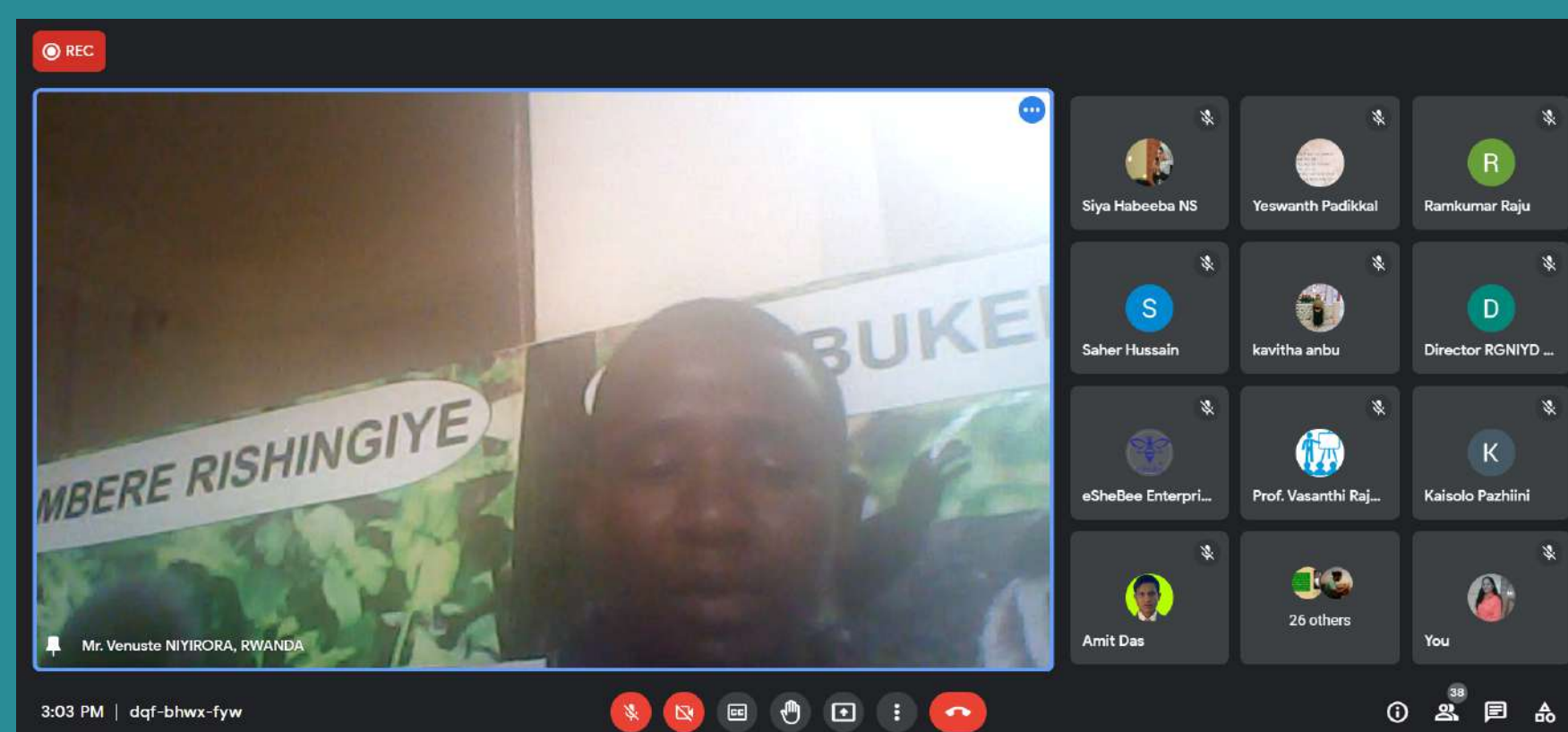


Prof. Deb highlighted in his concluding remarks that professionals with higher educational qualifications should venture for entrepreneurship following the policy of honesty, be it in marketing and distribution of the products in their endeavours to reach to the larger masses.

## Day 1 - Session 1

Mr. Vénuste NIYIRORA, Co-Founder & CEO at EPIGA Services Rwanda, Africa delivered the Special Session on “RURAL ENTREPRENEURSHIP - CHANGING PEOPLE’S LIVES. EXPERIENCES FROM RWANDA”. He started with the description of his country Rwanda and some quick facts about his country and its administrative structure. He elucidated the Entrepreneurship Development Policy (EDP) in Rwanda. In Rwanda, Entrepreneurship Development Policy (EDP) supports private sector entrepreneurs and provides the necessary environment for private sector dynamism, innovation, and risk taking required for a modern, sophisticated and rapidly growing economy. The Government of Rwanda has successfully fashioned an institutional framework that is fully consistent with what most economists claim should be conducive to entrepreneurship. It has created a competent and independent banking system, taken effective steps to establish a good governance climate, secured property rights, minimized corruption and streamlined the process for setting up an enterprise.

This supportive context has provided a platform for programs designed specifically to catalyze entrepreneurship and SME formation especially in Rural areas. These measures include significantly enhanced access to credit, the development of a large-scale business plan competition designed to identify and support potential entrepreneurs, business skills training, a major regional cluster strategy based on the American academic, Michael Porter’s theories of regional competitive advantage and the incorporation of ‘entrepreneurship teaching’ into the national curriculum at secondary education level (9YBE & 12YBE). He had explained the Employment Situation in Rwanda and The Country Vision for the Youth Sector. Speaking on the Existing Youth Empowerment Programs he illustrated the programmes for instance National Employment Program (NEP), Youth for Global Opportunities Strategy, Kigali Innovation City, Ease of Doing Business in Rwanda, YouthConnekt Series. He also capacitated the participants with the present situation of Rwanda’s economy, its agricultural scenario and food security. He also emphasized how the rural scenario is changing with the change in the agriculture sector and Cattle raising programme One cow per family Program (GIRINKA MUNYARWANDA).

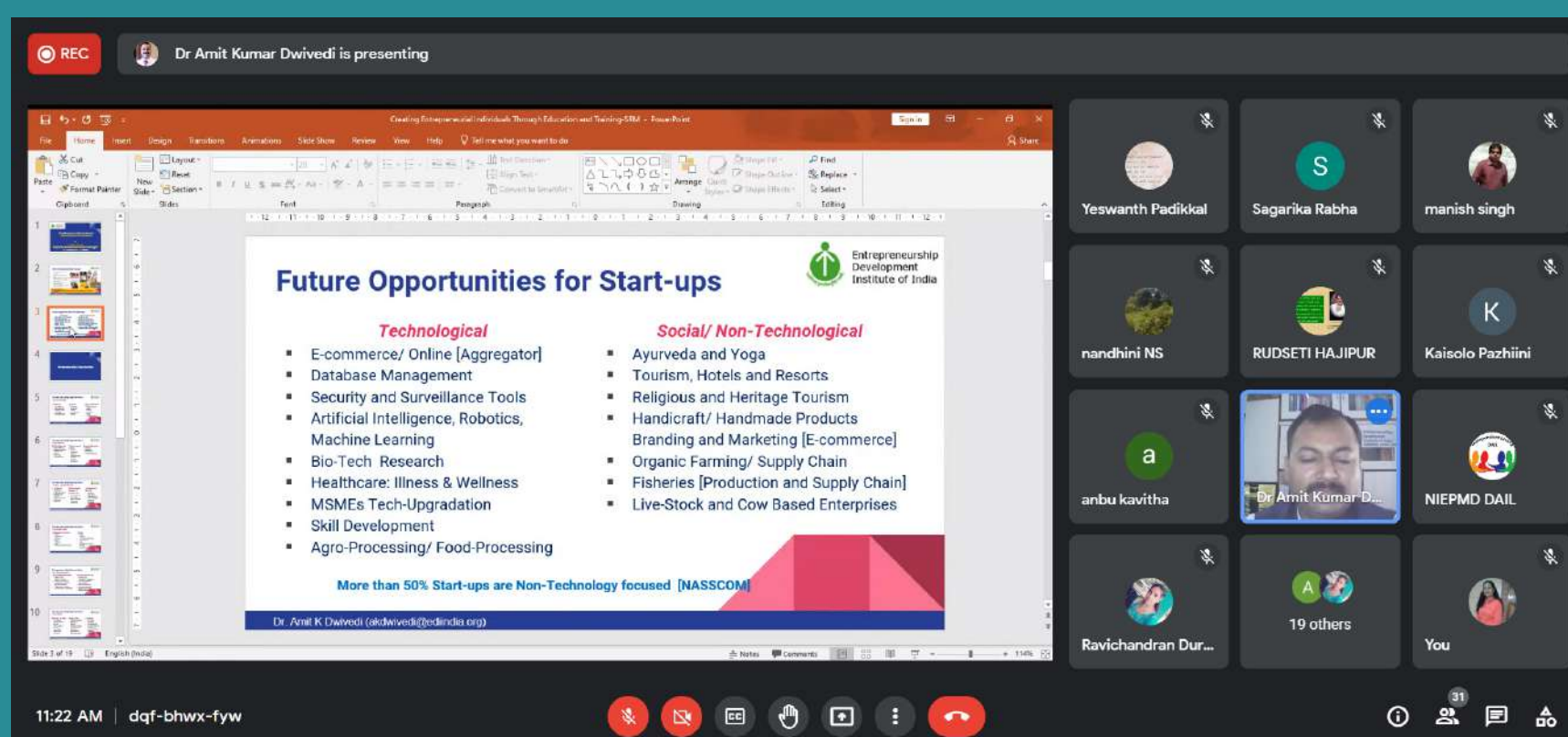


A flagship programme of the government of Rwanda, Girinka is helping to transform rural livelihoods and address poverty alleviation in this Central landlocked African country: Rwanda. The programme was set up with the central aim of reducing child malnutrition rate and increasing household incomes of poor farmers. Under the GIRINKA model, one cow brings nutrition, sustenance and employment, providing a stable income for a family. In addition, it serves as a source of soil nutrients via manure to assist in small scale cropping activity. Till date, more than 203,000 families in rural areas have benefited from the programme. He also discussed the visit of our Hon'ble Prime Minister Shri NarendraModi to Rwanda. Mr.Vénuste NIYIRORA also illustrated the attempts made by the government to improve incomes for Farmers in Rwanda. He is of the opinion that just under half of the population in Rwanda live in extreme poverty. Poor diets and malnutrition are a concern, with 38% of children under five reported as being. Tea lies at the heart of this East African country: it's Rwanda's second export and there are 45,000 small-scale tea farmers. As a relatively small country, farms tend to be limited in size and consequently earning potential. Different initiatives support tea farmers all along the country.



## Day 2 - Session 1

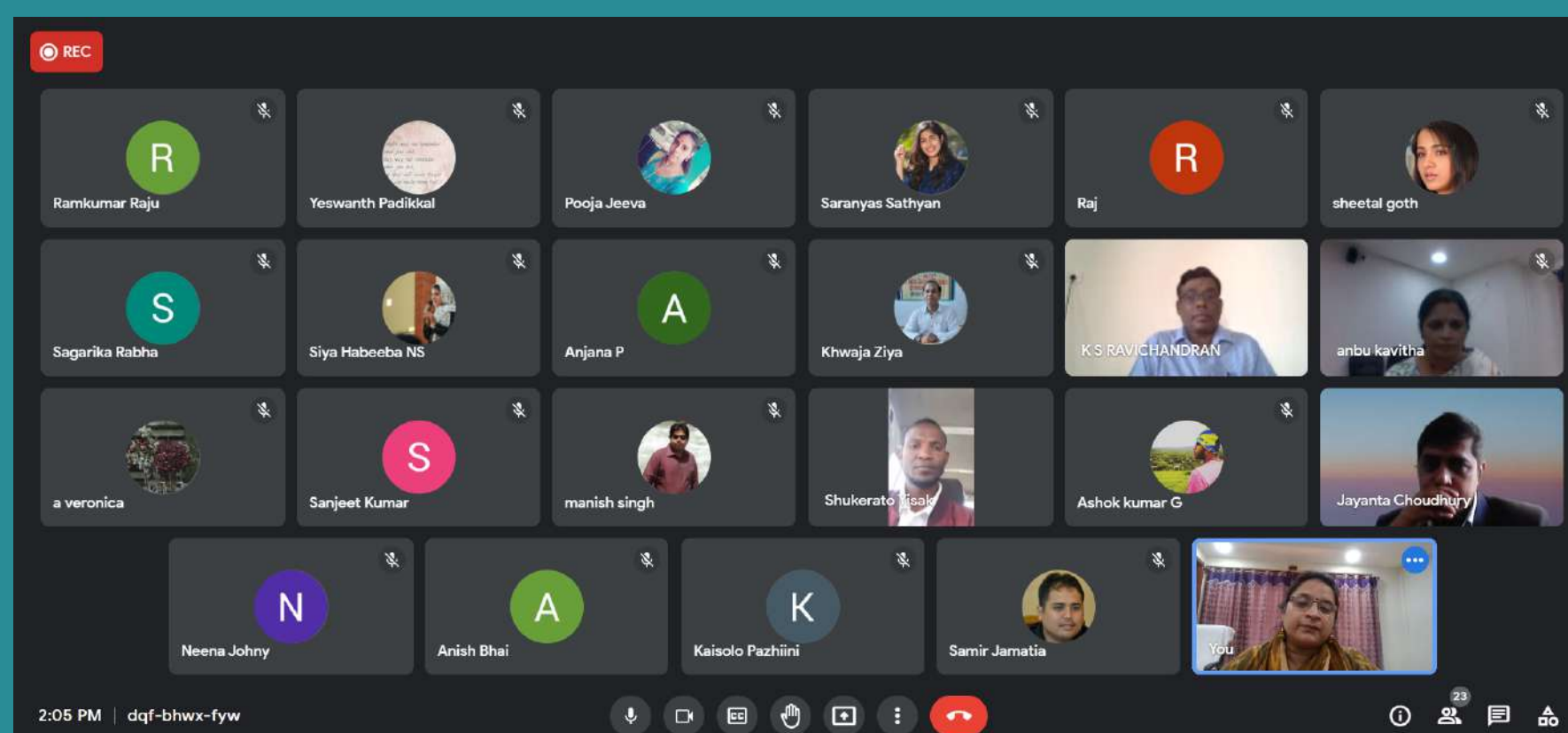
Dr. Amit Kumar Dwivedi delivered his lecture on "Rural entrepreneurship Opportunities" on the second day of the programme i.e. 3rd February 2022. Dr. Dwivedi started his lecture with the significance of an Entrepreneurship career. He gave a positive note to the audience that whoever sees an opportunity to act is an entrepreneur. He talked about the future opportunities for start-ups in health care industries including Yoga and Ayurveda, Information and technology sector, software, Management, security services, Textile industries etc., He also added that wide opportunities are available for the youth to develop their skills through e-learning courses and executive education. Dr. Dwivedi stressed upon that artisan of various industries should be integrated in the bigger market. He pointed out the group based and individual enterprises in rural entrepreneurship.



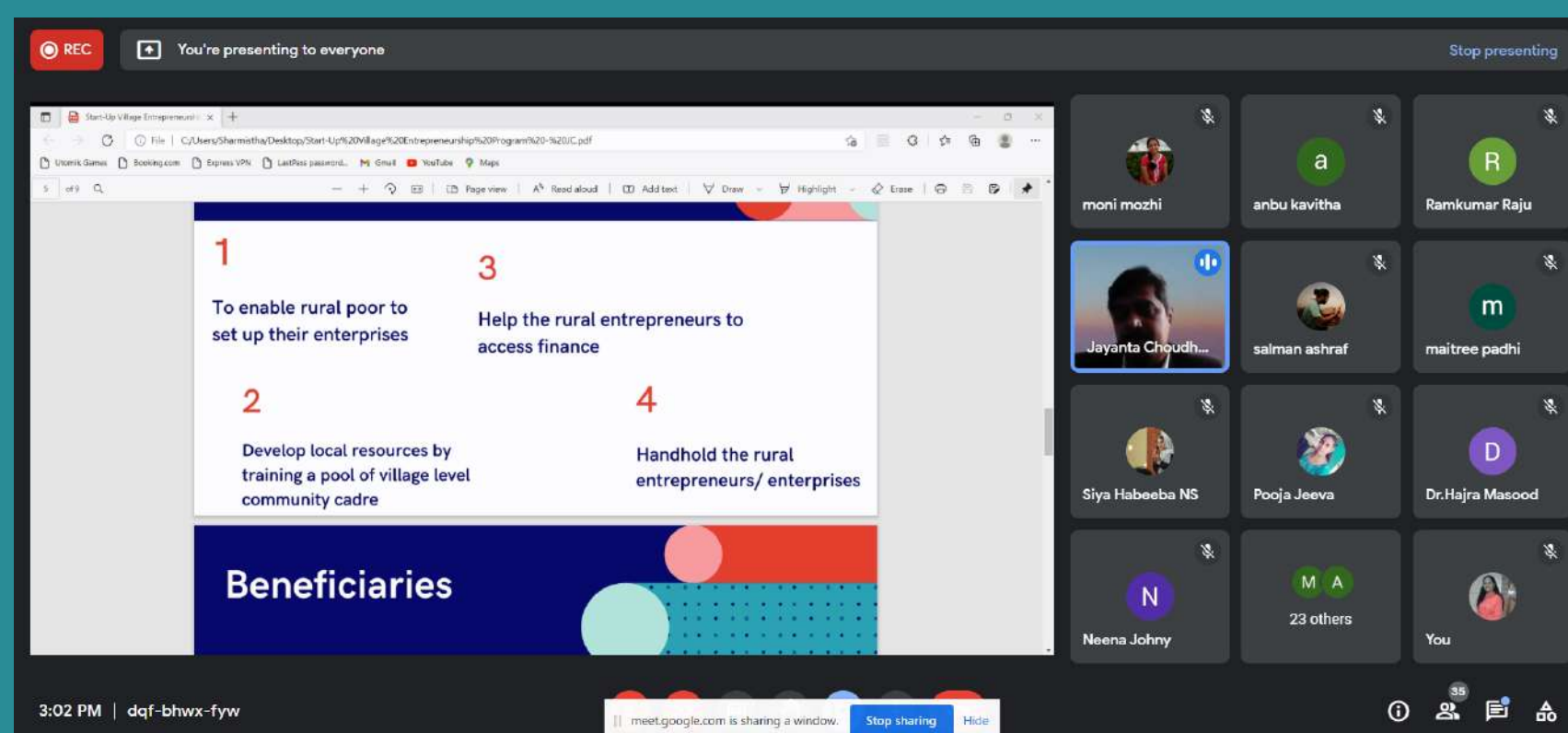
Entrepreneurial opportunities are not only in the industrial sector but also in social sectors, he pointed. Viz., Education for poor and agriculture-based livelihoods. Rural entrepreneurship opportunities are there in the Tourism sector, hospitality, Ethnic foods, fisheries areas also. It is the brilliance of the individual to make any opportunity to make it as a golden opportunity and act upon. Overall, it is an eye opener session for the participants to relieve all the misconceptions on becoming an entrepreneur.

## Day 2 - Session 2

Dr. K. S. Ravichandran, Registrar, RGNIYD in his address mentioned the problem of rural to urban migration in search of job opportunities and highlighted the need to promote entrepreneurship as an employment opportunity for rural people. He also emphasized the urgency to educate the rural people to create small-scale industry with available local resources for self-employment and underscored the role of academicians to educate people to start small businesses, entrepreneurship to increase income, employment, check migration from rural to urban areas, etc.



Dr. Jayanta Choudhury, Associate Professor, NIRD&PR, NERC Guwahati delivered a lecture on the startup ecosystem in the context of India. Dr. Jayanta provided an elaborate illustration of the various opportunities for budding entrepreneurs in the field of entrepreneurship particularly emphasizing on StartUp Village Entrepreneurship Programme. Dr. Jayanta commented that the programme is very timely as we are living in times where millions of people are losing their jobs due to COVID19 pandemic and which has created a precarious situation with lack of jobs, unemployment, poverty, which are all interrelated. He pointed out that the state of unemployment among youth also creates other social problems in the society and whether the youth of the country are assets in line with the country's demographic dividend or a liability is a question.



An emphasis on harnessing the demographic dividend into productive assets for nation building and how the youth themselves can be creators of employment through entrepreneurship was emphasized. He pointed out that though the youth may be interested to pursue entrepreneurship, an enabling ecosystem should be created. While many developmental programmes and schemes are available yet it does not reach the target youth groups. Hence, it is necessary to provide continuous support and mentoring support to them. The focus thus should be on the provision of various ecosystems in order to provide better opportunities to the youth. When almost 90 percent of the population is engaged in the unorganized sector, they are vulnerable to various situations both during and after work.

Besides, in rural areas, a large section of the people is engaged in agriculture but it is unfortunately a sector which has many uncertainties and it is also not ideal for the landless as pointed out and with the presence of many marginal farmers as well. In this scenario, different income sources for a diverse population should be explored and employment generation through self-employment or Entrepreneurship Development Programmes to build a startup is required. The Start Up Village Entrepreneurship Programme which is a sub component of DeenDayalAntyodayaYojana National Rural Livelihood Mission aims to empower the youth as job providers. Further, youth should be exposed to new and innovative ideas, inculcate soft skills and other domain skills.

In conclusion, the importance of creating a knowledge ecosystem which is integrated with education, training, courses and creation of incubation centres was stressed, and how the existing education system can be matched to entrepreneurship demands and requirements. However, the youth need guidance, handholding, mentorship and support in terms of training, finance, various skills was underlined and therefore the need for the government, corporate sector and civil society to work together as a way forward. The Kudumbashree model of Kerala as a successful community friendly model was also highlighted.

## Recommendations

The programme was well taken and appreciated by the participants. More than 100 participants from various parts of the country and few international participants benefited from the programme. Based on the experts' opinions, the following recommendations are listed for enhancing the scenario of rural entrepreneurship.

- Extending hand holding support to fresh young entrepreneurs
- Creating avenues for self-employment enterprises in rural areas
- Schemes exclusive for rural youth

## Way Forward

- Growth of rural incubators to address problems in Rural India
- Investments in Rural projects to support the aspiring entrepreneurs
- Active corporate social responsibility initiatives in Rural India

## Resource Persons



**Prof. Sibnath Deb**  
Director, RGNIYD

Prof. Sibnath Deb is currently the Director of RGNIYD. Before joining the RGNIYD, he served as a professor at the Department of Applied Psychology, Pondicherry University (a central university), India. Prof. Deb has received national and international awards in recognition of his contribution to the field of psychology including the "Visitor's Award 2019" from the Hon'ble President of India. His current areas of research interest include child abuse and neglect, child rights, inequality in educational opportunities, students' mental health, adolescent reproductive health, domestic violence and adolescent risk behaviour. He has produced more than 20 PhDs in addition to publishing more than 100 research articles/ book chapters in the leading national and international journals. Prof. Deb is a dynamic personality and inspires people with his positive approach.



**Mr. Venuste NIYIRORA**  
Co-founder & CEO  
EPIGA Services, Rwanda

Mr. Venuste NIYIRORA being the Co-Founder and the current CEO at EPIGA Services Rwanda, Vénuste NIYIRORA is passionate about entrepreneurship and business world and relies on a network of contacts in the area on the national and international level, all of whom are happy to take part in different business projects. He possesses sound knowledge about financial management, investment analysis, entrepreneurship, education and economics concepts and prevalent industry information thereby providing reliable decision support. He represented both the working institutions and the Country in different national and international training related to entrepreneurship and promotion of the income generating activities and improving youth and women livelihoods especially in rural areas. He received different awards out of which were awarded as a result of better performance in different domains. He is a life member of World Peace Development Research Foundation. He is also one of the founding members of the Global Forum for Sustainable Rural Development (GFSRD) and a member of the YALI (Young African Leaders Initiative) Network.



**Dr. Amit Kumar Dwivedi**

Associate Professor  
EDII, Ahmedabad

Dr. Amit Kumar Dwivedi has over 13 years of teaching and research experience. He has earned the doctoral degree (Ph.D.) in Industrial Finance from Faculty of Commerce, University of Lucknow in year 2007. His doctoral dissertation is on 'understanding various entrepreneurial finance issues in Handmade Paper Industry (an export oriented indigenous industry)'. Earlier he has worked at Amity University and Indian Institute of Management-Ahmedabad (IIM-A). Currently, Dr. Dwivedi is working at Entrepreneurship Development Institute of India-Ahmedabad (EDII-Ahmedabad) as a Associate Professor and also In-charge for Department of Policy Advocacy, Knowledge & Research.



**Dr. Jayanta Choudhury**

Associate Professor  
NIRD&PR, NERC Guwahati

DR. Jayanta Choudhury is an author of six books, twenty-seven book chapters, twenty-two journal articles, eight monographs and four case studies. He has finished ten research projects and eleven evaluation projects. He is a recipient of the Global Award (Best Professor in Rural Development) from World Education Congress-2015 and Broad Outlook Learner Teacher (BOLT) Award-2006 (District Runner up) from AIR INDIA, Mumbai and its media partner DAINIK SANBAD, Agartala. He has also conducted numerous training programmes in national and international level.

## Acknowledgement

The Department of Sociology sincerely thank Prof Sibnath Deb, Director, RGNIYD for his immense support and guidance towards the success of the programme. Our sincere thanks to the resource persons Mr. Vénuste NIYIRORA, Dr. Amit Kumar Dwivedi and Dr. JayantaChoudhury for their enlightening address and throwing light on the topic in a detailed manner. We thank the Registrar, ICT team and the administrative staff for their cooperation and support. The Department thanks the students and participants from other institutes for their participation.

## Programme Schedule

### Day - 1 (2nd February 2022)

Time	Programme	Details
02:00 PM - 04:00 PM	<b>Welcome Address</b>	<b>Dr. Sharmistha Bhattacharjee</b> <i>Associate Professor &amp; Head Department of Sociology</i>
	<b>Inaugural Address</b>	<b>Prof. Sibnath Deb</b> <i>Director, RGNIYD</i>
	<b>Special Lecture</b> Rural Entrepreneurship: <i>Changing People's Lives - Experiences from Rwanda</i>	<b>Mr. Venuste NIYIRORA</b> <i>Co-founder &amp; CEO EPIGA Services, Rwanda</i>
	<b>Vote of Thanks</b>	<b>Dr. Rambabu Botcha</b> <i>Assistant Professor Department of Social Work</i>

### Day - 2 (3rd February 2022)

Time	Programme	Details
11:00 AM - 12:00 PM	<b>Session - 1</b> <i>Rural Entrepreneurship opportunities</i>	<b>Dr. Amit Kumar Dwivedi</b> <i>Associate Professor &amp; In-charge Department of Policy Advocacy, Knowledge and Research EDII, Ahmedabad</i>
	<b>Vote of Thanks</b>	<b>Dr. Anbu Kavitha</b> <i>Assistant Professor Department of Sociology</i>
02:00 PM - 04:00 PM	<b>Welcome Address</b>	<b>Dr. K. S. Ravichandran</b> <i>Registrar, RGNIYD</i>
	<b>Session - 2</b> <i>Start-up Village Entrepreneurship Program – An Overview</i>	<b>Dr. Jayanta Choudhury</b> <i>Associate Professor NIRD&amp;PR, NERC - Guwahati</i>
	<b>Valedictory Address</b>	<b>Prof. Sibnath Deb</b> <i>Director, RGNIYD</i>
	<b>Vote of Thanks</b>	<b>Ms. Avinu Veronica Richa</b> <i>Assistant Professor Department of Sociology</i>