

Curriculum for Rural Entrepreneurship Development

National Council of Rural Institutes

Department of Higher Education

Ministry of Human Resource Development

Government of India

Curriculum for Rural Entrepreneurship Development

Total Hours: 60

Number of credits: 3

2 credits – Theory (2*15 = 30 Hours)

1 credit – Field Work (30 Hours)

Objectives

1. To orient students towards (scope of) rural entrepreneurship.
2. To create awareness about various opportunities in rural entrepreneurship.
3. To link business opportunities with Finance and Market
4. To provide opportunity for Live Projects in Rural Entrepreneurship

Pedagogy

Classroom teaching, Case Studies, FGD/Brainstorming, Seminars/Presentations, Assignments, Role Play, Simulation, Field Visit

Evaluation

Semester Exam – 60 Marks

Business Plan Preparation and Presentation – 20 Marks

Field Work Report and Viva Voce – 20 Marks

Course Content

Unit – 1

Number of Hours:

Introduction to Entrepreneurship

Evolution of Entrepreneurship: Concepts and Theories, Types of Rural Entrepreneurs (Farm and Non-Farm), Skill Based, Trade Based, Product Based Enterprise Characteristics of Entrepreneur, Functions of Entrepreneur, Women Entrepreneurship, Entrepreneurial Motivation Training, Factors influencing Entrepreneurship Development, Challenges of Rural Entrepreneurship Development in India, Charms of being Rural Entrepreneur, Rural Entrepreneurs Selection- Tools and Techniques, Competencies of Successful Rural Entrepreneurs and Success and Failure Stories, Challenges and Opportunities of Small Scale Rural Economy, Federation and Confederation of Rural Entrepreneurs.

Unit – 2

Number of Hours:

Institutional Eco-Systems and Government Schemes

Matching Skill Sets, Resource Sets and Governmental Schemes, Introduction to Various Government Schemes (list of various rural entrepreneurship schemes to be added), Process and Procedure of availing Government Schemes, Role of various support Institutes and Agencies: DIC, Banks and other Financial Institutions (list of institutions to be added eg. RRB, NABARD, SC/ST Corporation, OBC Corporation and Women Finance Corporation), Project Proposal and Documentation

Unit – 3

Number of Hours:

Enterprise Incubation

Business Plan Preparation: Business Opportunity Identification, Exploring Entrepreneurial opportunities and guidance, Forward and Backward Linkages, Market survey and its Tools and Techniques, Market Linkage Development, Finance and Accounting Management: Sourcing, Working Capital and Accounts Management, Human Resource Management, Registration and Legal formalities, Technological aspects of Rural Business.

Unit – 4

Micro and Small Entrepreneurship – Establishment and Management

Number of Hours:

Introduction to Micro and Small Business Establishment, Project Identification and Selection, Project Formulation, Project Appraisal, Latest Government Policies for Micro and Small, Business in Indian Environment – Economic, Social, Political and Cultural and Legal Policies Governing Micro and Small Business, Networking and Rural Marketing

Unit – 5

Number of Hours:

Live Project

Study of Local Rural Entrepreneurs, Growth Opportunities and Replicability of the Enterprise, Visit to Selected Villages for Identifying Potential Entrepreneurs and Entrepreneurial opportunities, Interaction with various Stakeholders: Panchayats, SHG, NGOs, Schools and Colleges, PHC, Bank Officials, Understanding Local Resources, Communities, Professions and Geography, Visiting all Government Departments working for Rural Development (Veterinary Hospitals, Rural Development and Panchayat Raj, Agriculture, Agricultural University, Fishery and Animal Husbandry, Interaction with DIC officials) to Identify Entrepreneurship Opportunities, Working Together for Proposing and Finalising Interventions in a Local Rural Enterprise Diversification, Expansion and Improving the Effectiveness.

References

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P.F. (2006). Innovation and entrepreneurship: Practice and principles, USA: Elsevier.
3. Prasanna Chandra: Project Preparation, Appraisal, and Implementation: Tata McGraw Hill, New Delhi.