

Rural Entrepreneurship Development

Objectives

1. To develop entrepreneurial skills in rural areas
2. To sensitize rural issues among the students
3. To identify rural potential for business ideas

Unit I Dynamics of rural society

Evolution of Entrepreneurship, Concept and Theories, Farm & Non-Farm sources, Natural resources and indigenous practices

Unit II Structure of rural society

Mapping of the local resources, SHG, NGO, Sangamitra, small saving groups, NABARD, SIDBI

Unit III Trade Mapping

Identification of trade, Opportunities and Challenges of different trades in rural area, SWOT analysis, Impact of IT and Media- Opportunities and Challenges in rural society.

Unit IV Social challenges and Opportunities

Child Abuse, illiteracy, poverty, unemployment, Alcoholism, Superstitions, etc,

Unit V Case studies on rural entrepreneurship

Reference Books

1. Entrepreneurial development – Dr.S.S.KHANKA
2. Rural entrepreneurship development in India – Dr.G.D.Banerjee

V. Anuradha. *Anuradha* 22/1/17

Asst. professor

Dept. VCCBM

MGU.