

## 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

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