

A Role Of Technological Innovation Of Rural Entrepreneurs In India

^[1]M. Narayanan, ^[2]Dr. S. Chandrasekaran

^[1]Research Scholar, Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai – 625 234. (Affiliated to Madurai Kamaraj University)

^[2]Assistant Professor of Commerce, Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam West, Madurai – 625 234. (Affiliated to Madurai Kamaraj University)

Abstract

Purpose: This study's main objective is to disseminate recently acquired information and understanding of technical elements of rural entrepreneurship, how they might help entrepreneurial survival and growth in rural industries, and what the theoretical and practical implications are.

Theoretical framework: Thanks to rural entrepreneurship, people relocating from rural or semi-urban regions to metropolitan areas today have many chances. On the other hand, it is also true that the majority of rural businesses face several difficulties due to the absence of essential utilities in rural areas of developing countries like India. Due to a lack of education, financial constraints, and poor technical and conceptual abilities, it is too difficult for rural entrepreneurs to launch companies in rural regions.

Design / Methodology: The primary data collection came from the 100 rural entrepreneurs who run businesses in the study region. A composite questionnaire containing both quantitative and qualitative questions served as the survey instrument. The entrepreneur received the questionnaire at their place of business, and they had 20 days to fill it out. The researcher and his or her research assistants were always available to assist.

Findings: The poll's findings revealed that a sizable percentage of respondents used digital technology more for social and personal relationships than for business. It's crucial to exercise caution when extending the results because the study was only done in one Indian province.

Originality: An innovative idea for increasing the awareness of rural entrepreneurship emphasizes the need for local company owners to have creative capacity in order to succeed and reach a certain level of well-being. The acknowledgement of the impact of innovation on rural entrepreneurs supports the plan.

Keywords: Rural entrepreneurs, Innovation, technological, rural mass, etc.,

1. Introduction

Rural entrepreneurship nowadays has a big influence on a lot of things, such social security, employment, economic growth, and the availability of food. The issue of possible social unrest, among others, becomes more realistic when more individuals move from rural to urban regions owing to inadequate work options and the difficulty of operating their own enterprises. Therefore, it is imperative that scholars look into this issue and offer solutions, especially in those nations with sizable rural populations. These issues that face entrepreneurship in remote or rural areas demand for contemporary, imaginative corporate executives, astute political analysts, more qualified professionals, and academics who can think flexibly and apply their ideas to a wider range of social issues.

2. Review of literature

Swamy Tribhuvananda, et al (2011), have made an attempt to understand the determinant factors of entrepreneurial activity. 400 rural entrepreneurs were selected in 40 Villages of 8 Taluk in Karnataka State, India through multiple sampling methods. Research study involved an in-depth examination of entrepreneurial activity, socio-economic variables and motives associated with rural entrepreneurship. To conclude, the various motivational factors influenced the entrepreneurship activity and their development.

Lakshmi Iyer, et al (2011), have pointed out that it is now widely accepted that the lower castes have risen in Indian politics. Has there been a corresponding change in the economy? Using comprehensive data on enterprise ownership from the Economic Censuses of 1990, 1998 and 2005, they document substantial caste differences in entrepreneurship across India. The Scheduled Castes and Scheduled Tribes are significantly under-

represented in the ownership of enterprises and the share of the workforce employed by them. These differences are widespread across all states, have decreased very modestly between 1990 and 2005, and cannot be attributed to broad differences in access to physical or human capital.

3. Objectives of the study

- ✓ To Understand and knowledge about technological of innovation of rural entrepreneurs
- ✓ To know the sources of digitization in entrepreneurs and business challenges
- ✓ To study rural entrepreneurs training and development and level of satisfaction

4. Data Analysis and Interpretation

Sources of data on incentive programs

Table 1 lists the resources that rural entrepreneurs use to learn about the various government incentive programs.

Table 1: Sources of data on incentive programs

S. No	Sources	No. of respondents	Percentage
1	Family member and friends	3	3
2	Local leader	56	56
3	Government officers	31	31
4	Medias	10	10
Total		100	100

Source: Primary data

Table 1 shows that the majority of rural business owners are aware of the government's incentive programs for entrepreneurs through local leaders, whereas just 31% of respondents were aware of them through government employees. Only a tiny percentage of respondents are aware of incentives through media, family, and friends. The table so suggests that a key element in spreading incentive information in rural regions is the involvement of local leaders.

Application procedure for incentive programs

Table 2 displays the respondents' opinions about the application process for government incentive programs.

Table 2: Application process for getting incentive schemes

S. No	Application process	No. of respondents	Percentage
1	Very easy	7	7
2	Easy	5	5
3	Neither easy or difficult	6	6
4	Difficult	26	26
5	Very difficult	56	56
Total		100	100

Source: Primary data

It can be seen from Table 2 that the majority of respondents believe the application procedure for incentive programs is very tough, with 26% of respondents saying it is challenging. Only a small percentage of respondents believe that applying for incentive programs is neither simple nor tough, simple nor extremely simple. From the data, it can be deduced that rural businesses in rural regions have a very tough time obtaining incentive programs.

Training and development

In table 3, it is indicated how many respondents took part in the government-sponsored training programs for business owners.

Table 3: Training and development

S. No	Participation in Training	No. of respondents	Percentage
1	Yes	35	35
2	No	65	65
Total		100	100

Source: Primary data

Table 3 demonstrates that, of the 100 respondents, 65% had not engaged in government-sponsored training programs. Nearly 35% of the respondents took part in the government agency's training program. From the table, it can be deduced that the government's efforts to provide training for rural businesses are insufficient there.

Gradation of program satisfaction with training and development

Table 4 displays the respondents' degree of satisfaction with the training and development programs provided by government organizations to business owners in the research region.

Table 4: Gradation of program satisfaction with training and development

S. No	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	02	2
2	Satisfied	04	4
3	Neutral	16	17
4	Dissatisfied	23	24
5	Highly dissatisfied	48	51
Total		93	100

Source: Primary data

According to Table 4, the majority of respondents are very dissatisfied, followed by about one-fourth who also express dissatisfaction. A smaller percentage of respondents expressed satisfaction with the training and development programs for rural businesses. Therefore, it is apparent from the table that rural entrepreneur training and development programs are ineffective in the research region.

Business challenges

Table 5 lists the commercial difficulties faced by rural business owners in the research region.

Table 5: Business challenges

S. No	Challenges	No. of respondents	Percentage
1	Raw material related	3	3
2	Labour related	35	35
3	Electricity	3	3
4	Quality control	4	4
5	Marketing	29	29
6	Pricing	20	20
7	Pollution related	4	4
8	License related	2	2
Total		100	100

Source: Primary data

According to Table 5 up to 35% of respondents identified a shortage of competent labor as the biggest business concern, which was followed by claims from 35% and 20% of respondents that marketing and price were the worst problems. The availability of raw materials, power, quality control, pollution-related issues, and license-related issues, according to a tiny percentage of respondents, are the main business constraints in the studied

region. Therefore, it can be deduced from the table that the main commercial obstacles encountered by rural entrepreneurs in the rural region are the availability of raw materials, marketing of produced items, and pricing.

5. Findings

- ✓ The majority of rural business owners are aware of the government's incentive programs for entrepreneurs through local leaders, whereas just 31% of respondents were aware of them through government employees.
- ✓ The majority of respondents believe the application procedure for incentive programs is very tough, with 26% of respondents saying it is challenging.
- ✓ It can be deduced that the government's efforts to provide training for rural businesses are insufficient there.
- ✓ That rural entrepreneur training and development programs are ineffective in the research region.
- ✓ The main commercial obstacles encountered by rural entrepreneurs in the rural region are the availability of raw materials, marketing of produced items, and pricing.

6. Suggestions

The further exploration of the role of technological innovation among rural entrepreneurs in India.

- ✓ Conduct in-depth case studies of successful rural entrepreneurs who have leveraged technology to transform their businesses. Analyze their strategies, challenges, and outcomes to derive valuable insights for others.
- ✓ Conduct comprehensive impact assessments of various technological interventions in rural areas. Evaluate the economic, social, and environmental effects of these innovations to quantify their contributions accurately.
- ✓ Advocate for policies that promote technology adoption among rural entrepreneurs. Collaborate with government agencies, NGOs, and other stakeholders to create an enabling environment for rural innovation.
- ✓ Investigate the challenges rural entrepreneurs face in accessing essential technological infrastructure such as reliable internet connectivity and electricity. Propose solutions to bridge these gaps.
- ✓ Evaluate the effectiveness of digital literacy programs in rural areas and suggest improvements to ensure that more people can harness the benefits of technology.

7. Conclusion

The role of technological innovation among rural entrepreneurs in India is pivotal in driving economic growth, fostering sustainable development, and enhancing the overall quality of life in rural areas. The key points highlight the significance of technological innovation for rural entrepreneurs in India. Technological innovations empower rural entrepreneurs by providing them access to new markets, reducing production costs, and improving the efficiency of their businesses. This, in turn, leads to increased income and improved livelihoods for rural communities. India's rural economy heavily relies on agriculture, and technological innovations have played a crucial role in modernizing farming practices. Tools like precision agriculture, soil testing, and weather forecasting apps have enabled farmers to enhance their crop yields and make informed decisions. In conclusion, technological innovation has emerged as a transformative force for rural entrepreneurs in India, offering them a pathway to economic growth, sustainability, and improved living standards. As these entrepreneurs continue to embrace and adapt to technological advancements, the potential for rural India's economic and social development remains promising.

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