

HANDICRAFT ENTREPRENEURSHIP: TOOL FOR ECONOMIC DEVELOPMENT IN RURAL ECONOMY

TOWSEEF MOHI UD DIN

Research Scholar, SOS in Economics, Vikram University Ujjain, Madhya Pradesh, India

ABSTRACT

Handicraft is one among the cottage industries in which the production of goods are mostly done by hands. This industry required skilful labour and there is less use of capital goods. Handicraft industry provides job for large number of artisans in whole country, both male and female are engaged in this sector. But this sector is unorganised there is lack of entrepreneurship. Handicraft entrepreneurship is really a tool to eradicate the unemployment in rural economy and become the source for economic development both in rural as well as urban areas. Its need of hour to make this sector well organised by entrepreneurs and also gives full support financially as well.

KEYWORDS: Handicraft Entrepreneurship, Economic Development, Rural Economy

INTRODUCTION

The International Labour Organization describe entrepreneurs are people who have the ability to observe and evaluate opportunities, together with necessary resources, to take advantage of them and to begin the appropriate action to make certain success. The National Commission on Entrepreneurship (NCOE) view are entrepreneurs as those men and women who show the way to firms that are based on innovation and grow at an annual rate of 15 to 20 per cent. Some of the entrepreneurial character are creativity and innovation, an ability to get things done, drive, a focus on creating value, willingness to take risk, strategic, orientation, commitment to opportunity / resources, control of resources and management structure. Rural entrepreneur widens the base of a farm business to (i) include all the non-agricultural uses, and (ii) make major changes in land uses or level of production other than those related solely to agriculture. Thus, a rural entrepreneur is the one, who prefers to stay in the rural area and contribute to the creation of local wealth for the development of rural economy. Its seen that Entrepreneurship in every sector is main thing on which the production revolves round. Handicraft Entrepreneurship is one among them which is going to organise this sector and going to make production effective and innovative in nature. Handicraft industry plays an important role in the growth and development in the rural areas, because after agriculture handicraft is the primary work of the rural population to earn their livelihood. So this sector needs entrepreneurship and also government support through micro finance or any other way.

MAIN DISCUSSION

The rural economy in India is wholly and solely depends on the agriculture because our economy is known as agrarian economy. Besides that the India is also known as the best craft work in the international markets. India is gifted by nature the best artisans and the well supported raw material for the craft work. To show the proper way of this sector the guide or we can say the entrepreneurship is so much important for generating income and employment in rural economy.

As per economics is concern production of goods and services requires the factors of production which are called

agents of production. They are classified into four types as shown below.

- Land
- Labour
- Capital
- Entrepreneur

In every firm or production activity in any economy entrepreneur in actuality combines all the other three factors of production (land, labour and capital) to carry out production process. Entrepreneur is the organiser or manager who manages all the dealings of production. He withdraws salary as an employee on the other hand the remuneration for an entrepreneur is the profit of the firm or any production activity in an economy. Hence we can say that entrepreneurship plays a vital role in the efficient production in any sector of an economy.

As we discuss above the need and importance of entrepreneurship in any production activity of any economy and also we know that due to good entrepreneurship all the three factors of production are very well utilized which increase our employment and income, due to that economic leads towards the growth and development. So as per study is concerned handicraft is a sector which needs good entrepreneurship for better and effective production. Because in rural economy handicraft production is done individually which is not so effective and due to lack of guide or we can say entrepreneurship, these artisans are exploited by the market agents, they cannot get the deserve rates of their production due to unaware of market prices. Entrepreneur can not only regulate the production but also have good knowledge of prices in domestic/ local, national and international markets.

Handicraft entrepreneurship become an important tool to empower the rural women, rural woman in India shares plentiful household tasks and perform a broad series of duties in organization of the family, retain the family unit, being there small holding labour, tending domestic flora and fauna and extending as serving hand in rural artisanship and handicraft production. Rural handicraft has empowered women folk and encouraged them to go through the handicraft entrepreneurship. It facilitates the economic and social benefits of rural female artisans. Entrepreneurship provides an income and employment generating activity which gives much compensation for rural women; weather the production of handicrafts is done inside the homes under certain entrepreneurship it become fruitful for the rural economic development and also for the women empowerment. In short handicraft entrepreneurship plays very important role in the empowerment of women's besides the rural economic development.

It is said that the rural development in many developing countries is impossible to be achieved by the development of single sector like agriculture. But due to increase of the population pressure as we know that India is the second largest populated country after China there is a need for give full attention towards the other sectors of the economy like most eco friendly sector which is handicraft industry. If this industry got boost from government agencies, financial institutions who gave full sport to give birth of new handicraft entrepreneurs, because this sector is labour intensive much unemployed youth got their jobs in this sector especially the females. Our country is known as the country of villages. Major population is living in villages or rural areas. Huge population in rural areas experience with unemployment, poor infrastructure facilities which may be solved with the development of the rural handicraft entrepreneurship, because handicraft industry is cottage based industry and needs less capital investment which is bearable for any one. Rural

handicraft entrepreneurship needs only sharp minded person who can handle the small or cottage industry very efficiently; there is not any question of worry about the capital because micro finance is available next to our door steps with simple documentation.

From every side we can say that rural entrepreneurs play a very important role in the development of the country side economy. The villages are the backbone of our country. At the present time entrepreneurs concerned in lots of activities to increase the status of their own which leads to generate the employment and income because there is not any possibility of increasing entrepreneurs standard of living without the use more labour force which generate the income and employment in the rural economy.

India is known as the home of many handicrafts which is famous not only in domestic but also in international markets. There is good foreign earning and apparition of our handicraft goods, it has been seen that our handicraft have good artistic nature. To uplift this sector there is a need of an entrepreneurship which leads this sector to the limits of the sky. Because without entrepreneurship there is less chances of this sector to earn good livelihood for the working population so we can say proper leadership in rural handicraft labour force means good pace of rural economic development.

SUGGESTION

- There should be easy availability of funds which will surely promote rural handicraft entrepreneurship in our rural economy.
- Women entrepreneurship should be given much attention because it's one of the main equipment which empowered the women's in villages.
- Government should implement certain polices which can safe guard the handicraft entrepreneurs to manipulate the art and craft in the rural areas. And also give physical and financial apparition.
- Handicraft entrepreneurs have also given subsidies from the financial sectors and other government organisations.
- There should be proper market channels of our handicraft products in both domestic and international markets.
- There should be the need of entrepreneurship skill development among youth through different programs at village level.
- There should be full support of panchayat committees and other local bodies for the development of handicraft entrepreneurship at village or block level.
- Women should not be ignored to give the full-fledged entrepreneurship at any stage in rural areas.

CONCLUSIONS

Handicraft industry in India has a history of several centuries and it is spread all over the India. In all every state and union territory it has its deep roots of cultural heritage as also got its economic importance. It has been seen that this industry is handicraft industry has cottage based in nature, in which work is done individually by every artesian in their own inhabitant place. To organise this sector there is a strong need of an entrepreneurship by which the skill come into a single roof and the product produced by them should be economical and much attractive in nature. So there is a need to

make good entrepreneurship in our rural economy for the well being of the people, with which development is possible at village level.

REFERENCES

1. B. Sharmistha (2013). Empowerment of Women through Entrepreneurship: A Study in Birbhum, West Bengal. Journal of Small Business and Entrepreneurship Development, Volume1, Issue 2
2. P. Madhan Mohan Gandhi and S. Mohan (2014). Rural Entrepreneurship in India. Tactful Management Research Journal. Volume 2, Issue 6
3. S. Sandeep (2012). Problems Faced By Rural Entrepreneurs and Remedies to Solve It. IOSR Journal of Business and Management Volume 3, Issue 1
4. Das Dilip Ch. (2014). Prospects and Challenges of Rural Entrepreneurship Development in NER-A Study. International Journal of Humanities & Social Science Studies. Volume 1, Issue 3
5. S. Anjali (2014). Role of Women Entrepreneurs in India: A SWOT Analysis. International Journal of Management and International Business Studies. Volume 4, Issue 2