



TEACHING CASE LETS AND CASE-STUDY

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Rural Entrepreneur

The world's population is growing annually, but resources are not growing at the same rate. India is among the most populous nations in the world, with the majority of its people living in villages or what is known as the rural areas. The divide between the rural and urban sectors is widening at an exponential rate.

The growing number of businesses operating in rural areas and the success of new economic trends like microfinance have revealed a sizable untapped market at the base of the economic pyramid. Rural markets and self-help groups are becoming more important than ever in the current situation.

Numerous nonprofit and profitable organisations are emphasising rural entrepreneurship. Danapur is a village located close to Patna, home to 250 families. Because it is remote from all the conveniences of a metropolitan area—such as reliable transportation or round-the-clock electricity—the infrastructure, career prospects, and educational chances are insufficient.

In the village, agriculture provides the majority of the monthly revenue, or about 1000 INR. Because agricultural work is seasonal, the women in the village spend their free time knitting,



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sewing, and doing other similar crafts. This woman's knitting is amazing, on par with the finest designs created by luxury brands.

- Do these rural people really need an entrepreneur to assist them engage with the appropriate buyer? Provide justification for your response.
 - What other business ventures are available for these villagers to pursue when they are not engaged in agricultural activities?
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