

**ROLE OF COMMUNITY RESOURCE PERSONS (CRPS) IN SUPPORTING
BENEFICIARIES OF SVEP – A STUDY WITH REFERENCE TO TELANGANA STATE**

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ABSTRACT :

Indian economy is dependent on the income generated by the rural area population who does major activities like agriculture, fishery, poultry and other allied activities. Village Entrepreneurship also known as rural entrepreneurship means starting the businesses in rural areas. Entrepreneurship acts a good weapon to solve many poverty related problems such as unemployment and migration. Strengthening rural areas would motivate the resource preservation and enhances their economy. The gap between the rural and urban can also be reduced. The revitalized rural economy will ultimately influence the nation's economy.

The present study concentrates on the government measures taken to support the rural entrepreneurs. As a solution for the problems faced by them to resolve with the appointment of Community Resource Persons (CRPs) under the district Block Resource Centre's (BRCs). CRPs. This would support the Rural/ Village Entrepreneurs in building their Capacity through training and their guidance. This paper is an attempt to learn the problems and complications of the village Entrepreneurs. Also highlights the role of Community Resource Persons (CRP) in supporting the Village Entrepreneurs.

Key-words: Rural/ Village Entrepreneurs, Community Resource Persons (CRPs), Economy, Training, Capacity building.

INTRODUCTION:

In order to foster the entrepreneurship growth and development, the focus should be on the capacity building and giving the villagers training. These activities may aim to arm the aspiring business owners with necessary skills, knowledge and resources to flourish in today's competitive business world. In this process of training for capacity building, the villagers can strengthen their skills, abilities and capabilities to become a successful Entrepreneur. At the same time it will enable them to navigate the challenges and difficulties of the Entrepreneurship. By providing training, they can enhance the knowledge in understanding various aspects like business planning, managing finances, different marketing approaches and leadership skills.

NEED FOR VILLAGE ENTREPRENEURSHIP, GROWTH AND DEVELOPMENT:

Proper utilization of the resources of rural area can happen by identifying the skills of the villagers, encouraging them to start a business, establishing the firms/ start-ups by providing the needed resources and information and so on. This can be realized only through the development of Rural/ Village Entrepreneurship.

Sustainable rural area development can be realized not only by showing concern towards agricultural and allied activities but attention is need for building a strong infrastructure, literacy rate improvement, eradicating poverty, and others. By fulfilling the needs of the rural regions the country's needs be fulfilled. Through the growth and development of the rural/ villages the following needs of a nation can be fulfilled:

- a) Solve the rural disguised unemployment and underemployment problem.
- b) Create employment and reduce the income disparities.
- c) Regional development balance with industries dispersion to villages.
- d) It might nurture economic development through the rural industrial growth.

- e) Solve the poverty, economic disparity, migration problems and many others.

REVIEW OF LITERATURE:

The village capacity building (Indonesia) model proved to be a village development step for its sustainable development (Sayudi, A. et al., 2022). The CRP model has materialized as a good exercise, showing significant results through an effectual and shared preparation and nursing process (Patnaik, S., 2014). The capacity building and training model may encourage the entrepreneurial creativities that affect the revival and change of rural areas; by identifying their needs and current enterprise economic and other new accomplishments that can be taken up by the territory (Lopez, M. & Pastor, R. 2015) and work upon. It's like a catalyst is needed for development of the economic position of the country (Laha, S. S. 2019). Capacity building of the village individuals can help them to improve and enhance their skills in starting their businesses. More it is needed to focus on HR problems and good governance. Capacity building needed to increase the institutions role in enhancing the performance and also the government role which will enhance the village community economy (Omar et al., 2021; Said et al., 2021). So, it is considered to be one of the challenging tasks in developing the village entrepreneur potentials (Sayudi, A. et al., 2022). Problems are many to count and one among that is market penetration, lack of educational curriculum to train with business skills and many others (Adewumi, S. A., & Keyser, E., 2020). Most important thing are our values and attitudes which have to be changed, serving like a mask of human beings - not accepting to refresh, but we can concentrate on technological and entrepreneurial skills introduction shifting from social and cultural beliefs (Kroesen, O., & Darson, R., 2013) for nations development.

OBJECTIVES OF THE STUDY:

- a) To learn government initiatives for the Village Entrepreneurship development Programme.
- b) To learn about the problems and difficulties of the village Entrepreneurs.
- c) To know the role of Community Resource Persons (CRP) in supporting the Village Entrepreneurs for their capacity building.

RESEARCH METHODOLOGY:

Data for the present study will be collected from the secondary sources i.e., from the magazines, newspapers, journal articles and various published materials. The present study will be descriptive in nature and the present paper is a conceptual work.

CAPACITY BUILDING AND TRAINING PROGRAMS:

Capacity building and training program related sessions are planned and designed for entrepreneurs at different stages of their business life journey. These programs are offered with a structured curriculum where the participants may gain a complete understanding of the entrepreneurial bionetwork.

Moreover, these initiatives often incorporate practical support, soft skills training and interactions to solve the real problems and the support is given till the business is stabilized.

According to J. Schumpeter, 'the rate of economic progress of a nation depends upon its innovation rate which in turn depends on rate of increase in the entrepreneurial talent in the population.' The government is working on introducing many programs for rural uplift. One among them is Start-up Village Entrepreneurship Programme (SVEP). Under this program, the Government identifies the rural areas into blocks, where the growth is needed and work for its development and progress has to be notified.

GOVERNMENT INITIATIVES:

In view of above the Government of India under the National Rural Livelihood Mission (NRLM) as introduced a sub-scheme called Start-up Village Entrepreneurship Programme (SVEP). Here State Rural Livelihood Mission will be working on the identified blocks development. In Telangana state,

Society for Elimination of Rural Poverty (SERP), under the Department of Rural Development is supporting the rural women to build their institutions. This scheme focuses on self-employment with financial support and train to stabilize the businesses. The goal is poverty elimination of rural poor with some kind of business start. Presently, there are ten identified Blocks in Telangana state.

In relation, the Community Resource Persons (CRPs) are hired by Block Resource Centre's (BRC) which are established in districts to train the Self Help Groups (SHG) participants and other rural businesses. The Community Resource Persons (CRPs) are certified to assist the entrepreneurs with business development services including the technological knowledge for enhancing their problem solving abilities and decision making skills. Each block will be having an accurate figure of Twenty-five Community Resource Persons (CRPs).

a) Community Resource Persons (CRPs) Selection:

To appoint as a CRP, they should possess the following qualities: a) Member/ family member of a panchasutra following State Rural livelihood Mission (SRLM), b) Local language communicating capability, c) 18-45 years of age, d) Minimum 10th class qualification, and e) 15 days' work per month – willingness. Likewise 25 members for every block will be appointed.

Moreover these CRPs possess diverse field's knowledge such as health, education, legal and social. They share the valuable source of data and information to the village entrepreneurs and also provide guidance and assistance in navigating different challenges and access the necessary resources.

Their efforts contribute to the overall development and empowerment of the rural/ village community and ultimately reflecting the country's development. CRPs have admirable communication and social skills. They build-up relationships and establish trust with civic members, also address their requirements and challenges faced, tailoring their support accordingly.

b) Community Resource Persons (CRPs) Functions:

The CRPs will be functioning as directed by the Block Resource Centers (BRCs), for a definite period of time entering into MoU. The directed list of activities to be performed by CRP's are as follows: i) Community Based Organization (CBO) – training, ii) Entrepreneur training and support, iii) Community Enterprise Fund (CEF) application, d) Block Resource Centre for Enterprise Promotion (BRC-EP) – periodically updating and e) Entering prescribed reports on the SVEP IT boards.

Added to this they even conduct meetings, to learn the success rate of the businesses under their training, bankers support and advancement of their work in the area assigned by the BRC. In return they might be getting task-based, subsistence and entrepreneurship contributed allowances; depending upon the time they invest, target, similar cadre's honorarium and so on.

c) Role of Community Resource Persons (CRPs):

The role of Community Resource Persons (CRPs) is very vital in identifying and them mobilizing the need resources and training to the villagers, who want to be an Entrepreneur. The roles of CRPs are to sort the list of village households or the aspiring to be an Entrepreneur. In this process, the following tasks are taken up by the CRPs: A) they identify and collect the information of village households from i) the Anganwadicentres or from Village Panchayat offices, and ii) available land information for the business set ups from the revenue office. After the list is prepared it is submitted to revenue office for the confirmation. B) The CRPs undertake the field verification and submit the reports to the Village Tahasildar for finalizing.

Here, then they will make the groups and other training related schedules. Start focusing on the problems and obstacles of the identified villagers and try to give probable solutions to them.

Difficulties of the village entrepreneurs: The problems and obstacles faced by the village entrepreneurs are the education, funds, sales, technical inadequacy, assets and many more. The focus of the CRPs are on the problems faced by the village entrepreneurs like a) institutional problems as government support, incentives, cooperation, procedures to avail the help and many more, b) marketing problems as competitions from large scale units and others, c) human resources as skilled workers, expertise's and so on.

To, list they are as follows:

- a) Business skills,
- b) Business idea to start with,
- c) Funds pooling and Banking support,
- d) Repayment of loans,
- e) Assets and other facilities,
- f) Income level improvement and savings,
- g) Education and communication skills,
- h) Family support,
- i) Market changes,
- j) Technical support,
- k) In-experiences and many others.

If observed in detail, village people are illiterate to learn how to avail the help or gain support and corporation from the family members and later by the government to their development. It is the family first that they might stop an individual to do a business. If given a chance to do business also, how to start is the big question mark. And if we observe little more, the finances is one other strong obstacle for women – question is – ‘What does you know about business or money earning?’ To quote, in villages, people are also stopped even telling ‘you are not fit enough to work or you are incapable of doing it?’ This actually clears that there exist no perfect support from family or society for rural women to start a business and develop.

So, to give a hand of support the Government of India as taken an initiation of CRPs appoint under SRLM. So, special concern to show for special person of the society, that’s ‘Women/ Girl’. This step is taken to improve their skills and knowledge, training them in business strategic decision making and holding a chair in the society. In every identified Blocks, Self-Help Groups (SHGs) are backed with support in all these aspects. When they stabilize, the CRPs tend to leave the hand of the Entrepreneurs and left them to lead the future.

d) Probable solutions given by Community Resource Persons (CRPs):

Rural region aspiring to be entrepreneurs are looking forward for a help from the CRPs to help them in solving their problems. They are looking out for the opportunities to explore, the necessary resources - availability places and feedback on their performance or mistakes correction help. The main activities of CRPs are to help the Village Entrepreneurs is to offer their hand to solve the problems. The CRPs solutions for their problems are like a) giving skills training, b) preparation of business plan and its management, c) start-up support and performance improvements, d) banking alliances and loan support, e) a total of one year handholding support exceeding to another 3 years (total 4 years), f) market support, g) conduct of orientation sessions and many more. The CRPs even give them the knowledge of technical, economic influences, social support and assets allocation strategies etc. In other words to express they will support in aspects like finances, human resources, institutional and marketing in full-fledged way.

They even help them to build a bionetwork and be more efficient in growth strategies. After the knowledge sharing, they handhold till the business stabilizes. The CPRs act as a backbone of the Entrepreneurs. Later, they leave them to lead.

CONCLUSION:

Through observation it can be concluded that the Capacity building can happen with learning the actual needs and them preparing a model to resolve the problems. Through capacity building one can develop and also strengthen the skills, abilities, processes and resources. At the same time organisations and the regional areas can learn to survive, adapt the change and succeed hard to the rapidly changing conditions. Further, CRPs are very valuable assets to any community may it be. Their constant support and dedicated guidance in developing the village community people, and extent of knowledge sharing they do and last to add their commitment to serve may foster the individual entrepreneur’s well-being and also their growth.

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