

Entrepreneurship development programme in sericulture : conduct and impact

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ABSTRACT

An entrepreneurship development programme (EDP) in sericulture was organized by Central Silk Board at Aurangabad during 2003 - 2004 with an objective to create better awareness about the various business opportunities available in silk industry and train prospective entrepreneurs. Twenty five unemployed educated youths (minimum qualification SSC) were selected for the training from Aurangabad Tq. The program was conducted in three phases viz., pre training, training and post training phase. Fee of Rs. 500/- per trainee was charged. One month residential training was arranged by involving expert faculties. Impact assessment was carried out after one year of training. Results indicated success rate of 40%. Of the 25 trainees 10 trainees have already taken up sericulture by raising mulberry plantation and carrying out silkworm rearing, during 2004 and 2005. These trainees also acted as change agent's mouthpiece for propagating benefits of sericulture as enterprise, result to which 60.5 acres of new mulberry plantation was taken by farmers. Results vividly indicate that youths can be identified, trained and developed as serientrepreneurs through EDP / EDP like programmes.

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INTRODUCTION

Sericulture is agro-based industry, practiced in India for many centuries. Sericulture was introduced in South India by Tippu Sultan during the 18th Century and since then this enterprise is practiced in Southern parts of India as a household and commercial agriculture activity (Srinivas *et al.*, 2007).

The silk production has increased many fold in last three decades, and India has become second largest producer of silk. Though it is not self-sufficient and hence has to import silk to meet its domestic requirement of 25000 MT (Srinivas *et al.*, 2007). In order to reduce this demand supply gap, the Central Silk Board, in co-ordination with various state Departments of sericulture, has taken up massive programme for increasing silk production in non-traditional sericulture states.

Maharashtra, with 129 MT silk production, holds first position among non-traditional silk producing states (Giridhar *et al.*, 2008). It is advocated that development of sericulture in the state requires both vertical as well as horizontal growth. It was felt that role of sericulture in transformation of economy and business opportunities available in silk industry need to be highlighted so that sericulture is taken up as an enterprise. With this motive, the entrepreneurship development programme (EDP) was carried out in Aurangabad with objectives to create better

awareness about the various business opportunities available in silk industries, to help the youth in identification and strengthening their competencies to become a successful entrepreneur and developing their technological skill, dealing with various financial aspect of seri-business and to make the trainees understand the intricacies of managing enterprise. This paper deals with conduct and impact of this programme and its success.

METHODOLOGY

The programme was conducted in three phases viz., Pre-training, Training and Post-training phase and implemented jointly by Central Silk Board (Ministry of Textiles; Govt. of India) and Directorate of Sericulture, Govt. of Maharashtra from November 2003 onwards. Expenditure for the programme was born by Central Silk Board.

Pre-training phase:

The pre-training phase started on 10th November, 2003 with the collection of benchmark data on present status of sericulture in Aurangabad district. The team of three trainees viz., Dr. N.R. Singhvi (team leader), Dr. V.P. Gupta and Sh S.D. Jadhav, fully supported by Dr. R.L. Katiyar, visited sericultural pockets for having hand-on information. Information was also sourced from Aurangabad Office of Directorate of

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