

**RESEARCH NOTE :**

Enhancement of economic status through Entrepreneurship - A case analysis in honey processing

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SUMMARY : Over 70 per cent of India's population lives in rural areas and depends on agriculture for their livelihood. Due to reduction in generation of income from agriculture sector, the rural population has led to migration. It can be controlled by generating meaning full employment opportunities in rural areas through encouraging entrepreneurial activities. The present study was conducted to know whether the economic condition of trainees have enhanced after attending training on honey processing at Rural Technology Park, National Institute of Rural Development-Panchayat Raj (NIRD and PR), Hyderabad, Telangana, India. The trainees' occupational status and monthly income has been enhanced after training from 10 to 40 per cent of self-employment and 15-50 per cent of income has increased, respectively. From the study it can be deduced that purchasing power of the people rises by proposing income generating opportunities to the people in villages.

KEY WORDS :

Enhancement,
Economic status,
Entrepreneurship

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BACKGROUND AND OBJECTIVES

India's transition to a knowledge-based economy requires a new generation of skilled people. It requires knowledge and technology to develop workers which makes them flexible, analytical and also to act as driving force for growth and innovation (Cabral and Dhar, 2019). Development means that improvement of farmer's lifestyle through education and skill development. Formation of a well-established infrastructure exclusively for skill development must be initiated. Employment-oriented training must be provided to rural youth for creation of skilled

labour force. Skills are essential to increase employability and livelihood opportunities, enhance productivity, reduce poverty and promote ecologically sustainable development. Coordinated efforts are needed to develop and integrated approach that improves access to relevant, good quality education and training to all rural community (Chhangani, 2015 and ILO, 2011). However, access to training is a major constraint among rural people in developing countries.

Skill development is one very important component of HRD. It has been considered main factor of human capital from which life

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time earnings and indirect positive benefits are found for an individual. Rural area/ Community-based Skill development programme should acknowledge that after the training programme people should have the solution towards the problems arising in Agrarian Social Structure. It also exhibits better standard of living of individuals and growth in human resources. Though skills should be marketable and relevant, so it results in creating employability otherwise it drives to be worthless skills that produce unemployed and under employment. Considering the importance of skill development for rural community, various organizations are involved for promotion of professional skill and employment oriented training (Khilji *et al.*, 2012).

Developing a channel to acquire skills and empowering the every sector of the society by providing training and skills through institutional set-up, formulating programmes and linking them with formal and non-formal fiscal institutions is the way of attaining sustainable livelihood and social development. Recognizing the importance of skill development and empowerment among the rural community, the technology park at

Hyderabad had initiated skill based training programmes for the farmers, rural youth and women groups. The training programmes to rural community were preparation of vermi-compost, natural dye, food processing, handmade paper, biopesticides, value addition in soybean, solar based technologies etc. Among those training programmes, the bee keeping and honey processing also one of the important sector to generate self-employment by improving their livelihood opportunities and also their economic status. The skill development training programmes were organized by Bee keepers Association as on campus programme with a view to provide practical exposure and handling of machineries, raw material etc., by the technical experts. The trainees from different parts of the country were participated in the programme.

Awareness programmes on bee keeping for employment generation:

The raw material of bee keeping is nectar and pollen which available only in agricultural, rural and forest based tribal areas. The nectar produced in this area is not stable

Table 1: Economical development of trainees			(n=350)
Profile	Category	Frequency	Percentage (%)
Education	Illiterate	158	45.1
	Primary (upto 5 th)	52	14.8
	High School (upto 10 th)	70	20.0
	Junior College (upto 12 th)	52	14.8
	Degree	18	5.1
Marital status	Married	262	74.8
	Un-married	88	25.1
Occupation status (Before training)	Un-employed	210	60.0
	Self-employed	35	10.0
	Wage employed	105	30.0
Occupation status (After training)	Un-employed	175	50.0
	Self-employed	140	40.0
	Wage employed	35	10.0
Monthly income (Before training)	<2000	175	50.0
	2000-4000	72	20.5
	4000-6000	50	14.2
	Above 6000	53	15.1
Monthly income (After training)	<2000	50	14.2
	2000-4000	57	15.4
	4000-6000	63	18.0
	Above 6000	180	51.4

for further period, if not utilized at that period the nectar will be the lost as other natural things like rain water etc.

The people who resides in forest areas are fulfilling their livelihood by deforesting, misbalancing the natural environment conditions and other works. By introducing bee keeping some people get the livelihood by diverting from present activities and also they can understand the importance of the bees and bee products. So, they can protect the forest and also improve their economic conditions by sale of honey etc. Further, in rural areas micro agriculture families, landless rural people and unorganized sector people having desires to develop their skills in honey processing to enhance their livelihood that reduces the migration to urban areas. Highly hygienic and quality apiary honey can be produced by using scientific methods compared to traditional honey. Marketing of apiary honey has observed more in big cities and pharmaceutical industries, while wild honey and traditional collection method honey in small cities, villages etc. Honey is mainly used as a healthy product, as a food and in food products, in bakery products and in breweries, cosmetics and also for ayurvedic purpose etc.

Training programme :

The bee keepers association developed and established the centralized apiculture technology center in the year 2004 at Rural Technology Park, NIRD-PR, Rajendranagar, Telangana. The training center had well equipped with display material and training equipment's with different types of bee hives, tools and other equipment's regarding apiculture. The number of trainees approx. 13,200 (2004 to till date) and under campus programme 3,200 trainees were attended.

The courses are being organized by training center with an objective to provide sustainable development in apiculture. Training programmes on various aspects of honey processing were conducted at Apiculture Technology Center, directly to registered participants and also in associated with various Govt. Institutions and other Non-Government Organization's (NGO), ITDA (Integrated Tribal Development Agency), DRDA (District Rural Development Agency), State Agriculture and Horticulture Department, NIRD and PR, Military Regiments etc.

Training programmes on various aspects of Honey processing were conducted at Apiculture Technology Center, Rural Technology Park, NIRD and PR,

Hyderabad, Telangana, India. Large number of people attended the programme, from School to College Students and Unorganized sector people to Farmer's community. The study has been conducted to identify the effectiveness of training on the basis of number of trainees benefitted economically.

Descriptive research design was used. Large number of trainees were attended the programme out of which the 350 were selected by using convenient sampling technique. Data were collected from selected trainees by contacting them individually by using a semi-structured interview schedule and recorded their responses. Appropriate statistical tools used for the study to interpret and draw conclusions.

Data presented in Table 1 revealed that most of the respondents (45%) were illiterate followed by High School (20%). The respondents belong to primary (14.8%) and junior college (14.8%) were in equal proportion. The only 5 per cent of the respondents were completed degree. The training programmes mostly focused on awareness to generate employment irrespective of qualification. Due to low investment, high rate of returns and support to attend training, most of the married respondents (75%) were attracted towards establishment of an own enterprise.

Occupational status of trainees before attending training were presented in Table 1 that most of the trainees (60%) were unemployed followed by wage and self-employed (40%). Whereas, the occupational status have been improved among the trainees after they underwent training. It revealed that around 50 per cent of the trainees were self-employed and wage employed. The self-employment is a legitimate occupational status.

Monthly income of trainees has been enhanced after training from 15 per cent to 50 per cent (Table 1). The highest under the category of Rs.6000 and above per month. This reveals that the training have assisted to initiate entrepreneurship through self-employment, which results with enhanced monthly income.

Agrarian transformation is crucial in changing the economic conditions of rural inhabitants in the developing countries. Entrepreneurship development programmes are a rural development strategies for low-income communities which could enhance their income, employment generation and social empowerment. Special training programmes for rural entrepreneurs in particular and in general for rural population should be arranged by

the Government to improve their knowledge and vocational skills.

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