

Entrepreneurship development programme in sericulture : conduct and impact

N.R. SINGHVI AND R.L. KATIYAR

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.

See end of the article for authors' affiliations

Correspondence to :

N.R. SINGHVI

Regional Tasar
Research Station,
BHANDARA
(M.S.)INDIA

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

Key words :

Entrepreneurship
Development
Programme,
Sericulture,
Training

Accepted :
January, 2010

Sericulture and Research Extension Centre (Central Silk Board), Aurangabad.

Four pronged strategies were followed *viz.*, 1. Liaising with important departments, 2 Constitution of Monitoring-Cum-Guidance Committee, 3. Awareness campaign and 4. Selection of candidates.

Liaison with important departments:

Important Department/Institution in Aurangabad *viz.*, Office of District Collector, Dept. of Sericulture, Govt. of Maharashtra, Research Extension Centre of Central Silk Board, Maharashtra Centre for Entrepreneurship Development, District Employment Office, NABARD, National Agriculture Technology Project (NATP), Marathwada Agriculture University, All India Radio, Doordarshan Kendra, Water and Land Management Institute (WALMI), Banks and Sakal-Daily News paper agency were contacted to get support for the cause of this programme.

Constitution of monitoring-cum- guidance committee (MCGC):

Eleven members MCGC was formed under the Chairmanship of Ms. V. Radha, IAS, District Collector, Aurangabad. Others members were selected from different departments. The committee was responsible for smooth conduct of this programme.

Awareness campaign:

An intensive awareness campaign was organized using hand-bills, brochure, banners and posters and local cable network. The Akashvani, Aurangabad relayed the message of EDP for more than 20 days. Doordarshan relayed 20 minutes programme on sericulture. The news papers were given success stories and interviews of progressive sericulturists were arranged.

Awareness camps were organized at Palshi, Shelud, Golatgaon, Khultabad and Kasabkheda villages. During awareness camps, discussions were held with the farmers / prospective entrepreneurs.

Selection of trainees:

Response to the well-oiled campaign was highly encouraging. Many persons approached for the training. Candidates fulfilling the minimum qualification of SSC underwent interview and 25 candidates were selected.

Training phase:

A fee of Rs. 500/- per trainee was charged. One month residential training phase was carried out starting from December 10, 2003 at Hotel Girnar, Aurangabad.

Following were the course contents:

- Information inputs
- Seri-business opportunity guidelines
- Market survey
- Behavioral inputs
- Technological skill development
- Seri-business plan preparation
- Implementation of related aspects

Expert faculties, from different institutions *viz.*, Maharashtra Center for Entrepreneurship Development, State Bank of India, Bank of Maharashtra, Agriculture Technological Management Agency (ATMA), Krishi Vigyan Kendra, Department of Sericulture and Central Silk Board and progressive sericulturists besides trainer group themselves, imparted training. They had interactive session with trainees. Modern technology tools were used for the training sessions. Trainees were provided easy understanding of various aspects of project preparation, planning and financial management. Hand-on practice was made integral part of training. The trainees also carried out market survey and prepared their own project. Trainees were also taken for field visit to sericulture areas.

Post training phase:

During post training phase, participants were provided followup support. During this phase, an exposure visit to sericulture areas of Bangalore and Mysore was organized. During 2004, the trainees were helped by providing necessary guidelines / support such as arranging for plantation material and discussion with respective officers who could have been instrumental in providing support to the trainees. Two women trainees were provided special training at Central Sericulture Research and Training Institute, Mysore to prepare value added products from waste cocoons.

RESULTS AND DISCUSSION

Success rate of 40 per cent was recorded in this programme. Of 25 trainees, 10 trainees have taken up sericulture, during 2004 and 2005, by raising new mulberry plantation and carrying out silkworm rearing. 07 trainees started sericulture during 2004 and 3 trainees during 2005. These entrepreneurs earned Rs. 37980/-, on an average basis, from one acre of mulberry plantation (Table 1). Besides taking up sericulture, two trainees also showed interest in reeling activity, as a part of value addition, and provided 15 days training in silk reeling and twisting technology at Central Silk Technological and Research Institute, Bangalore. These trainees also acted as important via media, in propagating benefits of sericulture

Table 1 : Mulberry plantation and silkworm rearing taken up and income earned by the EDP trainees during 2004 and 2005. (Values are average of two years)

Sr. No.	Name of the farmer and village	Planted area (acre)	Variety	No. of crops	No. of Dfls reared	Total yield (kg)	Yield/ 100 dfls	Amount realized (Rs.)
1.	Shivaji Uttam Palaskar, Palshi	1.00	V1	07	800	398.10	49.76	52897.00
2.	Hanuman Sominath Gaikwad, Palshi	1.00	V1	05	500	239.30	47.86	33155.00
3.	R.S. Shinde, Wahegaon	1.00	V1	06	800	402.40	50.30	54610.00
4.	Kailash Sominath Shinde, Wahegaon	1.00	V1	09	845	397.00	47.00	48930.00
5.	Omprakash Dadarao Shinde, Wahegaon	1.00	V1	06	775	378.00	48.52	44784.00
6.	Vilash K. Shinde, Wahegaon	1.00	V1	06	500	223.90	44.78	26715.00
7.	Parag S. Mungikar Gevrai	1.00	V1	03	350	166.50	47.57	24675.00
8.	Pramod M. Mande Bhokargaon	1.00	V1	02	200	97.80	48.90	13203.00
9.	Anand Asokrao Mahurkar, Antri	1.00	V1	09	1305	631.20	48.37	76600.00
10.	Pravin Trambak Borde, Shavkheda	1.00	V1	01	100	38.50	38.50	4235.00
Total:		10.00	V1		6175	2970.70	48.10	3,79,804.00

as enterprise, among farmers of nearby villages resulting that 60.5 acres of new mulberry plantation was taken by farmers.

It is clear that youths can be identified, trained and developed as seri-entrepreneurs through EDP / EDP like programmes.

Authors' affiliations

R.L. KATIYAR, Research Extension Centre (Sub Unit), Central Silk Board, CIDCO, AURANGABAD (M.S.)INDIA

REFERENCES

- Giridhar, K., Mahanta, J.C., Laxmanrao Deole, A. and Kantharaju, B.M.** (2008). Raw silk production: 2007 – 08. *Indian Silk*, 47 (5) : 43 – 48.
- Srinivas, G., Rahmathulla, V.K., Vindhya, G.S. and Rajan, R.K.** (2007). Training programmes in sericulture: Their evaluation and impact on extension personnel and sericulturists. *Indian J. Seric.*, 46 (1) : 26 – 31.

