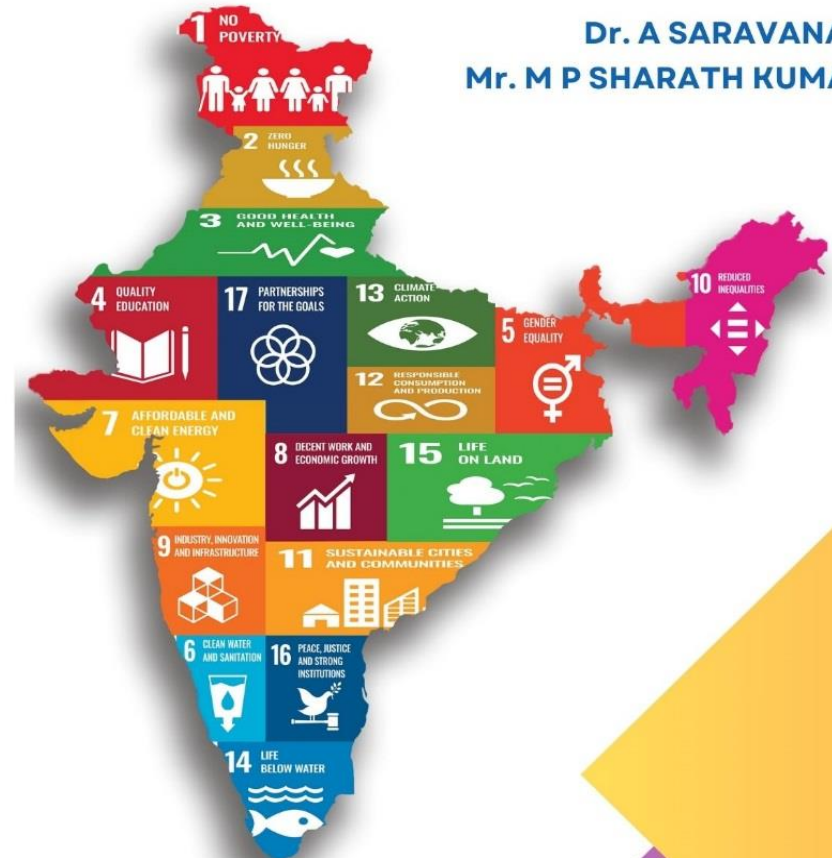


Dr. A Saravanan  
Mr. M P Sharath Kumar

# STRUCTURAL AND INSTITUTIONAL DIMENSIONS OF SUSTAINABLE DEVELOPMENT GOALS (SDGs) IN INDIA: A NARRATIVE

Dr. A SARAVANAN  
Mr. M P SHARATH KUMAR



Structural and Institutional Dimensions of  
Sustainable Development Goals (SDGs) in India: A Narrative

Department of Economics (SF)  
PSG College of Arts & Science  
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Coimbatore - 641 014, Tamil Nadu



# Structural and Institutional Dimensions of Sustainable Development Goals (SDGs) in India: A Narrative

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**edited by Dr. A Saravanan & Mr. M P Sharath Kumar**

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### INTRODUCTION:

Sustainable Development Goal 4 (SDG 4) includes various targets aimed at ensuring inclusive and equitable quality education for all. One specific target, SDG 4.4, focuses on promoting skills development and vocational training to enhance employability, job creation, and entrepreneurship. This target plays a crucial role in contributing to rural entrepreneurship by equipping individuals in rural areas with the necessary skills and knowledge to start and manage their own businesses. SDG 4.4 recognizes that vocational training and skills development are vital components of empowering individuals to seize economic opportunities and become successful entrepreneurs. In rural areas, where traditional industries like agriculture and handicrafts often prevail, providing vocational training programs that align with local needs and opportunities becomes crucial. Such training programs equip rural individuals with the practical skills, technical knowledge, and business acumen required to establish and sustain their entrepreneurial ventures. By focusing on vocational training and skills development, SDG 4.4 helps bridge the gap between formal education and the practical skills necessary for entrepreneurial success. This is particularly important in rural contexts, where access to higher education may be limited, and the local economy may rely heavily on specific sectors or industries. Vocational training programs tailored to the needs of rural areas can address the specific skills gaps and provide individuals with the expertise needed to thrive in local markets.

Rural entrepreneurship and Sustainable Development Goal 4.4 (SDG 4.4) are closely intertwined. SDG 4.4 focuses on promoting skills development and vocational training to enhance employability, job creation, and entrepreneurship. In the context of rural areas, SDG 4.4 plays a vital role in equipping individuals with the practical skills, knowledge, and entrepreneurial mindset necessary to start and manage businesses. By providing vocational training programs tailored to the needs of rural communities, SDG 4.4 contributes to the development of a skilled and entrepreneurial workforce, fosters innovation and collaboration, and creates an enabling environment for rural entrepreneurship to thrive.

### OBJECTIVE OF THE STUDY:

- ✓ To study the Indian schemes that promote rural entrepreneurship
- ✓ To study the potential opportunities for rural entrepreneurship
- ✓ To study the challenges involved in rural entrepreneurship

### METHODOLOGY:

Both primary and secondary data were used for the study. Primary data was collected through questionnaire from twenty rural entrepreneurs using convenience sampling.

### RURAL ENTREPRENEURSHIP SCHEMES IN INDIA:

1. **THE START-UP VILLAGE ENTREPRENEURSHIP PROGRAMME (SVEP):** This is an initiative launched by the Ministry of Rural Development in India. It aims to promote entrepreneurship and self-employment in rural areas by supporting the creation and development of micro-enterprises. SVEP provides comprehensive assistance to rural entrepreneurs through capacity building, access to finance, and market linkages. The

program focuses on creating a conducive ecosystem for rural startups, offering training programs to enhance entrepreneurial skills and providing mentorship support. By nurturing and empowering rural entrepreneurs, SVEP aims to drive economic growth, job creation, and sustainable development in rural communities, ultimately leading to the socio-economic upliftment of rural entrepreneurs and their respective regions.

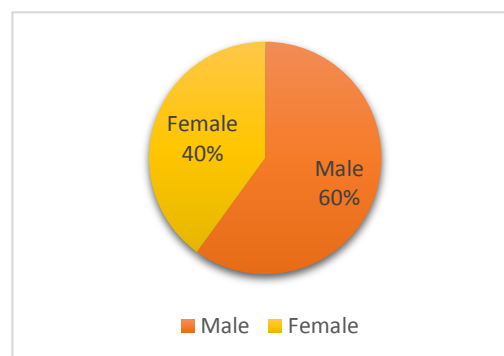
2. **THE PRADHAN MANTRI MUDRA YOJANA (PMMY):** This scheme launched by the Government of India to promote micro-enterprises and small businesses. It aims to provide financial support to aspiring entrepreneurs and small-scale enterprises, particularly those belonging to economically weaker sections. PMMY offers loans through three categories - Shishu, Kishor, and Tarun - based on the stage of business development. These loans are provided by various financial institutions like banks, non-banking financial companies (NBFCs), and microfinance institutions. PMMY plays a vital role in facilitating access to credit for the underserved and economically vulnerable sections of society, fostering entrepreneurship, and generating employment opportunities across the country.
3. **THE NATIONAL RURAL LIVELIHOODS MISSION (NRLM):** This also known as Aajeevika, launched by the Ministry of Rural Development in India. NRLM aims to alleviate poverty and empower rural communities by promoting sustainable livelihoods. The mission focuses on organizing rural poor households into self-help groups (SHGs) and building their capacities through skill development, financial inclusion, and access to markets. NRLM provides support for livelihood activities, such as agriculture, animal husbandry, handicrafts, and non-farm enterprises. The program also prioritizes the economic empowerment of women and marginalized communities. NRLM plays a significant role in enabling rural households to break the cycle of poverty, enhance their incomes, and improve their overall quality of life.
4. **STAND-UP INDIA:** This scheme is an initiative launched by the Department of Financial Services under the Ministry of Finance in India. The program aims to promote entrepreneurship and facilitate access to credit for women and Scheduled Caste/Scheduled Tribe (SC/ST) entrepreneurs. Stand-Up India offers loans ranging from Rs. 10 lakhs to Rs. 1 crore for setting up greenfield enterprises in manufacturing, trading, or services sectors. The scheme provides financial assistance, support for business facilitation, and handholding for beneficiaries. By focusing on women and SC/ST entrepreneurs, Stand-Up India seeks to address the historic disadvantages faced by these groups and promote inclusive economic growth. The program plays a crucial role in encouraging entrepreneurship, creating employment opportunities, and fostering socio-economic empowerment among marginalized communities in the country.

### ANALYSIS OF DATA

**Table 1: Table showing the number of respondents**

Sl. No	Particulars	Total	Percentage
1	Male	12	60%
2	Female	8	40%
	Total	20	100%

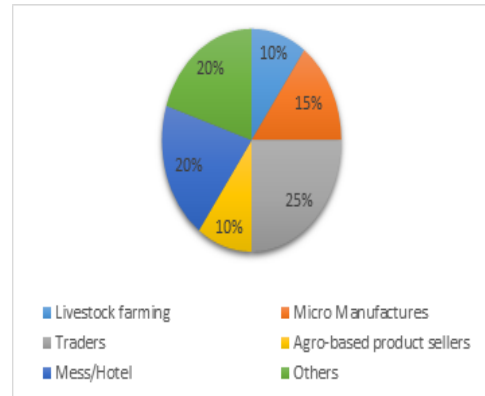
From the above table, it is clear that 60% of the respondents were male and 40% of the respondents were female



**Table 2: Table Showing the Nature of Rural Entrepreneurs**

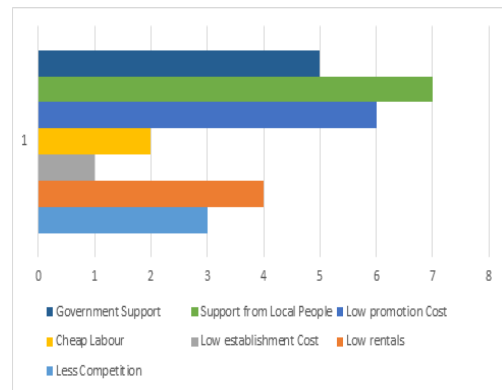
From the below table, it is clear that 25% of the respondents are Traders, 20% of the respondents are Mess/Hotel, 20% of the respondents are others, 15% of the respondents are Micro Manufactures, 10% of the respondents are Agro-based product sellers and 10% of the respondents are dealing with Livestock and traders.

Sl. No	Particulars	Total	Percentage
1	Livestock farming	2	10%
2	Micro Manufactures	3	15%
3	Traders	5	25%
4	Agro-based product sellers	2	10%
5	Mess/Hotel	4	20%
6	Others	4	20%
	Total	20	100%



**Table 3: Opportunities for Rural Entrepreneurs**

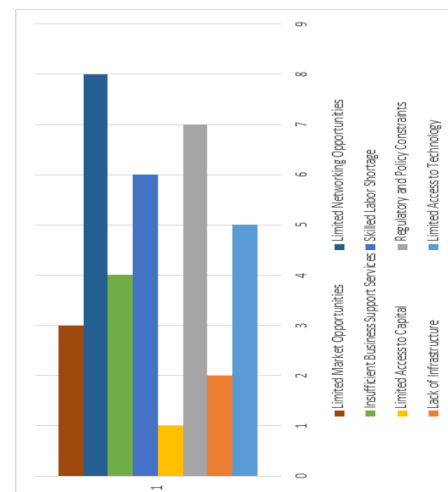
Sl. No	Particulars	Mean Score	Ranking
1	Less Competition	4.3	III
2	Low rentals	4.2	IV
3	Low establishment Cost	4.6	I
4	Cheap Labour	4.4	II
5	Low promotion Cost	4	VI
6	Support from Local People	3.8	VII
7	Government Support	4.1	V



From the above table, Low establishment cost has been ranked 1, Cheap Labour has been ranked 2, Less Competition has been ranked 3, Low Rentals has been ranked 4, Government support has been ranked 5, Low promotion cost has been ranked 6 and Support from local people has been ranked 8

**Table 4: Challenges Faced by Rural Entrepreneurs**

SL. No	Particulars	Mean Score	Ranking
1	Limited Access to Technology	3.35	V
2	Lack of Infrastructure	3.9	II
3	Regulatory and Policy Constraints	3.1	VII
4	Limited Access to Capital	4.25	I
5	Skilled Labour Shortage	3.25	VI
6	Insufficient Business Support Services	3.45	IV
7	Limited Networking Opportunities	2.95	VIII
8	Limited Market Opportunities	3.6	III



From the above table, Limited access to capital has been ranked 1, Lack of Infrastructure has been ranked 2, Limited market opportunities has been ranked 3, Insufficient business support service has been ranked 4, Limited access to technology has been ranked 5, The skilled labour shortage has been ranked 6, Regulatory & Policy Constraints has been ranked 7 and Limited networking opportunities has been ranked 8

### **SUGGESTIONS FOR IMPROVING RURAL ENTREPRENEURSHIP:**

Based on the discussion with the respondents the following are the suggestions

- To address the marketing challenges faced by rural industries, common production and marketing centres should be established and developed with modern infrastructure, especially in areas with high production and growth potential.
- Availability and affordability of raw materials are crucial for sustaining viable rural industries with employment potential. Therefore, the government has to strengthen the raw material base in rural areas.
- Enhancing infrastructure poses another hurdle for rural entrepreneurs who face limited access to adequate facilities. The government's support in improving rural roads, electricity provision, and water supply can be instrumental in addressing this challenge.
- Support farmers and rural entrepreneurs in adopting innovative agricultural practices, value addition, and diversification to access higher-value agricultural markets and promote agripreneurship.
- Create platforms and networks that connect rural entrepreneurs with domestic and international markets, expanding their customer base and facilitating market access.

### **CONCLUSION:**

The Indian government has implemented several schemes to support and empower rural entrepreneurs. These schemes provide skill development, financial assistance, and market access to individuals, especially those from marginalized sections of society. Key schemes include the Deen Dayal Upadhyay Swaniyojan Yojana (DDU-GKY) for skill development and employment opportunities, the Start-Up Village Entrepreneurship Programme (SVEP) for micro-enterprise development, the Pradhan Mantri Mudra Yojana (PMMY) for financial support to small businesses, the National Rural Livelihoods Mission (NRLM) for sustainable livelihoods, Stand-Up India for entrepreneurship and credit access, and the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) for skill enhancement. These schemes aim to achieve the Sustainable Development Goals (SDGs) by promoting inclusive growth, poverty eradication, gender equality, and decent work. However, challenges like limited financial resources and inadequate infrastructure need to be addressed. By supporting rural entrepreneurs with skills, resources, and market linkages, these schemes contribute to rural development. The government must address existing challenges to fully unlock the potential of rural entrepreneurship and ensure the schemes effectively contribute to the sustainable development of rural communities in India.

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