



A Case Study  
on  
**Youth Led Entrepreneurship Development**

School of Engineering & Technology  
K R Mangalam University, Sohna Road, Gurugram, Haryana

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## Introduction:

In today's dynamic socioeconomic landscape, entrepreneurship stands as a beacon of empowerment, offering avenues for individuals to shape their own destinies and contribute meaningfully to their communities. However, access to entrepreneurial opportunities and resources remains unevenly distributed, often leaving youth in rural areas on the fringes of economic participation.

Against this backdrop, the case study delves into an innovative initiative aimed at bridging this gap and fostering inclusive entrepreneurship awareness sessions. Students of K.R Mangalam University Team visited Alipur Village on 4/4/2024 to conduct the survey of nearby villages to understand the mindset and encourage the local villagers to start their entrepreneurship journey. Further, On the vibrant canvas of April 8th, 2024, the School of Engineering and Technology at K.R Mangalam University orchestrated a transformative activity centered on Youth Led Entrepreneurship Development nestled within the walls of Government Girls Senior Secondary School, Alipur, Ghamroj, Gurugram, this event not only sought to ignite the entrepreneurial spirit among Class 12 students from government schools but also extended its reach to embrace villagers by empowering them with the digital literacy and knowledge to embark on their entrepreneurial journey.

This introduction sets the stage for a compelling exploration into how this initiative unfolded, the challenges it addressed, and the transformative impact it engendered within these communities. Through this case study, we unravel the intricate tapestry of

empowerment, where youth emerge as protagonists in their quest for economic self-reliance and societal advancement.

## Problem Statement

In rural villages, the potential for youth-led entrepreneurship development remains largely untapped due to a lack of awareness and access to digital literacy resources. While entrepreneurship offers a pathway to economic empowerment and sustainable development, many young individuals in these communities face significant barriers in acquiring the necessary skills and knowledge to start and grow their businesses.

The lack of awareness of government schemes for youth-led entrepreneurship development in rural villages poses a significant barrier to the empowerment and economic advancement of young individuals in these areas. Without adequate knowledge of available support mechanisms and resources, aspiring entrepreneurs are unable to capitalize on opportunities for business creation and growth, perpetuating cycles of unemployment and poverty.

## Importance of Entrepreneurial Awareness for the People of Village Alipur:

Entrepreneurial awareness holds immense significance for the residents of Village Alipur, serving as a catalyst for socioeconomic development and empowerment. Here are key reasons why fostering entrepreneurial awareness is crucial for the community:

1. Economic Empowerment: Entrepreneurial awareness equips individuals with the knowledge and skills to identify and capitalize on business opportunities within their local context. By fostering a culture of entrepreneurship, residents of Village Alipur can create their own livelihoods, generate income, and contribute to the economic prosperity of the community.
2. Job Creation: Entrepreneurship has the potential to alleviate unemployment by creating job opportunities within the village. By encouraging residents to start their own businesses, entrepreneurial awareness initiatives can stimulate local employment, reducing dependency on outside sources for livelihoods.
3. Wealth Generation: Successful entrepreneurial ventures have the capacity to generate wealth for individuals and the community as a whole. By harnessing local resources and talents, residents of Village Alipur can create sustainable businesses that contribute to the overall wealth and prosperity of the village.
4. Social Mobility: Entrepreneurship provides a pathway for social mobility, allowing individuals to improve their socioeconomic status and quality of life. By empowering residents with entrepreneurial skills and opportunities, entrepreneurial awareness

initiatives can break cycles of poverty and facilitate upward mobility within the community.

5. Community Development: Entrepreneurial ventures often lead to the development of local infrastructure, services, and amenities, enhancing the overall quality of life in the village. By encouraging entrepreneurship, residents can address community needs and promote sustainable development tailored to the specific context of Village Alipur.
6. Cultural Preservation: Entrepreneurship rooted in local traditions and culture can serve as a means of preserving and celebrating the unique heritage of Village Alipur. By encouraging entrepreneurship that draws upon indigenous knowledge and practices, entrepreneurial awareness initiatives can help safeguard cultural identity while promoting economic growth.
7. Resilience: Entrepreneurship fosters resilience within communities by diversifying economic opportunities and reducing vulnerability to external shocks. By promoting entrepreneurial awareness, Village Alipur can build a more resilient economy capable of adapting to changing circumstances and challenges.

In conclusion, entrepreneurial awareness is not merely a tool for economic growth but a catalyst for holistic development and empowerment within the community of Village Alipur. By instilling a spirit of entrepreneurship and providing the necessary support and resources, residents can unlock their potential to create positive change and build a brighter future for generations to come.

## Objectives:

The objectives of the case study are

1. Identify Local Challenges and Opportunities: To identify the specific challenges young entrepreneurs in the village face, such as limited access to resources, infrastructure, and markets, and to explore the unique opportunities available in the rural context that can be leveraged for entrepreneurial success.
2. Creating awareness program that can support Youth Led Entrepreneurship Development in a village: Under the Government of India's Skill India Mission (SIM), the Ministry of Skill Development and Entrepreneurship (MSDE) delivers skill, re-skill and up-skill training through an extensive network of skill development centres/colleges/institutes etc. under various schemes, viz. Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Jan Shikshan Sansthan (JSS).
3. Digital Literacy Training Sessions: To deliver digital literacy training sessions tailored to the needs of young entrepreneurs, covering essential skills such as using the internet, digital marketing, online banking, and e-commerce.

## Methodology

The methodology for the case study on Empowering Marginalized Communities for the people of a village involves a structured approach aimed at understanding the current scenario, implementing targeted interventions, and assessing the impact.

Here is a step-by-step methodology:

1. Needs Assessment:

Conduct a preliminary needs assessment to understand the current level of entrepreneurial awareness in the village, including access to digital literacy and government policies.

2. Demographic Profiling:

Gather demographic information about the villagers to ensure a representative sample, considering factors such as age, education, and occupation.

3. Baseline Survey:

Administer a baseline survey to measure the baseline knowledge and practices related to entrepreneurship and business-making awareness among the villagers.

#### 4. Data Collection

Surveys and questionnaires to assess demographics, entrepreneurial aspirations, and challenges faced by youth.

#### 5. Data Analysis

We conducted open-ended survey responses and analyze the responses to provide meaningful explanations and insights of youth-led entrepreneurship in rural villages.

#### 6. Conducted Awareness Programs:

Implementing targeted awareness programs, address the specific needs and challenges identified in the village. Conduct interactive training sessions covering fundamental financial and entrepreneurial principles, safe online marketing practices, and the importance of upskilling. Utilize accessible and culturally appropriate teaching materials.

#### 7. Feedback and Iterative Improvement:

Stakeholders to inform iterative improvements for future awareness programs. Use this feedback loop to refine strategies and enhance the effectiveness of initiatives.

#### 8. Documentation and Reporting:

Document the entire process, including methodologies, challenges faced and lessons learned. Prepare comprehensive reports that include recommendations for sustaining and improving awareness in the village.

By following this methodology, the case study aims to provide valuable insights into enhancing the spirit of entrepreneurship, use of internet and AI for marketing and financial awareness within the unique context of the village, fostering a safer and more informed community.

## Expected Outcomes

**Identification of Literacy Challenges:** By analyzing survey responses collected from survey form, we anticipate identifying specific literacy challenges faced by villagers, such as limited access to education, lack of learning resources, or cultural barriers to literacy.

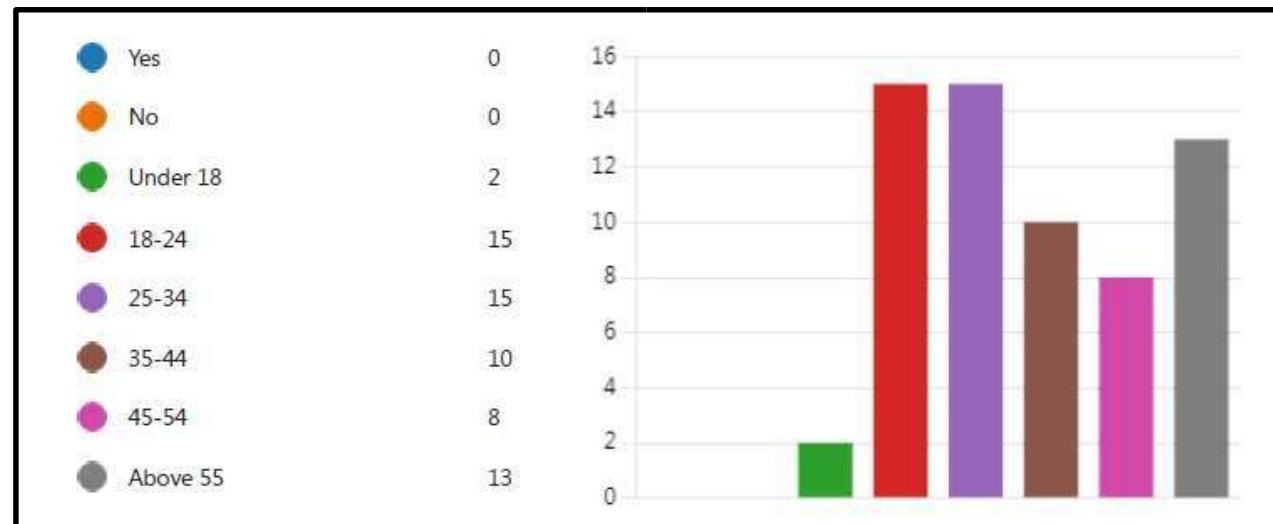
1. Increased digital literacy among youth in rural villages: This enables them to harness technology for business growth and innovation covering essential skills such as internet usage, online communication, financial management, and digital marketing.
2. Raising Awareness of Government Schemes for Youth Led Entrepreneurship Development in Rural Villages: Traditional outreach methods such as print media and government offices may not effectively reach young individuals in remote rural areas, leaving them uninformed about available support services and incentives. We created the awareness through our sessions that inspire entrepreneurs to capitalize on opportunities for business creation and growth.

## Phase -I Preparatory Survey and Needs Assessment

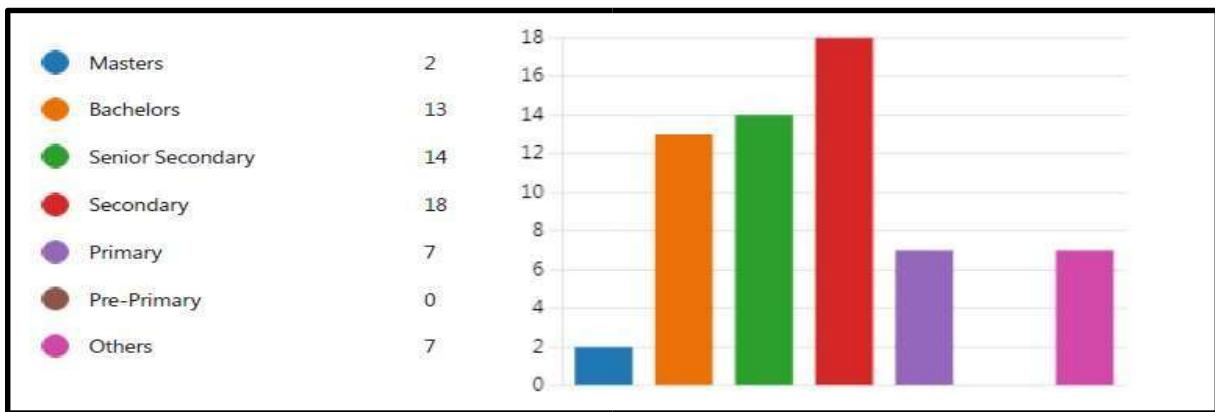
The case study employed surveys and questionnaires distributed among the target audience, capturing the needs, challenges, and aspirations of the youth regarding entrepreneurship. For the same, the team visited Alipur Village on 4<sup>th</sup> April 2024. The anticipated results are based on these insights, aiming to identify target groups, address challenges, tailor training programs, assess available resources, and foster community awareness.

### Key Findings:

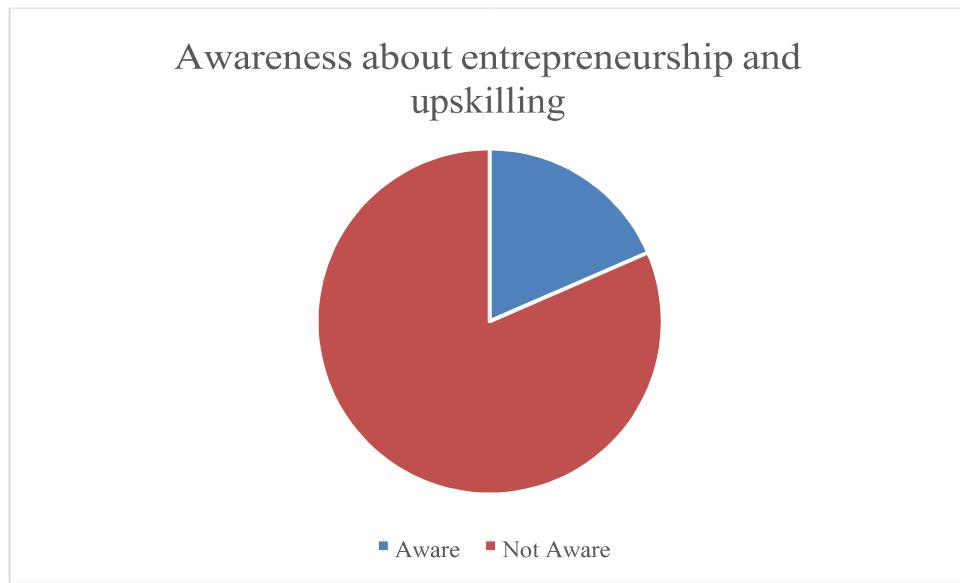
1. Demographics: Based on the survey questioner majority of the population belongs to 18-24, 25-24 and above 55years of age as per survey analysis.



2. Literacy and Awareness: On the basis of survey highest no. of persons completed secondary education as per survey analysis.

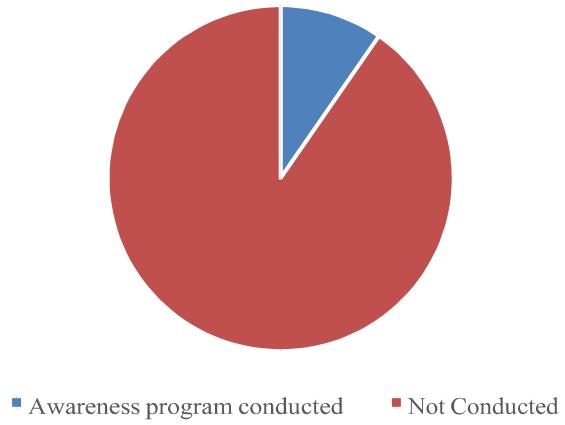


3. Awareness about entrepreneurship and upskilling



4. Any entrepreneurial awareness programs been conducted in the village

Any entrepreneurial awareness programs been conducted in the village

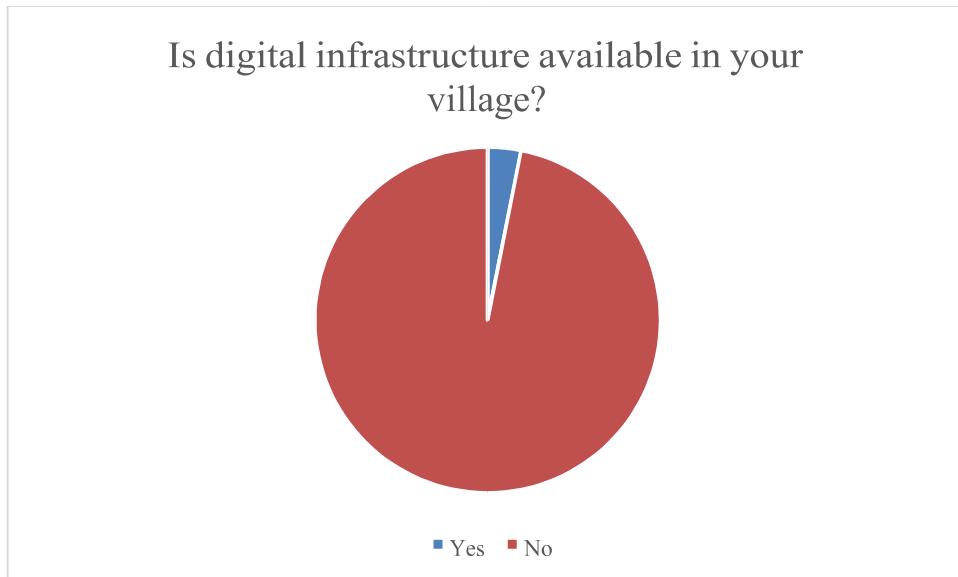


5. How knowledgeable are the villagers about online marketing practices, such as learning skills, using AI to create strategies

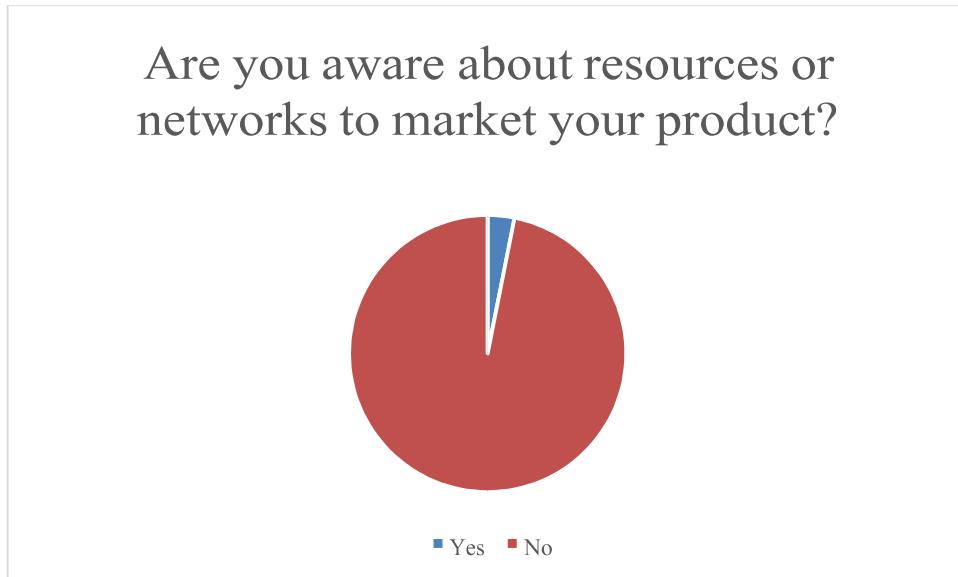
How knowledgeable are the villagers about online marketing practices, such as learning skills, using AI to create strategies etc.?

■ Yes ■ No

6. Is digital infrastructure available in your village? (e.g., internet connectivity, mobile network coverage, etc.)

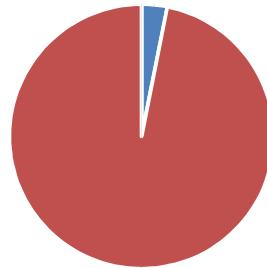


7. Are you aware about resources or networks to market your product?



8. Have there been any instances of prevention from stepping up in the village?

Have there been any instances of prevention from stepping up in the village?



■ Yes ■ No

9. Is there a system or platform in place for villagers to display their products?

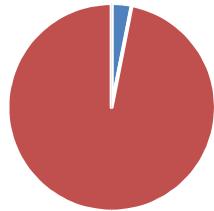
Is there a system or platform in place for villagers to display their products?



■ Yes ■ No

10. Is there any collaboration or support from external agencies, such as government bodies, law enforcement?

Is there any collaboration or support from external agencies, such as government bodies, law enforcement?



■ Yes ■ No

Pictures showing visit to Alipur village for survey:

The pictures showing survey:



Photo 1. Survey Team with Alipur Villagers



Photo 2. Taking the Survey

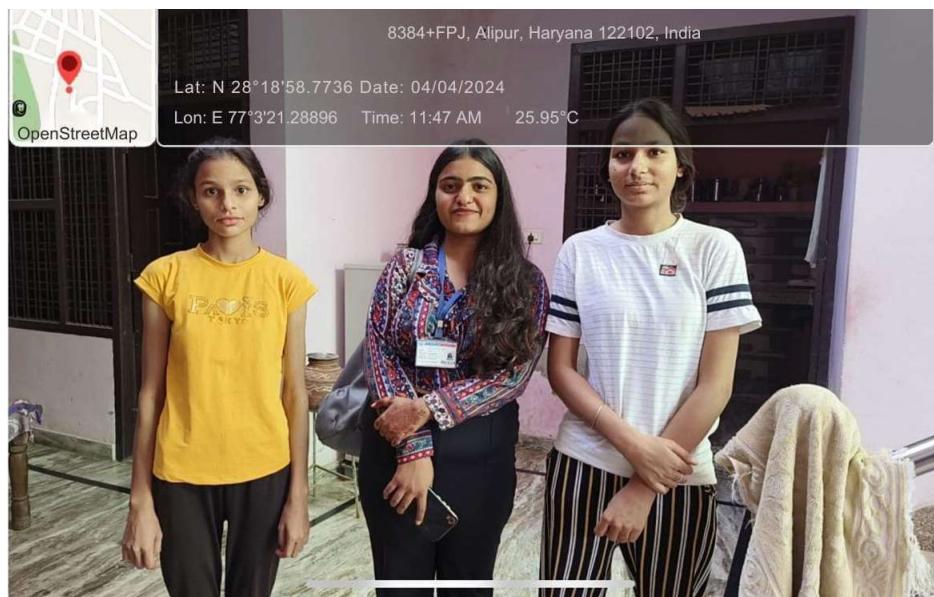


Photo 3. Survey team with Alipur Villager



Photo 4. Student Volunteers with villagers



Photo 5. Interaction with women of Alipur Village

In our endeavor to ignite entrepreneurial growth amongst the Alipur village, we embarked on a meticulous journey tailored to meet the needs of villagers we conducted the sessions on 4th April and 8th of April, 2024.

Through interactive sessions, among class 12 students of Government School and Alipur Villages we could explore various aspects of entrepreneurship, including digital literacy and educating government funding. Facilitators were able to provide guidance on navigating challenges unique to youth-led ventures, such as securing funding, balancing academic commitments, and managing teams. Moreover, fostering a supportive environment where participants can network, collaborate, and share experiences would be instrumental in nurturing their entrepreneurial endeavors in the near future. Ultimately, this activity aims to equip young people with the knowledge, resources, and confidence needed to embark on their entrepreneurial journey and contribute to socio-economic growth.

Majority of the participants agreed that though they have smartphone, but they have limited knowledge of how to use it beyond basic functions like calling and texting. They feel digital literacy training on internet usage and online banking would greatly benefit them.

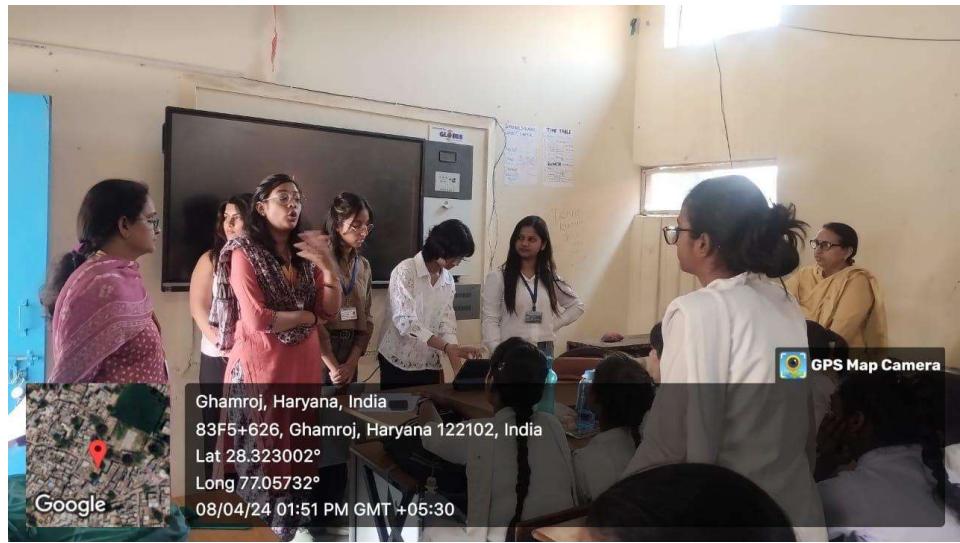


Photo 1: Faculties from the Survey Team helping them understand upskilling



Photo 2. Students Presenting themselves in front of school



Photo 3. Students Presenting themselves with the Survey Team



Photo 4. Team Members in govt. school of Alipur village



Photo 5. Collective Picture of the group and Faculty

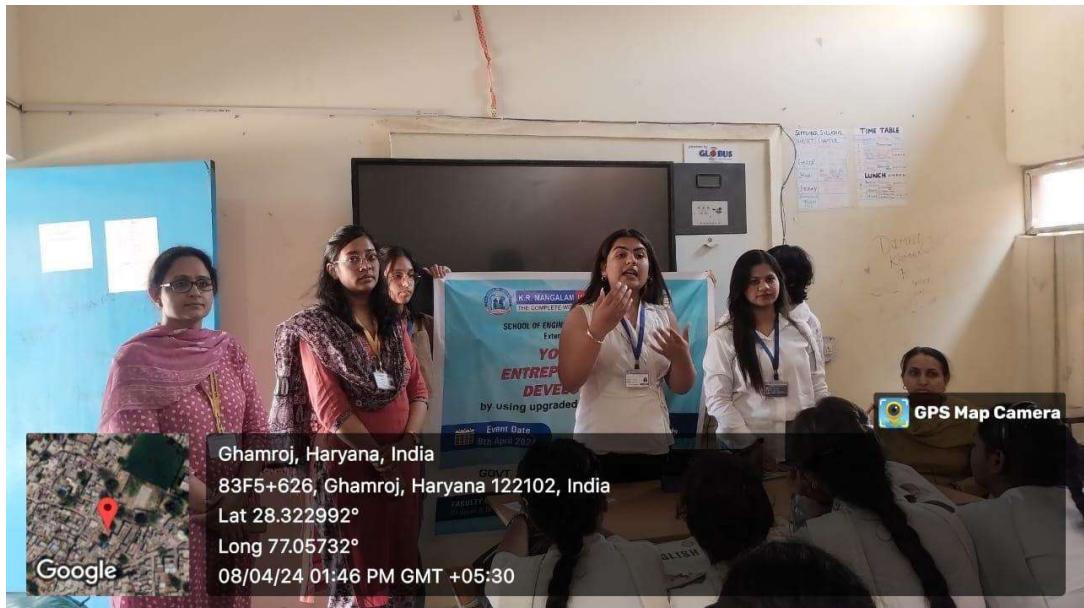


Photo 6. Our Students empowering 12<sup>th</sup> grade Girls to Upskill

## Suggestions and Concerns

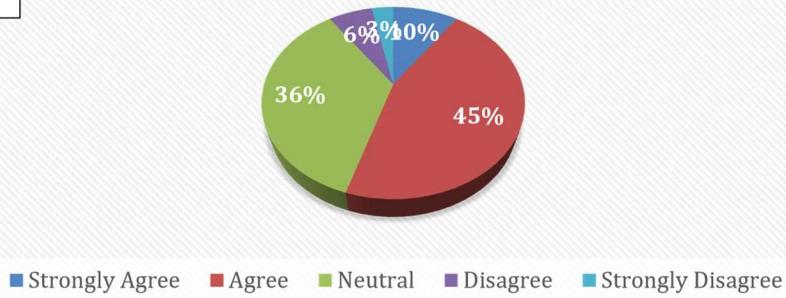
In the response of the below feedback query, it was found that villagers were satisfied with the awareness session conducted by the K.R Mangalam University.

## Outcome of Case Study

The case study anticipates valuable outcomes, including the identification of target groups, insights into challenges and concerns, tailored training needs analysis, resource assessment, feedback for program improvement, a tailored approach, and heightened community awareness.

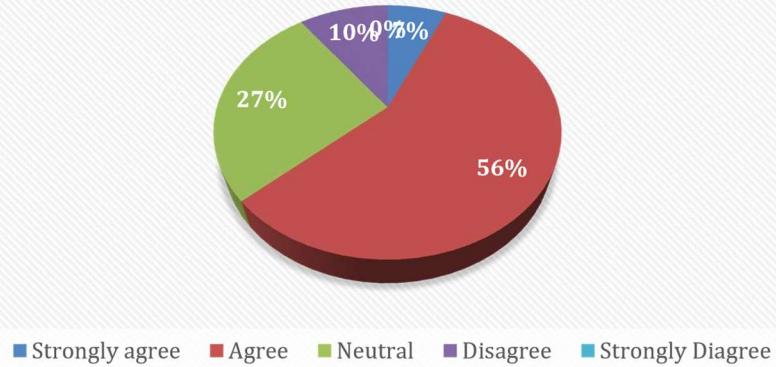
**Q1 How would you rate your level of awareness regarding digital literacy and its importance for entrepreneurial success after attending the session?**

37 Feedbacks



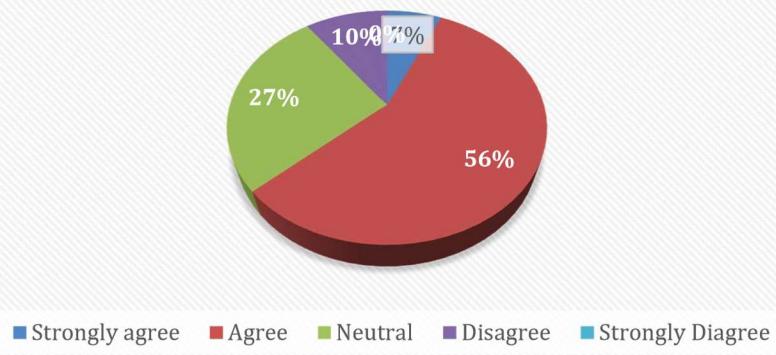
## **Q2. Do you feel more prepared to utilize digital tools and resources for your entrepreneurial endeavors after participating in the awareness program?**

37 Feedbacks



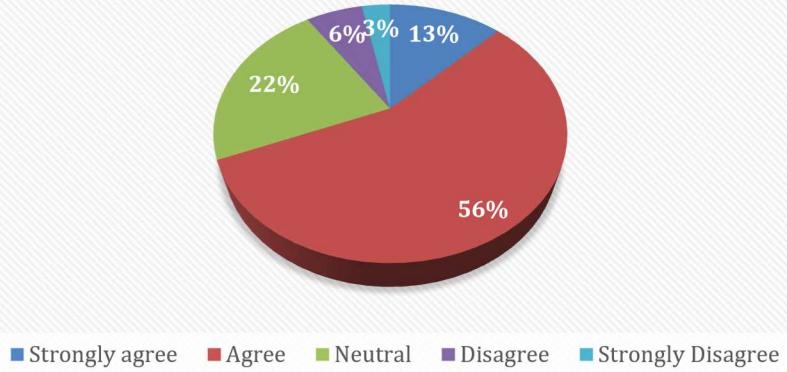
## **Q3. Have you been inspired to pursue entrepreneurial activities or explore business opportunities in the village as a result of the awareness program?**

37 Feedbacks



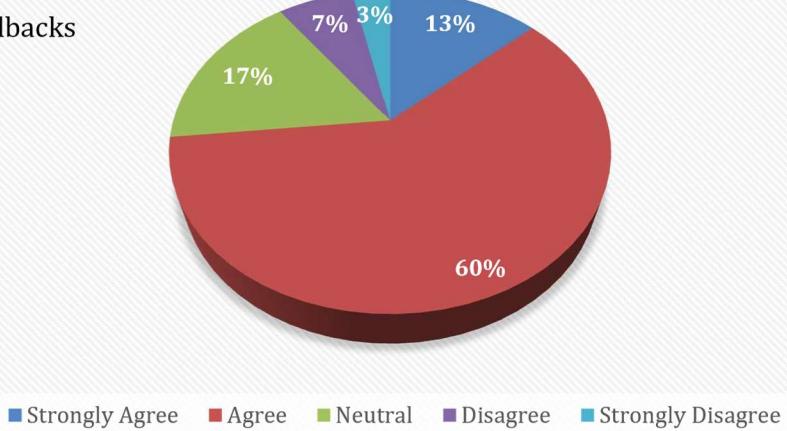
#### **Q4. Did the training sessions adequately cover topics relevant to your digital literacy needs, such as internet usage, online banking, and digital communication?**

37 Feedbacks



#### **Q5. Do you want such kind of event to be held in future?**

37 Feedbacks



Recommendations:

Based on the survey outcomes, it would be recommended that the implementation of the Youth Led Entrepreneurship Program in the village like Alipur should be organized more frequently.

## Conclusion:

In conclusion, our case study youth-led entrepreneurship holds immense promise as a driver of rural development and inclusive growth. By prioritizing digital literacy initiatives, leveraging government schemes, and fostering collaborative partnerships, we can empower rural youth to become engines of innovation, job creation, and social change in their communities. As we embark on this journey towards a more vibrant and resilient rural economy, let us remain steadfast in our commitment to nurturing the entrepreneurial aspirations of the next generation.