



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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## Collective Empowerment -

### *Community Work for Entrepreneurship Development*

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**Abstract:** One of Business Management Curriculum learning principles prioritizes community work and the empowerment of students. This research is aiming to find a model of developing entrepreneurship training through a Project Based Learning approach based on contextual business problems, applying planned businesses in real terms. This model is expected to be a form of community based education (fostering active participation of students in education and training) that is able to form new entrepreneurs to benefit, create jobs to reduce unemployment and poverty. This study uses qualitative research methods with a simulation observation research strategy. Observations made on student business pilot groups, each group consisting of 4-5 students taking the Entrepreneurship course. The results obtained by the development model of entrepreneurship training in students, from the results of the entrepreneurship mapping, students can plan businesses according to their interests and expertise and through the training development model students can solve problems in business plans related to leadership, courage in taking risks, perseverance to focus on doing work, the level of discipline so students can successfully build businesses/ new business.

**Index Terms -** Community work, training, business plan, entrepreneurship

### I. INTRODUCTION

#### Conceptual & theoretical framework

Community work can lead social change through empowerment interventions for the liberation of people, with the prime objective of enhancing well-being of small vendors by enhancing their profitability through skill development.

- Community work has been transformed and it can help in developing a model for entrepreneurship development. . Community work has become less political, structural or collectively confrontational, and its aims of empowerment are more individually supportive, group-orientated, and resilient.
- It will give an opportunity understand the human resources and education needs of vendors in which BVDU IMED can collaborate.
- This can also help in learning, capturing and replicating the exemplary practices of the entrepreneurs for academic purpose.

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## Critical Social Work

Community work for social justice can be seen as having three important dimensions: distributive justice, including the distribution of power, rights, as well as benefits and burdens; recognition justice, including freedom from cultural domination and recognition and respect for human dignity, and a sense of worth and self-esteem; and finally, associational justice, including democracy and fairness in the rules and processes to act and react collectively.

## Methodology

Within this particular context a research was conducted through the students. This study uses qualitative research methods with a simulation observation research strategy. This study was carried out within the frame of a class study project from Institute of Management and Entrepreneurship Development, Pune, India. Observations were made on student business pilot groups, each group consisting of 4-5 students taking the Entrepreneurship course selected small businesses for the study purpose. These small businesses with following categories were considered by the students.

Sl. No.	Type of Small Business
1	Agriculture
2	Hospitality
3	Food
4	Shoes
5	Hospitality
6	Automobile
7	Agriculture
8	Barber
9	Gaming
10	Grocery
11	Salon'n'Spa

The results obtained by the development model of entrepreneurship training in students. From the results of the entrepreneurship mapping, students can plan businesses according to their interests and expertise and through the training development model students can solve problems in business plans related to leadership, courage in taking risks, perseverance to focus on doing work, the level of discipline so students can successfully build businesses / new business. The following parameters were considered through questionnaire and interview technique to assess the current functionality of these small businesses.

Sl.No.	Key Parameter	Aggregate weightage to each parameter (%)
1	Leadership	15
2	Delegation	15
3	Basic Communication Skills	15
4	Financial Literacy	15
5	Sales	15
6	Digital Marketing	15
7	Self awareness of blind areas	10

Data collection were carried through students by visiting to their chosen small vendors involved into small business activity. Field visits with participatory observation were undertaken to get to know the neighboring vendors.

## Findings and Discussions

The student groups approached to vendors. It has sensitized the belongingness of the community. In a community different kind of actors in the form of business and social organizations exist. However there is no interaction among these players due to gap between their powers and powerlessness. The students interaction helped the vendors to feel the important of their business activities. As per respondents awareness of hygiene was lacking and was a concern with the small vendors.

It was found with the research that with the skill development of vendors there can be increase in production of their produce, improve packaging, branding, marketing. The digital tools like using platforms like swiggy, zomato, Flipkart Amazon etc., can bring significant impact. Use of digital platform can impact their small business if operational capacity of the vendors improved.

Leadership parameter vary from vendor to vendor but at a conceptual level, meritocracy is always imperfect and needs a constant tug between diverse forces like the economic conditions, skilled labor, location, local governance etc., where the vendor is located.

Delegation skill was lacking with 40% of vendors. Vendors has the largest reservoirs of unskilled labour which they convert into skilled through on the job training and delegation. Talent flow freely through a system, it improves economic and social well-being for all. But talent often gets excluded because the Government bodies has no credible information about it that from where they are hired, typically, they may be from the same family or village of the vendor

As per respondents the vendors possess the basic communication skill in their local language. However, some training in this respect can bring more satisfaction to their customers and in turn more business to the small vendors.

Financial Literacy was found low however the vendors were using UPI/digital payment mode for their day to day transactions. Vendors shown less trust on UPI system due to lack of financial literacy. Vendors were not aware about the Government initiatives for development of small businesses. Vendors still raise the funds through their traditional way lending with higher rate of interest from open market.

As per respondents the sales of of the vendors are satisfactory as per their operational capabilities and location. It can be further expanded multifold if the vendors show confidence in increasing their operational capabilities and use of digital platform for sales.

Respondents feel that vendors need training of use of digital platforms for marketing their services/ products in effective way. The biggest attribute vendors have on balance sheet is relationship with customers that takes years to build but can be lost overnight if they do the wrong thing and it scares them.

Respondents find that self awareness of blind areas of vendors is a major concern. They are running their business under scarcity and constraints of resources and right knowledge to grow. They also have fear of their secrets of trade and their control on their business to be lost if they expand.

India has seen extraordinary private sector-led innovations in software and digital public goods recently — these small business can actually leap frogged over considerably, particularly with use of United Payments Interface and digital technology. — This can also give an opportunity to talented youths — if we can tap their ability for entrepreneurship, our growth rate would shoot up.

Developing these small business can give a big learning to all.

One of the respondent brought it out these businesses are done by those uneducated youths, who had no interest in education and there is no way they can get job. Such youths can be engaged in small businesses and be productive for their families and Nation at large.

## Conclusion

India has so much Entrepreneurship but unless the skill development and upgradation take place, we, as a country, will not be able to get the best result. In India, we have around 4-5% skilled workforce while in developed countries this number goes up to 40%. We have to put in a lot of effort to reach that level. To improve economic prosperity, we have to build a strong rural Entrepreneurship ecosystem for entrepreneurs. India has the potential to become the breadbasket of the world. To achieve that goal, it needs an entrepreneur driven infusion of technology and techniques. It has been clear from the study vendors compete each other some do well while others don't. The descendants of the former then receive an advantage in the next round of competition. So, many systems become unequal due to the prior operationalising of a pure meritocracy. Recognizing this, certain societies have adopted compensatory discrimination or helping people with a prior disadvantage. Those who don't get such help complain — all of this creates a healthy social push and pull. The contours of such advantages and disadvantages differ. Collective Empowerment is possible through b Community Work for Entrepreneurship Development by finding the gap and right skilling of these small businesses.

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