

RURAL TECHNOPRENEURSHIP: AN INNOVATIVE KEY TO DEVELOPMENT

(A case study on bio gas from domestic kitchen waste)

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ABSTRACT

“The process of innovation is lengthy, interactive and social; many people with different talents, skills and resources have to come together”

---- Leadbeater (2003)

Mahatma Gandhi had once said, **“India’s way is not Europe. India is not Calcutta & Bombay. India lives in her seven hundred thousand villages.”** In India the majority of the population resides in the rural areas, and the rural population earns their livelihood from agriculture and income from other / miscellaneous services to the community. The incomes of these people are very low except that of the land lords and big zamindars. The urban population on the other hand earns more income due to the entrepreneurial spirit. The Entrepreneurship Development is lacking in the midst of rural population. . Penrose describes entrepreneurs as having "a psychological predisposition on the part of the individuals to take a chance in the hope of gain, and, in particular, to commit effort and resources to speculative activity" (**Penrose, 1959: 33**). People need to be innovative in developing their production and service activities. The quality of service rendered all need to be more appropriate and more economical and acceptable to society. "Innovation is the process through which productive resources are developed and utilized to generate higher quality and/or lower cost products than had been previously available(**O'Sullivan, 2000: 393, 409**). This would lead to reduction of poverty and an uneven distribution of income in the country. The rural population is more susceptible to try to make optimum utilization of the scrap resources into innovation so as to meet up with their needs and as a source to earn their livelihood through optimum utilization of the resources easily available that leads to rural development. “Rural Development”, **in Chambers’ (1983)** view, “is a strategy to enable a specific group of people, poor rural women and men, to gain for themselves and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of development”. Taking the concept into higher level the study has tried to present the case that is of generating LPG out of the domestic kitchen waste. In this context this paper addresses the home makers on utilizing the kitchen waste & converting them into bio gas and thus utilizing this innovation as a strategic tool for development of entrepreneurship especially for the rural areas. Hence the study suggests with the help of a case that if this innovation (Bio gas from kitchen waste) can be encashed in the rural areas and carried forward into a venture set up in the rural areas by the poor farmers will help not only in sustaining their families but also will help easy availability of LPG in every house & thereby saving the environment.

KEYWORDS: Rural Technopreneurship, Innovation, Rural population, Rural areas, Rural development, Bio gas plant.