



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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RURAL ENTREPRENEURSHIP: EXPLORING THE OPPORTUNITIES FROM WASTE PRODUCTS OF BANANAS PLANT IN KARNATAKA

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ABSTRACT

Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on the urgent need to promote rural enterprises: development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for improving farm earnings; and women see it as an employment possibility near their homes which provides autonomy, independence and a reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. The entrepreneurial orientation to rural development accepts entrepreneurship as the central force of economic growth and development, without it other factors of development will be wasted or frittered away. However, the acceptance of entrepreneurship as a central development force by itself will not lead to rural development and the advancement of rural enterprises. What is needed in addition is an environment enabling entrepreneurship in rural areas. The existence of such an environment largely depends on policies promoting rural entrepreneurship. This paper is a conceptual study of Rural Entrepreneurship: Exploring the opportunities from waste products of Bananas Plant in Karnataka.

KEYWORDS

Rural, entrepreneurship, bananas plant, Karnataka.

INTRODUCTION

According to the 2001 Rural Poverty Report (RPV), 75% of the world's poor live and work in rural areas, and the majority will remain so for several decades (IFAD Rural Poverty Report, 2001; IFAD 2002). The International Fund for Agricultural Development (IFAD) stressed the need for developing poverty-reduction policies and programs with a primary emphasis on rural areas (IFAD Rural Poverty Report, 2001). Rural areas in developing countries are experiencing poverty and depopulation, are geographically more isolated, require infrastructure and subsidies, and have a lack of structural and institutional factors (IFAD Rural Poverty Report, 2001). Various social, economic, political and ecological problems in rural areas in developing countries create challenges in employment and cause increasing migration towards cities, decreasing agricultural production and increasing food shortage. A sustainable reduction in rural poverty necessitates the adaptation of further research and programs that help promote economic growth and development.

Entrepreneurship is a vital component of productivity and growth (Baumol, 1993). The Organization for Economic Cooperation and Development (OECD) defines entrepreneurs as "essential agents of change who accelerate the generation, application and spread of innovative ideas and in doing so ... not only ensure efficient use of resources, but also expand the boundaries of economic activities" (Reynolds, Hay & Camp, 1999, p.10). The Global Entrepreneurship Monitor (GEM) reported a strong positive correlation between the level of economic activity and overall economic performance (Zacharakis, Reynolds & Bygrave, 1999). GEM reported that as firm startup rates increased, growth in national GDP and the employment rate increased (Zacharakis, et al, 1999). Therefore, acting as market innovators, entrepreneurs play critical roles in economic development (Schumpeter, 1934).

Rural entrepreneurship can refer to new ventures that happen to be created in rural regions as the result of an intervention, such as a tax subsidy, to attract businesses into an area or via the in-migration of city dwellers that subsequently start businesses (c.f., Wortman, 1990).

It can also refer to the creation of ventures that result from the unique endowments in rural regions that do not exist in metropolitan areas. Such businesses may involve agriculture (viculture or the farming of high-value specialty foods such as organic produce), lifestyles (eco-tourism, spas and retreats), extraction (mining or forestry), and knowledge industries (software development or artistic-content creation). For example, Lyons (2002) provides cases studies of incubators and community-based economic development programs that utilize networking, and resource and risk pooling to overcome physical isolation and limited access to markets through the linkages that they developed.

During the past few years, those following rural development trends and strategies have probably heard a lot about the need to encourage entrepreneurial activity in rural communities. Many leading researchers in the rural development field have expressed this need, and as policymakers and rural development practitioners strive to develop strategies to sustain rural economies, increasing entrepreneurship has risen to the top of the list.

India was second among all nations in Total Entrepreneurship Activity as per the Global Entrepreneurship Monitor Report of 2002. But after several years of data, India appears to have a TEA level rather close to the world average.

BANANA PLANT

Banana is a fast growing and high biomass-yielding plant. India is the largest producer of banana next to mango. The major banana producing states are Maharashtra, Kerala, Tamilnadu, Gujarat, Bihar, West Bengal, Assam, Andhra Pradesh and Karnataka. They are cultivated primarily for their fruit, and to a lesser extent to make **fiber** and as **ornamental plants**. The fruit averages 125 grams (0.28 lb), of which approximately 75% is water and 25% dry matter. Each individual fruit (known as a banana or 'finger') has a protective outer layer (a peel or skin) with a fleshy, edible inner portion. Both skin and inner part can be eaten raw or cooked.

Banana. Banana (*Musa paradisiaca* L.) occupies over 1,64,000 hectares, mainly in Tamil Nadu, West Bengal, Kerala, Maharashtra, Gujarat, Karnataka, Assam, Andhra Pradesh and Bihar. Though some inferior types of banana are found growing as far north as the Himalayas, its commercial importance is mainly limited to the more tropical conditions, such as those prevailing in central, southern and north-eastern India. It is a moisture- and heat-loving plant and cannot tolerate frost or arid conditions.

VARIETIES. Cultivated varieties are broadly divided into two groups: table and culinary. Among the former are 'Poovan' in Madras (also known as 'Karpura Chakkarekeli' in Andhra Pradesh); 'Mortaman', 'Champa' and 'Amrit Sagar' in West Bengal; 'Basrai', 'Safed Velchi', 'Lal Velchi' and 'Rajeli' in Maharashtra; 'Champa' and 'Mortaman' in Assam and Orissa; and 'Rastali', 'Sirumalai', 'Chakkarekeli', 'Ney Poovan', 'Kadali' and 'Pacha Nadan' in southern India. 'Basrai', which is known under different names, viz. 'Mauritius', 'Vamankeli', 'Cavendish',



'Governor', 'Harichal', is also grown in central and southern India. Recently, the 'Robusta' variety is gaining popularity in Tamil Nadu and **Karnataka**. The 'Virupakshi' variety (Hill banana) is the most predominant variety in the Palni Hills of Tamil Nadu. Among the culinary varieties, Nendran bananas, 'Monthan', 'Myndoli' and 'Pacha Montha Bathis' are the leading commercial varieties in southern India. 'Gros Michel' is a recent introduction into southern India; it is suitable for cultivation only under garden-land conditions and is generally fastidious in its cultural requirements. It is not, therefore, in favour with the cultivation.

Banana is one of the important fruits grown in **Karnataka**, cultivated in 52,613 ha, with a production of 1.3 million tonnes and a productivity of 24.6 tonnes /ha, that is below the national average (30.6 tonnes/ha). The main constraints in banana cultivation in the state are: low plant population, local preference for low yielding varieties like Elakki, poor crop management, prevalence of virus complex such as bunchy top, banana streak and bract mosaic and fungal diseases (*Fusarium* wilt), sigatoka leaf spot and nematodes. Karnataka has a good potential for improving the productivity with the adoption of improved varieties and technologies:

- Use of variety Grand Naine to replace Dwarf Cavendish
- Use of disease free quality tissue culture planting material
- High density planting in double row system
- Use of pseudostem for vermicomposting.

About 90% of banana produced is consumed domestically as fresh fruit. Merely 5% is consumed in processed form providing a good potential for future processing. **About 2.5% is only** processed purely as **banana products** and the rest as an ingredient in **other foods**. About 17 varieties of products could be made from banana. The primary product of banana in market is "**fried chips and candy**" which constitute around 31 %, rest as **banana puree** 9%, banana pulp 3%, banana beer 3%, banana wafers 3%, banana powder 6% and others. There is a good market demand of all banana products. There is an ample of new local market growing in India. Most of the banana product manufacturers are in the small scale sector. The government of India has set up a separate full-fledged ministry named "Ministry of Food Processing Industries" for the development and promotion of food processing industries. To boost fruits and vegetables processing, the ministry is extending financial support for setting up new units, modernization and up gradation of existing units. India has an excellent scope for development of several value added products like juice, biscuit, banana powder and industrial amylase enzyme with longer shelf life. "Foro Social Bananero" (Banana Social Forum) and (Corporation for the Promotion of Exports and Investments). Acoustic Laboratory of Dept. of Physics, Nagpur University.

EXPLORING THE OPPORTUNITIES FROM WASTE PRODUCTS OF BANANAS PLANT

Banana is one of the earning in the hands of rural people. There is lot of opportunities from banana plant. Some of the products which can be produced are given below -

1. Paper
2. Fiber Crockery



3. Candy
4. Banana Leaf Furniture
5. Banana – Leaf Round-Shaped Waste Basket



6. Banana- Leaf Toile



7. Sea grass Magazine Rask



8. Tissue Box



9. Natural fibers in banana plants in producing rotationally molded plastics,
10. Product range includes handmade paper made from banana fiber, photo albums, souvenir fans, boxes and folders, examples of the handicrafts produced and sold are lamp shades, boxes, book marks, gift bags, cards, baskets, and hats.
11. Boards
12. Partition walls and other utilities: These boards may be used for partition walls, false ceilings and as insulating panels.
13. Packing material: Boxes made from these boards can be used for transport of fruits and other materials.
14. Files and cover paper: Thicker varieties of banana paper can be used for making files, covers and packing materials.
15. Expansion joint pads: Asphalted banana boards can also be used as expansion joint pads in the construction of bridges. These are much cheaper than conventional ones available in the market.
16. Banana fiber into sanitary pads

ADVANTAGES

1. Exploring the opportunities from waste products of Bananas
2. Green Product
3. Protecting green environment
4. Earnings in the hands of rural people
5. Development in the rural environment.

The major problems/challenges faced by rural entrepreneurship are listed below.

- Lack of knowledge
- Government support
- Training and development
- Technical information: lack of awareness on technology and processing
- Marketing and finance operations: The entrepreneur still has to make the decision relating to each of the above functions.
- Credit: Mostly forced to rely on personal savings, borrowing from friends and relatives and moneylenders.

CONCLUSION

Banana is a fast growing and high biomass-yielding plant. Bananas consist mainly of sugars (glucose, fructose and sucrose) and fiber, which makes them ideal for an immediate and slightly prolonged source of energy. The product which is made from natural raw material helps in maintaining a good health and good environment. As it is green product the government should motivate the research to conduct research in these type of green product which will help the rural people in earning and have a rural development.

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