Entrepreneurship as a driver for rural development in India: A case of Sarjapur, Bengaluru.

Ananya Kulkarni (8904676055, ask2712@gmail.com),
Milan Murthy (9945508000, milanmurthy@gmail.com),
Ronak Garg (7892905943, gronakg007@gmail.com),
BA Economics Honours
Jain Deemed-to-be University
Dr Uma M.H
Head of Institute, School of Humanities and Social Sciences
Jain Deemed-to-be University
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Abstract

To a common man, rural development may seem to be entirely the job of the government. What most do not understand about rural development or simply, development, is the need for everyone's involvement and cooperation in the process. One tends to overlook the significance of entrepreneurship and capitalist expansion in development and growth of regions, particularly rural areas.

Through this paper we analyse, in-depth, the definitions of Rural Development and Entrepreneurship, and proceed to examine their relevance when put together. The paper also covers how the economy of India presents itself to be dual in nature, as well as providing a short economic analysis for the state of Karnataka. Lastly, the paper presents a short case on the area of Sarjapur, in Bengaluru city, as a thriving example of how entrepreneurial expansion to rural regions benefits its development.

Keywords: Rural development, entrepreneurship, relevance, Sarjapur

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Understanding Entrepreneurship

The term entrepreneurship is derived from a French word '*Entreprendre*' which means 'to undertake,' 'to pursue opportunities,' or 'to fulfil needs and wants through innovation and starring businesses. The word first appeared in the French dictionary in 1723. Robert D. Hirsch and Michael P. Peters (1998) defined, "Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence." The authors also understand entrepreneurship as an individual's efforts to create something of value to the people and society and earn a reward in return for the activity of creating. The rewards being not only financial rewards but also provides freedom and personal satisfaction that gives one tremendous motivation to further their entrepreneurial endeavours. Entrepreneurship, in the authors view, is also a risk-heavy activity. There are three types of risks involved with it, the financial, psychic, and social risks. Entrepreneurship converts these risks and devoted efforts into rewards by giving mankind something of value and utility. Therefore, entrepreneurship implies steadfast efforts that involve risks to innovate something of value and utility from which the entrepreneur can earn financial and psychic rewards. Entrepreneurship is being currently encouraged all around the world, as it accelerates economic growth acting as the wheels of the economic development of the country. The creation of new products and services stimulates new employment opportunities, important to turn unskilled jobholders into skilled ones. It also enhances the production process, utilising the existing resources in the most effective ways. Through the right practices of research and development, entrepreneurship can bring new innovations, opening the door of new ventures, markets, products, and technology. It can help in solving problems that existing products and technology have not yet solved. Entrepreneurs can be the pioneer of bringing new technologies and systems that ultimately bring changes to society, reducing the dependency on obsolete methods, systems, and technologies. These changes can be associated with improved lifestyle, generous thinking, better morale, and higher economic choice. Innovation and industry can experience growth through the combined action of entrepreneurs. They can motivate each other, share ideas and inspiration, and share planning to establish new

industries. Entrepreneurship by modernising production processes, implementing new technology in the overall distribution and marketing processes, will help the existing enterprises to utilise existing resources in more efficient ways. Therefore, it can be said that the importance of entrepreneurship to the economy is multi-functional.

The Duality of the Indian Economy

India, a dual economy, comprises Urban and Rural economies which co-exist and contribute to economic growth. The rural economy is primarily agrarian economy, based on agriculture and allied activities largely. The urban economy is fundamentally dominated by industrial and service sectors. As per the 2011 Census, 68.8 percent of the country's population and 72.4 percent of the workforce resided in rural areas. The contribution of the rural areas in the economy of India is 46% towards the national income and 25-30% of GDP. Since the 1990s, India's economic growth has been marked by an urban bias. The rural-urban disparity, as measured by the ratio of urban-to-rural expenditure, has gone up from 1.63 in 1993-'94 to 2.42 in 2017-'18. The decline of India's agriculture and the rise of the urban-centric service-led economic growth has led to the widening of rural-urban disparities. For instance, in 1993-'94, the ratio of urban-to-rural expenditure was 1.63, which widened to 1.92 in 2004-'05. The gap stabilised to 1.84 in 2011-'12. The data of the 75th round of the National Sample Survey Organisation for 2017-'18 pegs the ratio at 2.42. This means that today, an average urban-dweller can consume almost 2.5 times more than an average person in a village. This conclusion is consistent with both people's intuition and economic theory. With so many farmers commuting to cities in pursuit of work, Gap Widening between Rural and Urban Areas in India is predominant every day but should theoretically be closing.

Defining Rural Development

The authors define "rural" broadly. Rural relates primarily to areas that have a relatively low population density compared to cities, areas where agriculture and related activities usually dominate the landscape and economy, and places where transport and communications need to cover relatively large distances making travel and service provision relatively difficult and costly.

As per the Planning Commission of India (PCI), rural meaning refers to the geographical area where the maximum population of Indians is 15,000. In addition, it can also be an area where

the population density remains 400 people per square kilometre. Therefore, these areas are usually placed within the spectrum of Tier 3 to Tier 6 cities.

The World Bank defines rural development as, “Rural development is a strategy designed to improve the economic and social life of a specific group of people - the rural poor. It involves extending the benefits of development to the poorest among those who seek a livelihood in the rural areas. The group includes small-scale farmers, tenants and the landless. A strategy for rural development must recognize three points: firstly, the rate of transfer of people out of low productivity agriculture and related activities into more rewarding pursuits has been slow; and, given the relative size of the modern sector in most developing countries, it will remain slow. Secondly, most people in the rural areas of developing countries face varying degrees of poverty; their position is likely to get worse if the population expands at unprecedented rates while limitations continue to be imposed by available resources, technology and organisations. Thirdly, rural areas have labour, land and at least some capital which, if mobilised, could reduce poverty and improve the quality of life. This implies fuller development of existing resources, construction of infrastructure, introduction of new production technology, and the creation of new types of institutions and organisations.” On the similar lines with the World Bank, the authors define rural development as upliftment of living standards for people of rural areas who mostly rely on agriculture and allied activities as a major source of income. Here, rural development does not imply complete urbanisation of the area. It intends to provide all the basic amenities to the people of the rural areas. Some chief areas for improvement in rural areas include Infrastructure, Education, Healthcare, Technology, Women empowerment, Availability of credit and Facilities for agriculture extension and research. In addition, access to clean drinkable water and sanitation is a must for the development of rural areas. In this way, rural residents will be able to benefit from equal income opportunities and sustainable healthcare services. It also aims at economic and social growth of the area. The major part being the upliftment of the rural poor, the people below poverty line by providing suitable employment and ensuring that the people can feed themselves twice a day.

The infrastructural improvements include good housing, pucca roads, a consistent supply of electricity, and availability of transport to reduce connectivity issues. This increases the efficiency of the supply of agricultural output to mainland markets all over India. Therefore, the opportunity of income increases among the rural residents. The level of education plays

an integral role in the overall progress of rural areas. Education introduces new and innovative ideas to improve their social condition. Educating the rural population at an early age ensures that there is no discrimination between the urban and rural populations. Therefore, they are open to countless employment opportunities from multiple sectors and industries. Increase in the literacy of rural areas also decreases the dependency on agriculture and allied activities as primary source of income. The rural population is often susceptible to diseases that can be avoided with proper healthcare measures. These diseases contribute directly to their productivity. As a part of rural development, improved healthcare facilities allow the people to participate in healthy competitions in the market. Proper healthcare systems also reduce the mortality rate, increase individual productivity and life expectancy. Thus, ensuring a healthy and meaningful life. The technological advancements play an indisputable role in rural development. Introduction of modern production techniques in various sectors can actively increase the rate of production, which allows for a remarkable rise in the scale of economic activities in rural areas. On the other hand, the technology significantly reduces irrigation and quality issues. Therefore, the presence of appropriate technological means such as pumps, tractors is the make-or-break factor of rural development. Women empowerment is a key driver for rural development. The rural women must be educated and skilled to make them independent, earn a living and contribute to the family's growth as well as the nation's growth. The rural economy can grow only if it has adequate flow of finance. It is capital only which can ensure higher productivity in agriculture. Provision of rural credit enables a farmer to buy improved seeds, fertilisers, organic pesticides and equipment. All these inputs help farmers to increase their agricultural productivity and their income. Also, the gestation period in agriculture is significant, which means that the period from sowing the crop to selling the produce is vast. Therefore, Rural Credit helps farmers with their livelihood until the crops are ready for sale in the market. So, the importance of credit in rural development can be perceived as a means to break the vicious circle of low capital, low productivity and low savings of the rural poor. Rural development also aims to make the rural people self-dependent or independent, by engaging themselves into self-employment. The most common practice being to start a new business, becoming an entrepreneur. This creates a new source of income, generates new employment opportunities, and contributes to the growth of the rural economy. In order to start an entrepreneurial journey, availability of credit at a cheap rate is very essential as it acts as a motivating factor for the individual. Rural entrepreneurship will create focus on research and innovation to develop better products of value and utility for the society. In simple words,

rural development can be understood as a condition wherein all the dimensions of the Human Development Index are covered for the people of the rural areas.

An Overview of Economy of Karnataka

Agriculture and industries are the backbone of the economy of Karnataka. Apart from agriculture and industries, the banking sector, mining industry support Karnataka's economy. Estimates say that 80 % of Karnataka depends on agriculture. Rice is the major food crop grown in the state along with ragi, jowar, coffee, pulses, cashews, coconut, and cardamom. Besides agriculture, industries are also a major contributor to the Karnataka economy. Karnataka shows extensive and extreme growth in both public and private sector industries. Major industries of Karnataka are, Bharat Electronics Limited, Bharat Earth Movers, Hindustan Machine Tools, Bharat Heavy Electricals Ltd.

Further, Karnataka is known for its Khadi production and silk rearing. The state has a huge market for silk products in India and globally as well. Apart from these major industries, we can find others as well who contribute to the economy of Karnataka and its growth. They are engineering, food processing, Electrical, Chemical processing, agro-based plantation processing like tea, coffee, rubber, cashew etc. The power and energy sector of the state is another very important contributor to Karnataka's economy. Recently, interest to set up power plants have been shown by industry leaders and giants like Tata Power, Reliance Energy Limited and GMR to set up coal-based power plants of 1000 megawatts in Karnataka. This will enhance the economy of Karnataka state.

Gross State Domestic Product of Agriculture sector across Karnataka in India from financial year 2012 to 2021:

Characteristic Value in billion Indian rupees

FY 2021	1,280.45
FY 2020	1,212.2
FY 2019	1,088.96
FY 2018	1,087.78
FY 2017	821.16
FY 2016	797.38
FY 2015	786.2
FY 2014	698.85
FY 2013	574.95
FY 2012	533.95

Source: Statista.com

Karnataka’s Gross State Domestic Product (GSDP), which had shrunk for the first time in at least a decade during 2020-21, is estimated to grow by 9.5% (by over Rs 1-lakh-crore) to Rs 12. 5-lakh crore for 2021-22. According to the most recent Economic Survey, Karnataka is one of the top five states in India and has shown consistent, rapid growth over time. The highest among the top five states, Karnataka's per capita Gross State Domestic Product is

predicted to be Rs 3.05 lakh for the fiscal year 2022. The state economy is notable for having the largest proportion of services (66.1%) in the gross state value addition in FY 2022. In the financial year 2020 -21, Indian software exports have topped $ 170 billion with 38 % estimated contribution made by Karnataka. The state recorded a GSDP of Rs 20.49 lakhs 2021 - 22 compared to 17.31 lakh crore recorded in the year 2020 - 21. The biggest contributor to the GSDP is the service sector. With a 15% growth in GSDP from Rs 10.40 lakh crores to Rs 12.06 lakh crores. Previously major contributing sectors, industry and agriculture have been sluggish. Karnataka is among the top five states in India and has demonstrated strong growth over the years. Its per capita GSDP of INR 3.05 lakh (estimated for FY22) is the highest among the top five states. A standout feature of the state economy is it has the highest share of services in the Gross State Value Added of 66.1 per cent in FY22 (estimates) – the highest among all states, a product of its robust IT services industry and other technology-driven areas.

The state has a strong infrastructure. There are 20 ports across Karnataka, the two major ones being the Mangalore port and the Karwar port. Several national and state highways facilitate inter-city and town communication. Karnataka also has a strong railway and airport network. Karnataka is a preferred destination for investments. The Karnataka Udyog Mitra is a single contact point for all investors who wish to invest in the state. In India and the state of Karnataka, agriculture is one of the main vocations of the lower sections of society. Without a doubt, it provides the majority of livelihoods in India, especially in the vast majority of rural areas. Additionally, it significantly raises the Gross Domestic Product (GDP). For all-encompassing rural development, sustainable agriculture is crucial in terms of food security, rural employment, and environmentally friendly methods like soil conservation, sustainable natural resource management, and biodiversity protection. The state's economy continues to be based on agriculture, which has always been Karnataka's backbone. A rising nation like India needs strong agricultural growth in order to reduce poverty more quickly and achieve high overall growth.

The agriculture sector makes a direct contribution to the national economy, as evidenced by its percentage of the GDP, its foreign exchange profits, and its role in supplying labour and savings to other industries. A large portion of the rural population of Karnataka works mostly in agriculture. According to the 2011 Census of Population, agriculture employs 13.74 million people, of which 25.67% are agricultural workers and 23.61% are cultivators. In

Karnataka, 123,100 km2 of land is under cultivation, making up 64.6% of the state's overall land area. Vast steppes of drought-prone terrain and intermittent areas of irrigated land define Karnataka's agriculture sector. Karnataka's agricultural development is not evenly distributed across the state. The typical area where crops are cultivated throughout three seasons. The combined area for the three seasons is 102.80 lakh hectares. The current year's failure of the Northeast monsoon in 165 taluks and the Southwest monsoon in 85 taluks slowed the progress of the Kharif and Rabi seasons' sowing. In comparison to the usual areas of 67.99, 30.47, and 4.34 lakh hectares, respectively, the estimated area coverage for agricultural crops during Kharif, Rabi, and Summer is 66.43, 24.90, and 4.30 lakh hectares, respectively. Based on area coverage for various Kharif and Rabi crops and likely coverage during the summer, the advance estimates of agricultural production show food grain production of 100.87 lakh tonnes against targeted production of 135 lakh tonnes (86.61 lakh tonnes of cereals and 14.26 lakh tonnes of pulses against the target of 14 lakh tonnes.

Role of Entrepreneurship in Rural Development

Entrepreneurship and rural development are more closely related now than ever. Entrepreneurship is now viewed by organisations and individuals, who support rural development, as a strategic development initiative that could hasten the process of rural development. The entrepreneurial framework for rural development views entrepreneurship as the driving force behind economic expansion and development, without it, all other development-related variables will show least or no improvements. The fostering of entrepreneurs for rural areas is a complex problem that can solve various other social, political, and economic issues of the rural people. Entrepreneurs play a very essential role in the overall economic development of the rural area as well as the country. The growth and development of industries in rural areas facilitate higher employment, results in wider dispersal of economic activities and helps in the efficient and effective utilisation of locally available raw materials and labour, while producing new goods of value and utility for the people. The authors also believe that industries in rural areas play an important role in ameliorating the socio-economic condition of the rural people and the country in general, by making them self-dependent and independent and boosting their creativity. Entrepreneurship in rural areas contributes to the efficient use of local resources and the generation of income. Industries procure the local factors of production like raw materials and labour for the production process, with the effective and efficient usage it can increase the productivity.

Industries can also mobilise rural savings by presenting a successful business plan and attracting investment to ensure private participation in the industrialization process. The rural household savings when invested give a multiplier effect to the process of wealth creation. Establishment of new business ventures leads to voluminous generation of jobs and employment. Industries in rural areas tend to create large-scale employment opportunities for the rural people. The starting of industrial units in rural areas through entrepreneurship brings a great potential for employment and income generation as the rural people can make the entrepreneurs aware of the strengths and weaknesses of the factors of production in the area. They also can understand the opportunities in the local markets and urban markets, with appropriate research.

Entrepreneurship brings about sustainable regional development. New businesses and industrial units in underdeveloped and backward areas mean a better opportunity to develop the region. The growth of industries and business in these areas comes along with infrastructural improvements like better roads and rail links, airports, stable electricity and water supply, good housing and proper sanitation, educational institutions, healthcare centres, entertainment spaces, consumer goods markets and other public and private services that would not be available for the ease of living for rural people, without the entrepreneurship. The even distribution of economic power is facilitated by adoption and promotion of entrepreneurship in rural areas. Economic power dominates in the current modern era. Industrial development on large scales gives rise to concentration of economic power in a few hands which creates income inequalities which have negative effects economically and socially. The increasing number of entrepreneurs helps in dispersal of economic power into the hands of many efficient proprietors of new enterprises. Hence supporting the establishment of many enterprises helps in equitable distribution and weakening the evil effects of monopolies, duopolies or oligopolies. Rural development via entrepreneurship helps monitor the migration of rural population to urban areas. Entrepreneurship in rural areas can fill the wide disparities in incomes of rural and urban people. Entrepreneurship in rural areas results in the improvements of infrastructural facilities like power, roads, bridges etc. These upgraded facilities can help regulate and reduce the migration of people from rural to urban areas in search of employment opportunities and better standards of living. Entrepreneurship stands for and promotes innovation and creative endeavour. The fostering and sustaining of entrepreneurship for rural regions, will encourage the entrepreneurs to expand their horizons of creativity to come up with various new products which add value

and utility to mankind. It can also preserve and blend India's rich cultural history with modern day business. Entrepreneurship in rural areas is an epitome of *Aatmanirbhar Bharat* (Self- reliant India). Entrepreneurs from the rural areas of the country are also the true essence of national self-reliance. The rural industries help to manufacture indigenous substitutes to imported products which reduces the dependency on foreign countries, along with creating a possibility of exporting goods and services to earn foreign exchange for the country. Therefore, the act of import substitution and export promotion guarantees economic independence and self-reliance to rural areas and the country largely. A chief feature of Entrepreneurship is Improvement in Standard of Living for the people. Entrepreneurial initiatives in rural regions give better employment opportunities, that leads to increase in income and purchasing power which is spent on consumption of good quality consumer goods and education. It also reduces dependency on agriculture and allied activities as the only source of income for the rural people. The education and financial independence make the lives of rural people simplified, prosperous and thereby increases their standard of living. The entrepreneurship for rural areas acts as a medium to motivate and draw the youth towards the cycle of economic activities, in order to find themselves employment, earn a living and contribute to the economic growth of the region and the country. It also helps to keep a check on social evils and break stereotypes in the age of modernization. Hence, rural industries play an important role in the national economy, particularly in the rural economy. The entrepreneur is the key to the creation of new enterprises that energise the economy and rejuvenate the established enterprises that make up the economic structure. Therefore, Entrepreneurship in rural areas is important not only as a means of generating employment opportunities in the rural areas with low capital cost and raising the real income of the people, but also its contribution to the development of agriculture and urban industries. Without rural industrialization, it would not be easy to solve the problem of unemployment in rural areas. Entrepreneurship in rural areas can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions.

Government Initiatives for the development of entrepreneurship in rural areas

The Indian government with the aim of Indian entrepreneurship development, founded different organisations like IFCI, ICICI, SIDBI, NABARD etc. as development financing institutions. Similarly at the state level, State Financial Corporation and State Small Industries Development Corporation etc. are set up by the concerned state Government.

Granting of loans from these financing institutions is a very methodical and time taking process. The terms and conditions are too tedious to qualify as rural entrepreneurs. The other initiatives taken by the government for rural socio- economic development include Integrated rural development program (IRDP), Jawaharlal Rojgar Yojana (JRY), Sampoorna Grameen Rozgar Yojana (SGRY), National Rural Employment Guarantee Program (NREGA), National Rural Employment Program (NREP) etc, but these aren't enough for employment security of every rural person. Therefore, it is essential to plan for a soft loan facility to entrepreneurs investing in rural areas for their self-employment as well as rural development.

A Case of Sarjapur, Bengaluru.

To a local in Bengaluru city, Sarjapur is the business region, with IT companies boasting their headquarters in the area. Historically, as early as 30 years ago, the area was primarily rural, even falling under the district of Bengaluru Rural. The growth of Sarjapur is one of how entrepreneurs and businessmen took charge and expanded, which facilitated economic development.

Sarjapur's history dates to the Mughal era of India when the now-Bengaluru was received as a *jagir* by Chikkadevaraj Wodeyar of Mysore. The Wodeyars encouraged trading and introduced postal services as well as uniform weights for trading. Various markets were set up within the then region of Bengaluru, and according to accounts of travellers, the Sarjapur area was known for the sale of fine muslin and silk cloth. Sericulture boomed in the region during the rule of Tipu Sultan. These cottage industries eventually died due to British rule and the subsequent discouragement of manufacturing activities.

The current Sarjapur came to be when major IT and ITeS companies, namely Wipro and Infosys, set up their campuses in the area. The establishment of these firms led to the large-scale development of the region. Since these companies established campuses, it acted as a catalyst for the setting up of tech parks and SEZs for firms to do business. Moreover, major clusters of IT-specific zones such as Whitefield and Electronic City were easily accessible via the Outer Ring-Road. Where there are jobs, there is a demand for residences, departmental stores, educational institutes, and leisure. This movement eventually led to the rise in commercial and residential projects in Sarjapur, changing its economical makeup from what was once a small, handloom-based rural region to a hub for IT and businesses.

As mentioned earlier, rural regions benefit greatly from entrepreneurial activities. Sarjapur, proves to be a thriving example, as it is now even a part of the district of Bengaluru Urban. Apart from the businesses which established themselves there, the region also saw a growth of home-grown entrepreneurs. This further expanded the region's development.

Sarjapur is still expanding and has further potential for growth. Major drivers for growth include improving social infrastructure, road widening and accommodating the expansion of major IT and ITeS companies.

Sarjapur has now proved to be the epicentre of Bengaluru's IT hub. It helps the city keep up its name as the Silicon Valley of India. New migrants to Bengaluru now know not of the older parts of town but much rather the IT hubs, namely Whitefield, Electronic City and Sarjapur. For what was once a small village that was dependent on handloom, growing to have its name known as the centre of modern economic growth is a huge achievement on its part. The case of Sarjapur proves to be apt for how entrepreneurship and expansion of business helps in development and growth.

Concluding Thoughts

Entrepreneurship can be interpreted in various ways but the most common understanding of it boils down to it being the establishment of a business by an individual. Albeit a risky activity taken forth by an individual, it proves to be highly resourceful to the economy not only due to it creating new employment opportunities, but also because it encourages development.

Rural Development is necessary not only for the growth of the country, but for the betterment of the livelihoods of all individuals living in that country. The ability to access to modern resources and basic needs is a right to all human beings, and through rural development, we ensure equity in that sphere of human needs.

Through the case presented, we prove that entrepreneurship and capitalist expansion into rural regions truly brings forth development and upliftment. This case proves to be enough to convince one that what we need for ensuring a developed India at its grassroots is entrepreneurship and job creation in rural regions.

Scope for future

The authors take into note that the case presented for Sarjapur, Bengaluru, is very short and does not list in detail the improvements the area has experienced. This, however, is due to the lack of secondary data available. The authors hope to go into more detail about the developmental history of Sarjapur, in the future.

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