
Rural Enterprises Development Organization (REDO)

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Contents of the Proposal

Major Objectives

- Organizing Seminars to identify Development needs - Motivation seminars and workshops ; New Enterprises to Promote – to identify 100 projects ;Develop Existing Enterprises – to identify Industry Categories

Support System to be established

- Executives for Co ordination ;Information Centre ;Development Services in the Filed; Consultancy Services

Information Centre

- Entrepreneurs Need Lots of Information while in the process of Starting an Enterprise of their Dreams or Managing their existing one. The information pertaining to project selection, location, markets, choice of technology and machinery, mode of finance, distribution channels, selection of suppliers of material inputs, recruitment of personnel, Logistics, Government Rules, Procedures & Regulations are some of the things the entrepreneurs will be searching for at one time or other.
- There are many government, trade associations, consultants, customers besides Newspapers, magazines, technical literature in all the countries providing information to entrepreneurs . Despite the availability of wide institutional network getting adequate, timely, quick, reliable up-to-date information on what to produce, how to produce and market continues to be one of the major drawbacks and problems of the Entrepreneurs all over the world.
- **Information Centre – It is proposed to create Data Bases of Enterprises relevant to the project location to assist new Entrepreneurs as well as Existing Rural enterprises**
- **The information Centre will be equipped with three computer Systems, printer, projector and is proposed to have executives with relevant background to be part of the Information division**

New Enterprises Development

- **The setting up of Rural enterprise involves number of activities to be completed and several important issues to be understood. Apart from these the entrepreneur has to take many important decisions in order to be successful.**
- **Entrepreneurs need to be identified, trained and taken through number of steps to organize and manage his enterprises**
- **Mentors may have to be identified and enrolled to be part of enterprise development ; mentors can be found in the near by Organizations such as MSME Institute, University Private Consultancy Organizations, online tutorials...**
- **The Information Centre is to be made full use of for this programs**
- **Two executives can be hired to support the programs**

Develop existing Enterprises - Survival & Growth

Rural Enterprises can fail due to any number of hundreds of reasons which may or may not be due to the entrepreneurs. Management of the Enterprise is therefore is critical and the entrepreneurs have to constantly update and sharpen their management skills with respect to man, materials, machinery, market & money.

Modernization & Technology Up gradation:

Rural Enterprises constantly spring up based on technology of the Times. There is ever increasing of competition to Grow as survival strategy alone is not enough. As we keep moving into the future there is constant attempt to improve the quality of products and services simultaneously reducing the prices to the customers. As the customer is the king, nothing is spared to attract and retain them. Therefore the need to modernize and upgrade technology in all areas of the enterprise.

Information Needed:

Information needed for Marketing, Quality & Technology Up gradation Face continuously Competition World wide, Productivity Improvement Diversification, Government Rules & Regulations, Taxes & Duties Understanding Consumers & positioning products & services much ahead of Competitors so on.

Poly-Technology Clinic



- The promotion and development of Rural Enterprises needs work of varying expertise and may be needed for a short while or for a longer duration depending on the ground realities. Therefore it is better to go in for outsourcing the work schedule by enrolling experts in all the relevant fields
- This Strategy can be used to help both new enterprises as well as enterprises already on the ground
- Method of Work Program:
 - a) Schedule consultation in house:
 - 10 sessions of each 3 hours duration in a week - 2 sessions a day
 - b) Keep the schedule fixed for specific period, say 3 months
 - Give wide publicity for inviting entrepreneurs to the consultation Centre

Illustrated list of expertise required: part time from other Institutions

- **Counselling enterprise start up procedure**
- **preparing bankable project report**
- **Food processing**
- **Animal feed manufacturing**
- **Water drinking packaged**
- **Water treatment**
- **Solar Energy projects**
- **Environment protection, sanitation, pollution control**
- **Sales, Marketing, GST, TAX Issues**
- **Packaging, Labelling**
- **quality, Inspection regulations**
- **Export promotion**

Field Visits by Experts

- Identify Industry clusters & scope for quality improvement, marketing, energy conservation, productivity needs
- Take experts once in a month - field visits, door-step discussion, group meet
- Cluster/Industry category wise meet with experts

Organization requirements

1. Need Co-ordinators with qualifications such as MBA, BE, MSC(AGRO) ETC - 5 PERSONS TO START WITH ?

Support Staff: 2

2. Equipments: 5 computer systems , printer, projector, Broadband Internet , data back up devices ,etc

3. Purchase of Data bases in CD ROM

**Agro processing enterprises and Business - to select from
Primaryinfo.com web site**

Illustrative List of Data Bases suggested from Long List at www.primaryinfo.com

click below to see Contents pages

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|--|---|---------------------------------------|--|---|
| <u>Bio Gas</u> | <u>Organic Production</u> | <u>Bio-Fertilizer</u> | <u>Green House Farming</u> | <u>Hydroponic Cultivation</u> |
| <u>Plastic Recycling</u> | <u>Honey</u> | <u>Gelatin</u> | <u>Hand Made Paper</u> | <u>Dehydrated Fruits & Vegetables</u> |

Training the Co coordinators

- Familiarity with MSME, CLE and Institutions nearby/ relevant to work areas
Compilation of experts data base, Managing the polytechnology Clinic, Field visits
Organizing motivation seminars & demonstration workshops
- Basic Computer Skills
- Short time deputations can be tried



Project Sustainability

Input required:

Land & Building : Consultation rooms, Hall for meeting, place for Information center

equipment as proposed above

Budget: Salary for 7 persons, cost of equipment, electricity, water ,office expenses, furniture, a vehicle etc

Revenue budget: according to Field reality and regulations, Organization type approved

Strategies for Sustainability

- Develop broad-based relationships/partnerships that foster collaboration.
 - Involve all stakeholders: parents, students, business, politicians, community leaders, school administrations, funders.
 - Nurture community involvement.
 - Develop a core of supporters.
- Be visible. Develop an outreach plan.
- Link evaluation to project success and then to marketing.
- Be flexible. Modify the project based on evaluation and feedback.
- Communicate, communicate, communicate.
- Share resources. Share expertise. Share successes.



Thanks
Feed back requested

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