

Report on

One Day Workshop on “Opportunities and Challenges for Rural Entrepreneurs”

On March 26, 2025, a significant workshop titled “Opportunities and Challenges for Rural Entrepreneurs” took place, coordinated by Dr. Subal Das, an Assistant Professor specializing in Anthropology and Tribal Development. With a sanctioned budget of ₹10,000, the workshop aimed to equip participants with essential entrepreneurial skills tailored for rural settings. This event gathered students and aspiring entrepreneurs, providing them with valuable insights

into the rural entrepreneurship landscape. Dr. Das highlighted the importance of fostering entrepreneurial



skills among students, encouraging them to view themselves as job creators rather than job seekers. This shift in mindset is crucial for tackling unemployment, particularly in rural areas where job opportunities are often scarce.

The workshop featured two distinguished experts: Professor B. D. Mishra from the Management department and Professor Seema Rai, Dean of the School of Studies in Life Sciences. Their expertise offered a unique perspective on how to leverage available resources and innovate within a rural context. They discussed practical steps for aspiring entrepreneurs to navigate challenges, identify opportunities, and develop sustainable business models.

Interactive sessions throughout the workshop allowed participants to engage in meaningful discussions, share experiences, and collaborate on innovative ideas. The enthusiasm among students was evident; many expressed gratitude for the opportunity to learn beyond their typical curriculum. They acquired not only theoretical knowledge but also practical skills that could be directly applied in their communities. The workshop emphasized that successful rural entrepreneurship requires a combination of creativity, resourcefulness, and active community engagement. Participants were encouraged to critically assess the resources at their disposal and consider how they could utilize these to launch their ventures. Discussions

also illuminated common challenges faced by rural entrepreneurs, such as limited access to capital, market connectivity, and inadequate infrastructure. The presence of the Head of the Department of Anthropology and other professors added to the significance of the occasion.