

## RURAL ENTREPRENEURSHIP HUB

### Revitalising the rural economy through Industrial Co-operatives.

**Empowering the Youth for Work:-** Promoting entrepreneurship in the rural and semi –urban areas of Bengal is one of the top priorities of the Government for meaningful engagement and generation of large scale employment of youth. The state government in the Department of MSME & Textiles has taken a special drive for promoting rural entrepreneurship which focuses on setting up of Micro and small enterprises in the rural / semi urban Bengal. This sector has emerged as the most dynamic ,dominant and vibrant segment of Bengal Economy. Every district of the state has its own characteristics and features and has huge potential to promote entrepreneurship among the local youth , specially the women population. Many items /products/services can mostly be made locally by setting up Micro and small enterprises with Govt. support. In addition, there are district specific products available as the raw materials or finished products which can form the nucleus of developing enterprises by the rural youth.

**RURAL ENTREPRENEURSHIP HUB:-** This is a concept and aimed to engage the rural unemployed youth in some gainful economic activity. REH is supposed to be an entity of ten or more people preferably in the form of a typical Industrial co-operative society which will not only take up an economic activity but will promote entrepreneurship among the youth also. Therefore unlike a traditional co-operative society REH will also facilitate the rural people to set up micro and small enterprises to meet the local demands.

**Formation of REH in Industrial Co-operative mode:-**The sole purpose of this entire exercise is to harness the individual talent and mobilizing minimum 10 enterprising youth with a viable economic activity is of the matter of primary concern for formation of REH in industrial cooperative mode.

## Development of Agro Business Cluster through REH Cooperative Society:-

- West Bengal has inherent strength of development of Agro Business cluster based on abundance produce of resources like Agri, Horticulture, Animal, Fisheries etc. An indicative list of Agro based as well as resources has been identified district wise. Entrepreneurs can join together in group to form REH Industrial Cooperative Society based on the resources.

### Government Assurances to the member of the REH Societies:-

#### Soft Intervention Support:-

- Training ,Capacity building
- Marketing

#### Hard Intervention Support:-

- Supply of Tools, Machines, Equipments
- Setting up of Common Facility Centre(CFC), Common Production Centre(CPC)

### **Illustrative list ofActivities for formation of Rural Entrepreneurship Hub**

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|--|---|
| 1. Jute Diversified products                     | 15. Spices  |
| 2. Lac   | 16. Cashew nut                                      |
| 3. Vegetable packing, sorting                    | 17. Solar equipment model                           |
| 4. Betel nut processing                          | 18. Organic\ non chemical based agriculture         |
| 5. Amliso {soft broom} (Hill region products)    | 19. Dairy Products                                  |
| 6. Ginger  | 20. Papad, bori making, Pickles                     |
| 7. Large Cardamom                                | 21. Agarbati making                                 |
| 8. Turmeric                                      | 22. Rakhi making                                    |
| 9. Tulsi Ark                                     | 23. Imitation ornaments                             |
| 10. Honey, Bee Keeping                           | 24. Mushroom farming                                |
| 11. Artificial insemination of Bengal Back Goat. | 25. Mfg. of readymade garments/Sanitary napkins etc |
| 12. Bio-waste (CNG)                              | 26. Bamboo products                                 |
| 13. Aroma oil extraction                         |   |
| 14. Saal Pata plate                              |   |
| 17. Arica leaf products                          | 33. Milk  |
| 28. Fruit Processing                             | processing, Chilling                                |
| 29. Guava, Lichi. Banana                         | plant   |
| 30. Floriculture                                 |   |
| 31. Fish feed                                    |   |
| 32. Dry fish, Processing                         |   |

**For details contact with Office of GM DIC or Industrial Development officer(IDO) of the Block.**

