



A Study Of Motivational Factors For Village Level Entrepreneurs (Vles)

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Abstract

India is a developing country. The Indian government has adopted Information and Communication Technology (ICT) to provide the benefits of several schemes and different services to the public. The purpose of using ICT is to render several benefits and services effectively and quickly. In India, all the state governments are more concerned about the same. The government can easily reach out to the people with the use of e-Governance and ICT. The main purpose behind the implementation of e-governance is to provide transparent, quick, interactive, and effective services through governance to the common man at all levels. Therefore, India has implemented a National e-Governance Plan (NeGP) to accelerate the delivery of different government services to Indian residents at their neighboring or convenient places. Hence, under the NeGP an important decision was made by the government to start tele-centers commonly known as Common Service Centers (CSC) in India to be established in PPP Mode (Public-Private Partnership mode). The Common Service Centers are run by local entrepreneurs with the support of the government named Village Level Entrepreneurs (VLE). The key aim of this study is to find out the different factors that motivate rural entrepreneurs to start CSCs. This study will assist the government as well as non-government agencies to motivate the youth of the village and women to start the telecentres to provide government services and successful e-governance.

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1. Introduction and Contextual:

In today's era of communication technology and the internet, e-governance has become a most common and popular term as almost all the departments of central government as well as all state governments have commenced their business and communications in online mode. As a part of the digital India movement, all government services are now made available in online mode to the public. Therefore, citizens can easily access and enjoy these services anytime and anywhere. After demonetization, people started using online digital services in all types of transactions i.e., monetary and non-monetary transactions. According to The Hindu

report, 399 million of India's 'active' internet users in 2022 were from rural India, while 360 million were from urban India, suggesting that rural India is still driving the growth of the internet in India. This indicates that in India, people are more aware of using the Internet and thus internet-based services. The National e-Governance Plan (NeGP) was implemented in 2006 to achieve 100,000 CSCs, which was surpassed by 350,000 in 2015. Village-level youths and women have expressed an interest in opening government-supported tele-centers due to the increase in internet users in Maharashtra too.

The Village Level Entrepreneur (VLE) is the term used to describe the owner of these telecentres, commonly known as 'Jana Seva Kendra' or Common Service Centre (CSC). Setting up a CSC can serve as a source of income and provide social and financial backing to the family. In addition to financial benefits for many, it also improves the social status and prestige of individuals in their locality by providing all government services and non-government services to the public. Many VLEs are now establishing CSCs and converting their present units of business to CSCs with the support of the government.

1.1 Village Level Entrepreneur (VLE):

A VLE is a village-level entrepreneur who operates out of the CSC Center and offers a range of public and private services to the general public. The local community can expect services from the e-seva portal to be delivered by VLE at the scheduled rate for each service as well as in a safe and convenient environment.

1.2 Information & Communication Technology (ICT):

E-governance initiatives using ICTs have been approved by all state and central governments in India. As a result, today, citizens can use various e-governance facilities and Internet services, which is considered ICT-enabled governance. e-governance is a system of connections between the government and the public in which citizens have direct access to documents, regulations, and information about entitlements that they require or desire in their daily lives.

1.3 e-Governance:

According to the Cambridge Business English Dictionary, governments are using the Internet to enable citizens to access government services and participate in decision-making. According to Wiki books, e-government is "the use of information technology to free the movement of information to overcome the physical constraints of traditional paper and physically based systems" and is "the use of technology to enhance the access to and delivery of government services to benefit citizens, business partners, and employees."

In addition, Satyanarayana, J. (2004) defines e-government as the transformation of governmental procedures and operations through the incorporation of ICT tools, whereas residents are viewed as passive consumers of digital services and information. However, e-governance is a decision-making process that uses ICT in governance to enhance the involvement of NGOs, institutions, and other businesses.

1.4 Common Service Center (CSC):

Common Services Centers are broadband-enabled computer facilities that, in addition to promoting basic Internet access, provide a variety of government and business-to-citizen services. Government-to-Business (G2B), Government-to-Citizen (G2C), and Government-to-Government (G2G) interactions all require access to pertinent information, which is why information management systems are created to make sure that it is always available, everywhere, at all times, and in any format. The program fosters an environment where the private sector and NGOs can actively participate in the implementation of the CSCs and join forces with the government to advance rural India.

The CSC operator is also known as Village Level Entrepreneur or VLE, the Service Centre Agency (SCA), which is in charge of a division of 500–1000 CSCs, and a State Designated Agency (SDA), which has been chosen by the state government and is in charge of overseeing implementation across the entire state, make up the three tiers of the public/private partnership model for the CSC scheme. In the areas of e-governance, education, health, telemedicine, entertainment, and other private services, the CSCs are intended to offer high-quality and reasonably priced video, voice, and data content and services. In rural areas, CSCs also provide web-enabled e-governance services, such as certificates, application forms, and utility payments for electricity, telephone, and water bills.

1.5 National e-Government Plan (NeGP):

The National e-Governance Plan (NeGP) was established in 2006, its main goal was to make all government services available to every citizen in his community through CSCs and ensure the effectiveness, accountability, and dependability of such services at reasonable prices to meet the needs of the average person. 100,000 common service centers were authorized under NeGP in the year 2006, with one CSC authorized for every six revenue villages. This authorization was again revised under NeGP-2 or e-Kranti in the year 2015, bringing the total authorized CSCs to 350,000.

2. Review of Literature:

In their study on the socioeconomic background of microentrepreneurs in the Aizawl district of Mizoram, Jyoti Kumar and Lalhunthara (2012) discovered that family, age, education, and experience all have a significant impact on how ambitious an aspirant becomes in terms of starting their own business. According to Dipanjan Chakraborty and Dr. R. Barman (2014), a greater amount of potential in rural areas goes unrealized because of a lack of management and supportive resources. In her research paper, Meera. H. N. (2017) identified the factors that lead people in rural areas to pursue entrepreneurship. Amiya Kumar Sahoo and Dr. Anita Patra (2018) concluded that there are many difficulties in establishing and maintaining CSC. VLEs are motivated by a variety of factors, including financial rewards, autonomy, government promotion support, etc. According to a study by Ajith Athrady, DHNS (2020), the success of the Digital India Program depends heavily on the 2.5 lakh Common Service Centers (CSCs) run by Village Level Entrepreneurs (VLEs) in rural areas of India. According to research conducted by the Srinu Raju Centre for IT and the Networked Economy at the Indian School of Business (ISB), the performance of VLEs is significantly impacted by entrepreneurial traits, particularly achievement motivation, social orientation, and self-belief. Rajeev, Meenakshi; Bhandarkar, and Supriya (2022), concluded in their research paper that the government had strengthened the CSC program as a part of the Digital India Program. To raise their social and economic standing, the government particularly encourages women to take on the role of a CSC-VLE.

3. Objectives:

- To examine the motivational factors for village-level entrepreneurs in the Ambegaon Taluka, Pune district of Maharashtra.
- To comprehend the ideal picture of motivational factors of rural entrepreneurship.

4. Research Methodology:

Sr. No.	Particulars	Details
1	Type of Data	Primary Data and Secondary Data.
2	Population	VLEs in Pune District.
3	Sampling Area	VLEs in Ambegaon Taluka, Pune District of Maharashtra.
4	Nature of Source of Data	Quantitative
5	Sampling Methodology	Convenience Sampling
6	Sample Size	41 (100 % of Population)
7	Nature of Data Collection Instrument	Non – disguised structured Questionnaire
8	Types of Questions	Closed-ended
9	Structure of Questionnaire	The questionnaire is divided into two parts
10	Section I of the Questionnaire (includes)	Respondents' demographic details
11	Section II of the Questionnaire (includes)	Questions regarding motivational factors that influence the VLEs and other relevant questions
12	Data Collection Methodology	Questionnaire and Personal Interview.

About CSC in Ambegaon, Pune:

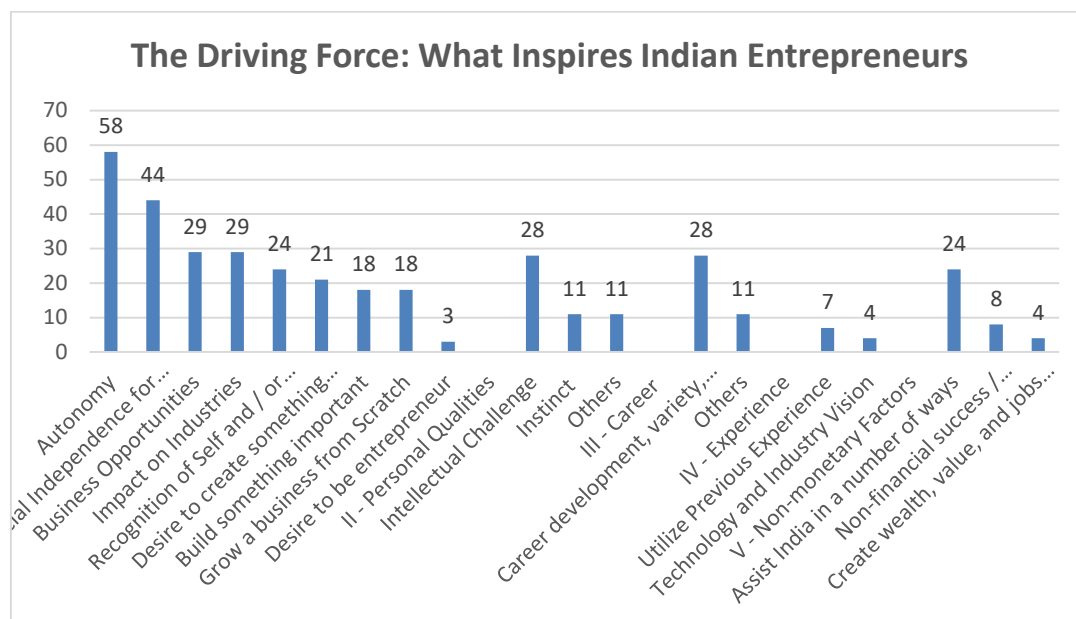
CSC has offered a range of services in Ambegaon, Pune. Aadhar Card Registration, Aadhar Enrollment, E-Aadhar Letter Download and print, various insurance services, Passport, LIC, E-Nagrik & E-District Services like Birth and death Certificate can all be obtained at the local CSC in Ambegaon, Pune. At your local CSC Center in Ambegaon, Pune of Maharashtra State, additional services may also be offered, including pension applications, NIOS registrations, PAN card applications, and ration card applications.

5. Limitations of the Study:

Only one taluka in the Pune district is taken into account. The study is only conducted in the Ambegaon taluka.

6. Data Analysis and Interpretation:

The Driving Force: What Inspires Indian Entrepreneurs	
Motivator	Percentage (%)
I - Rewards of Entrepreneurship	
Autonomy	58
Financial Independence for Making Money	44
Business Opportunities	29
Impact on Industries	29
Recognition of Self and/or Organization	24
Desire to create something innovative	21
Build something important	18
Grow a business from Scratch	18
Desire to be an entrepreneur	3
II - Personal Qualities	
Intellectual Challenge	28
Instinct	11
Others	11
III - Career	
Career development, variety, and satisfaction	28
Others	11
IV - Experience	
Utilize Previous Experience	7
Technology and Industry Vision	4
V - Non-monetary Factors	
Assist India in several ways	24
Non-financial success / personal fulfilment	8
Create wealth, value, and jobs for society	4



According to the survey, male rural users use the internet at higher rates than female users, making them more knowledgeable about available government services and more likely to use CSCs.

A non-disguised structured questionnaire with a total of 27 questions was used to survey the VLEs. The percentage of VLEs that responded to each question was analyzed, and the findings were compared to 'The Driving Force: What Inspires Indian Entrepreneurs'.

7. Findings:

Following a thorough investigation, certain facts about the CSC business were discovered that help the VLEs' financial situation, and the study concluded that achieving financial independence or success is the main driver of motivation. The following facts are just a few.

- VLEs are benefiting financially.
- The freedom or independence to run a business and support oneself.
- The business is supported in run by the government and other agencies.
- Business is guaranteed because it supports government initiatives and meets consumer needs. Government support for advertising and promotion is necessary.
- Technical know-how that was transferred from the organizations and is still being used.
- SCA, or Service Center Agencies, offer free training on CSC operations (89 % of VLEs are satisfied).
- SCAs are responsible for maintaining software, hardware, the internet, etc.
- If the VLE has more facilities, there are more business opportunities.
- If the VLE is already computer literate, there are more opportunities to increase earnings.
- Some employees may report to the VLE as their employer.
- The majority of VLEs (72%) established CSCs in their own homes, so the VLE does not need to leave for employment.
- The old business setup can be converted to a CSC by many VLEs (66%) with less expense.
- In comparison to beginning a guaranteed business with a rapid return on investment, the investment (Rs. 100000) is smaller.
- Finally, and most importantly, 94% of VLEs agreed that this business of CSC elevates the VLEs in terms of respect and social prestige.

8. Conclusions:

- VLEs with more education can make more money.
- When CSC is the only source of income, the VLE makes more money.
- If the SCA assists the VLE, income will increase because the CSC will need less time to set everything up.

- If SCA offers appropriate training, VLE's chances of increasing its income rise.
- The income of VLEs with prior computer and data processing experience is higher.
- If SCA's promotional efforts are more aggressive, income is higher.
- If VLE's promotional campaigns are more aggressive, their income will increase.

Thus, it can be said that even though CSCs face many difficulties in starting and operating, there are also some driving forces behind VLEs in Ambegaon Taluka, Pune District.

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