

**RDL780 - Rural Innovation and Entrepreneurship**

**Course Credits : 3-0-0**

**Course Slot & Timings : Slot B - Mondays & Thursdays 9:30 AM - 11:00 AM**

**Venue: Room IIA 305 (Bharti Building)**

**Course Instructor : V M Chariar**

**Instructor Website : <https://web.iitd.ac.in/~chariarv>**

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**Course TA : Shivani**

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**Course Objective :** This course provides learners with deep insights about Rural Innovation and Entrepreneurship. Based on diverse ground experiences, the course provides a comprehensive knowledge of the rural entrepreneurial ecosystem in diverse cultural contexts. The course amplifies students' innate ability to think beyond textbook concepts and enables them to explore development of innovative pathways to deliver products, services, and systems for rural communities. It also encourages cultivation of Design Thinking and Frugal Innovation Mindset resulting in Innovative Business Models that can organically flourish in the rural context.

**Course Outline :** Introduction to Rural Innovation Ecosystem, Understanding the Rural Entrepreneurial Ecosystem, Frugal Innovations and Grassroots Entrepreneurship, Challenges in Rural Innovation and Enterprise Development, Design Thinking & Cross-Cultural Learnings in Rural Entrepreneurship, Success Stories of Rural Enterprises, Strategy Model, Sustainable Business Models.

<b>MODULE 1 : Course Introduction</b>  Introduction to Rural Innovation and Entrepreneurship Rural Innovation Ecosystem Rural Business Overview of Facets of Rural Entrepreneurship	<b>3 hours</b>
<b>MODULE 2 : Understanding the Rural Entrepreneurial Ecosystem</b>  Critical Attributes for Rural Entrepreneurs The Technology and Economic Context for Rural Enterprises Team Building in a Rural Scenario	<b>4 hours</b>

<p><b>MODULE 3 : Frugal Innovations and Grassroots Entrepreneurship</b></p> <p>Examples of Frugal Innovations  Technology Acceptance Model &amp; Rural Innovations  Grassroot Entrepreneurship &amp; the Technology Diffusion Model</p>	<p><b>5 hours</b></p>
<p><b>MODULE 4 : Challenges in Rural Entrepreneurship &amp; Learnings from</b></p> <p>Failures  Case Study of Rural Sanitation  Case Study of Rural Health  Case Study of Rural Housing</p>	<p><b>4 hours</b></p>
<p><b>MODULE 5 : Sustainable Business Models in Rural Entrepreneurship</b></p> <p>Developing creative and community solutions to address social issues  Understanding Sustainable Business Models in practice Ideation,  Prototyping, Testing &amp;Validation</p>	<p><b>4 hours</b></p>
<p><b>MODULE 6 : Design Thinking and Entrepreneurship</b></p> <p>Understanding the role of Design thinking for Rural Enterprises  Tools &amp; Frameworks of Human-Centered Design Uncovering latent needs  &amp; expectations of Customer / User Needs  Ethnography &amp; Mental Models to understand Rural Market</p>	<p><b>5 hours</b></p>
<p><b>MODULE 7 : Cross-Cultural Learnings in Rural Entrepreneurship</b></p> <p>Learnings from African Experiences  Learnings from South American Experiences</p>	<p><b>3 hours</b></p>
<p><b>MODULE 8 : Success Stories of Rural Entrepreneurship</b></p> <p>Agricultural enterprises  Forest and Women-led enterprises  Artisanal enterprises  Reflections &amp; Learnings from Unsuccessful Attempts</p>	<p><b>4 hours</b></p>
<p><b>MODULE 9 : Building a Rural Enterprise Strategically</b></p> <p>Setting up a Rural Enterprise  Using a Lean Canvas &amp; Developing Business Plan Storytelling and  Impactful Pitch Decks</p>	<p><b>5 hours</b></p>

<b>MODULE 10: Growing and Sustaining Rural Enterprises</b>	
Creating Impact through Partnerships Leveraging on support from Rural Business Incubators Grants, Equity, Seed fund, Angel Investors, Crowdfunding Scaling Up	<b>5 hours</b>
<b>Course Total</b>	<b>42</b>

**Activities pertaining to self-learning component:**

Visit to Incubator & Accelerator, Interaction with Stakeholders in the Investment Ecosystem

**Course Assessments:**

- Minor 20 Marks
- Assignments 20 Marks
- 7500 Words Research Level Term Paper 20 Marks
- Major 40 Marks

**Attendance Policy:**

- Audit Pass : 40%
- Minimum Performance for D Grade : 30 %
- Minimum Attendance of 75% of the classes to be held this semester is expected. In each class, there would be 30 Minutes of discussion in which each learner who is present is encouraged to participate by asking questions, sharing perspective, etc.

**Suggested Texts and Reference Materials:**

**Books :**

1. Ries Eric, (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Publishing.
2. Christensen, M Clayton & Raynor, Michael E, (2003). The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business School.
3. Kuratko, Donald F. and Hodgetts, Richard M. (2013). Entrepreneurship : Theory, Process & Practice, Thomson Learning
4. Mitra, J. (2020). Indian Entrepreneurship: A Nation Evolving. Springer Nature.
5. Liedtka, Jeanne, Azer, Daisy and Salzman, Randy, (2017). Design Thinking for the Greater Good : Innovation in the Social Sector, Columbia University Press

**Research Papers:**

1. Korsgaard, S., Müller, S., & Tanvig, H. W. (2015). Rural entrepreneurship or entrepreneurship in the rural-between place and space. International Journal of Entrepreneurial Behavior & Research.

2. Pato, M. L., & Teixeira, A. A. (2016). Twenty years of rural entrepreneurship: A bibliometric survey. *SociologiaRuralis*, 56(1), 3-28.
3. Müller, S., & Korsgaard, S. (2018). Resources and bridging: the role of spatial context in rural entrepreneurship. *Entrepreneurship & Regional Development*, 30(1-2), 224-255.
4. Ozgen, E., & Minsky, B. D. (2007). Opportunity recognition in rural entrepreneurship in developing countries. *International Journal of Entrepreneurship*, 11, 49.
5. Yadav, V., & Unni, J. (2016). Women entrepreneurship: research review and future directions. *Journal of Global Entrepreneurship Research*, 6(1), 1-18.