

**Bachelor of Arts (Vocational Studies) Micro, Small  
and Medium Enterprises**

**{BAVMSME}**

**MSME'S & RURAL INDIA – BERC 133**

**Assignments**

(July 2024 – July 2025 Sessions)



School of Vocational Education and Training,  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110068

**Dear Learner,**

You will have to do one assignment with five questions for the **course on MSMEs & Rural India (BERC-133)**. The assignment carries 100 marks.

Irrespective of the year and session of the registration you are required to submit the latest assignments uploaded on the website.

**Instructions:**

1) The top of the first page of your response/assignment sheet should include the following:

- Name:
- Enrollment No. (Year & session):
- Course Title:
- Course Code:

2) Use A-4 size plain or ruled paper for your responses, write on both sides with margin

3) Write the question number with each answer.

4) You should write in your own handwriting and only handwritten assignments are accepted.

5) Read the assignments carefully. Go through the self-learning material on which they are based. Make some points regarding each question and then rearrange these in a logical order.

**6) Last date for submitting the assignments for July 2024 Session is 30th September 2024 and Jan 2025 Session is 31st March 2025 or as notified by the University from time to time on IGNOU homepage: [www.ignou.ac.in](http://www.ignou.ac.in)**

**7) If you fail in any of the assignments or are unable to submit it by scheduled date, then you need to write the fresh assignments of the next academic year/session**

**8) Assignments are to be submitted to your Study Center allotted by your respective regional center for evaluation purpose. Remember to keep a copy of assignment.**

9) Please contact the Course Coordinator/ Programme Coordinators for any academic help / clarification: Dr. Geetika S Johry & Dr Rachna Agarwal (Programme Coordinators)

Email: [bamsme@ignou.ac.in](mailto:bamsme@ignou.ac.in) Ph: 011-29571646/ 1647

**Wish you Good Luck!**

## ASSIGNMENT - BERC-133: MSMEs & Rural India

**Maximum Marks: 100**

**Answer any five questions. Each question carries 20 marks**

- Q1. a) Describe the local resources that can be leveraged for sustainable development in the MSME sector.
- b) Discuss the potential of renewable energy sources as local resources for promoting sustainable development in MSMEs. (10+10)
- Q2. a) Explain how technology can be used for networking and advertising of a product or initiating a new business venture studying regional requirements in rural India.
- b) Describe with the help of examples how technology can be used to enhance traditional practices and skills for the betterment of the business. (10+10)
- Q3. a) Explain the term “Culture” and its definitions. What are the characteristics and components of Culture?
- b) What are the different challenges faced by rural entrepreneurship in India? (10+10)
- Q4. a) What to understand by DICs? Discuss their importance and functions.
- b) Discuss the schemes offered by the ministry of rural development for promotion and development of entrepreneurship in rural areas. (10+10)
- Q5. a) Discuss the importance of the ASPIRE programme in the growth of Rural economy.
- b) What are the steps to be followed for identifying local resources to start a new Venture? (10+10)
- Q6. Write short notes on:
- Start-up Village Entrepreneurship Programme (SVEP)
  - PM-YUVA Yojana
  - Structure of the ‘Panchayats’
  - Consequences of Resource Wastage in MSMEs (4x5=20)
- Q7. a. Differentiate between: Innovative and Traditional Marketing.
- b. What are the target groups in rural areas who need technology transfer? (10+10)

(KEY: Q1: B1U2 b) B1 U2 Q2: a) B2U3 b) B2U3 Q3:a) B3U1 b) B3U3  
Q4: a) B4U2; b) B4U3 Q5:a) ; b) B1U1 (1.6.1) Q6: a) B4U3; b) B4U3;  
c) B4U1; d) B2U2(2.4) Q7: a) B5U3; b) B5U2