

A Research Study on Rural Entrepreneurs for Economic Development

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Abstract: *Rural entrepreneurship is the emergence of business in a hamlet, town, or undeveloped area. This essay tries to identify the challenges and problems that affect the likelihood of a rural business endeavour. It also makes an effort to focus on the important challenges faced by business people, notably in the area of product promotion, other basic conveniences like water supply, electricity accessibility, transportation offices, needed energy, and financial conveniences. This research study focuses on the important challenges and problems present in the Indian market by re-evaluating the potential results and opportunities of the same to become a capable and successful company visionary to compete with the entrepreneurs in urban regions.*

Keywords: Rural Entrepreneurs, Financial Problems, Government Interference, Urban areas competition, Agriculture

I. INTRODUCTION

The purpose of this research is to examine rural entrepreneurship and its characteristics. Rural entrepreneurship is defined as a type of business with its roots in rural areas but with a lot of potential to propel various endeavours in commerce, industry, agribusiness, and other areas and contribute to the economic development of the nation. India is a country of cities.

A substantial portion of the population, almost 70%, resides in towns and supports their livelihoods via farming and related activities. Therefore, the countries' economic development heavily depends on the manner of life of people who reside in rural areas and the level of advancement that has really taken place there.

Indian agriculture is exposed to poor effectiveness, common disasters, a mishmash of cash crops and horticulture, as well as discrepancies between various governmental and private organisations. Not everyone gets utilized since there is a limited amount of land for agriculture. Due to this, people start relocating to urban areas from rural areas.

The growth of local business leaders will also help to reduce levels of poverty, unemployment, and other issues. Country business also indicates rural industrialization, which will facilitate national advancement.

Rural entrepreneurship infers entrepreneurship that emerges in provincial regions without a doubt. At the end of the day, starting a business in rural regions is referred to as a business endeavour. This means that rural entrepreneurship and provincial industrialisation are inextricably linked. Many examples of successful provincial commercial endeavours may already be found in writing. Expansion into non-horticultural employments of accessible assets, for example, blacksmithing, cooking for vacationers, carpentry, turning, and so on, as well as expansion into activities other than those solely associated with rural usage, for example, utilisation of assets other than land, for example, water, woods, structures, nearby highlights, and available skills commonly fit into provincial business. The travel industry, game and entertainment offices, expert and specialised training, retailing and wholesaling, contemporary applications (engineering, crafts), adjusting (consultancy), esteem added (products from meat, milk, wood, and so on) and the possibility of off-ranch job are some of the pioneering combinations of these assets. Similarly innovative are novel uses of land assets that enable a reduction in the force of agricultural creation, such as natural creation. Among the key opportunities in provincial business are:

- Better distribution of ranch products results in a prosperous country.
- A pioneering job for provincial youngsters resulting in a drop in hidden business opportunities and optional jobs for rural adolescents.

- For ideal and greatest usage of homestead produce arrangement of enormous co-agents like Amul.

The best use of a community asset in a pioneering adventure by rural kids. In reality, Indian horticulture is defined by poor efficiency, flood, and openness to natural whims such as dry season, other catastrophic occurrences, and flaws such as crossover of farming and money crops, insufficient framework to accommodate esteem increase, and large divergence which occurs between private organisations in rural turn of events. Because land is limited, it cannot accommodate the whole workforce throughout time, resulting in massive underemployment and joblessness. Country people seeking work and better opportunities regularly migrate to urban areas, forming unwanted ghettos and living in unsanitary conditions.

When people establish another connection, they have truly joined the business mindset. Adjusted and appropriate development is unquestionably required, and it may only be made possible if rural areas prosper. Development of rural enterprise may result in a decline in demand, pollution in urban neighbourhoods, the formation of ghettos, and inhabitant obliviousness. It also aids in furthering the proficiency rate and working on the norms of rural persons. Country enterprises combine traditional and present areas. The first choice includes khadi and town enterprises, sericulture, handloom and coir industries, and power loom and restricted scope companies.

1.1 OBJECTIVES

- To research how rural entrepreneurs and their businesses operate.
- To research the difficulties faced by Indian rural entrepreneurs.
- To investigate the value of rural entrepreneurs for the development of the economy.
- To make some recommendations for strategies to prevent the extinction of rural entrepreneurship.

II. CONCLUSION

Rural entrepreneurs play an important role in India's economic development. They play a critical role in transforming a non-industrial nation into a developed nation. In today's global market, a country's financial strategy atmosphere should always be favourable for an organisation to achieve productivity. A country's monetary arrangement should also enable business visionaries to supply a mystery touch to any organisation, whether public, private, or joint, in attaining innovation, quickness, adaptability, and solid capacity to be self aware certainty. Rural business is, in any case, the best solution for eradicating rural poverty in India. The government should put more emphasis on integrated country progress projects going forward. Similarly, a large proportion of provincial teenagers do not see business as a career option. As a result, groups and governments should collaborate in building and sustaining emotionally supportive networks, providing all necessary assistance so that nation kids may be encouraged to pursue entrepreneurial endeavours as a career. Aside from that, expert governed corporate sectors and states should also provide their help in this particular scenario. To assist Rural Entrepreneurs, standardisation and reviewing should be increased, and limited time exercises should be enhanced.

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