



MEANING AND SCOPE OF RURAL ENTREPRENEURSHIP IN INDIA

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Abstract

Entrepreneurship is one of the important aspects of the economy. The economic development of our country largely depends on the development of rural areas and the standard of living of its rural mass. Entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, innovator, risk taker, continuous learner, decision maker and most important is to implement all these qualities into the work rural entrepreneurship has emerged as a dynamic concept. Entrepreneurs set the example of turning their dream into reality. And the story behind to achieve the dreams into reality is to set massive goals for themselves and stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal. It looks fascinating, attractive and motivating after listening stories of the entrepreneurs but success is not so easy as it looks always. There are some obstacles which we call the challenges to overcome for looking forward the prospects to be a successful entrepreneur. This research paper focuses in the meaning of scope of rural entrepreneurship in India.

Introduction

After over 5 decades of Independence and Industrialization in our country, still large part of population remains under poverty line. Agriculture continues to be the back bone of rural society.

The concept of entrepreneurship differs from place to place and person to person. It is therefore imperative to have basic understanding of the concept of entrepreneurship. Focusing on entrepreneurship Late Dr. A. P. J. Abdul Kalam former President of India has said the characteristics required in an entrepreneur are desire drive discipline and determination. Defining entrepreneurship is not in an easy task to some, entrepreneurship means primarily innovation to others it means risk taking? To others a market stabilizing force and to others still it means starting owning and managing a small business. Entrepreneurship is a person who either creates new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms or as a person who is willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who own and operates a business.

Objectives of study

1. To study dynamic perspective of rural entrepreneurship.
2. To suggest practical suggestions for development of rural entrepreneurship.

3. To study entrepreneurship development.
4. To study emerging strategy.
5. To study rural development.

Research Methodology

This research paper is conceptual in nature. In order to develop basic insight regarding the concept, meaning and scope of the subject the researcher made use of secondary data and visit to several libraries.

Significance of rural entrepreneurship

Over 5 decades of independence of India and even after industrialization, the agricultural sector till continue to be backbone of our economy and our society too. Other core feature of the agricultural workforce is that their share in total workforce of the country is about 70% One of the negative results the agriculture work force is that this sector is overcrowded as far as employment is concerned. Again the continuous increase in population is definitely obscuring to the rural development whereas urban migrations of the farm workers also have negative impact like unemployment problems and increased numbers of population below poverty line. Entrepreneurship in rural areas is finding a unique blend to resources, either inside or outside.

Benefits from Rural Entrepreneurship

Provide employment opportunities

Rural entrepreneurship is labour intensive and provide a clear solution to the growing problems of unemployment. Development of industrial units in rural areas through rural

entrepreneurship has high potential for employment generation and income creation.

Check on migration of rural population

Rural entrepreneurship can fill the big gap and disparities in income and rural and urban people. Rural entrepreneurship will bring in develop infrastructural facilities like power, roads, bridges etc. it can help to check the migration of people from rural to urban areas in search of jobs.

Balanced Regional Growth

Rural entrepreneurship can dispel the concentration of industrial units in urban areas and promote regional development in a balanced way.

Check in social evils

The growth of rural entrepreneurship can reduce the social evils like poverty, growth of slums, pollution in cities, etc.

Improved standard of living

Rural entrepreneurship will also increase the literacy rate of rural population. Their education and self employment will prosper the community, thus increasing their standard of living.

Major Problems of Rural Entrepreneurship

1. To develop region through startup new companies or organization attract.
2. To meet particular local employment needs.
3. To help develop flexible manufacturing networks of cooperatives micro and other manufacturing businesses.
4. To develop and produce a particular product that none of the firms could manufacture alone.
5. To intensity training programmes to build the vocational skills of rural population.

Remedial measures

Different organization like IFCI, ICICI, SIDBI, NABARD, etc area trying to sort these problems. Marketing problems are related with distribution channels, principles, product promotion etc. In order to make rural entrepreneurship to start the business venture, the following measure may be adopted

Creation of Finance cells

The financial institutions and banks which provide finances to entrepreneurs must create special cells for providing easy finance to rural development.

Concessional rates of interest

The rural entrepreneurs should be provided finance at concessional rates of interest and easy repayment bills. The cumbersome formalities should be avoided in sanctioning the loans to rural entrepreneurs.

Proper supply of raw materials

Rural entrepreneurs should be ensured of proper supply of source raw materials on priority basis. A subsidy may also be offered to make the products manufactured by rural entrepreneurs cost competitive and reasonable.

Offering training facilities

Training is essential for the development of entrepreneurship. It enables the rural entrepreneurs to undertake the venture successfully as it imports required skills to run the enterprise.

Setting up marketing co-operatives

Proper encouragement and assistance should be provided to rural entrepreneurs for setting up marketing co-operatives. These co-operatives shall help in getting the inputs at reasonable rate and they are helpful in selling their products at remuneration prices.

Conclusion

Let us just say that finding, encouraging and motivating entrepreneurs in rural areas is not an easy proposition. However, to the real entrepreneur looking on the dark side of the situation is fatal. Optimism is the heart and soul of the entrepreneur. While strategic planning, flexibility and market studies and analysis are necessary parts of new business start ups, very few real entrepreneurs the famous and not so famous, waited for a printout to see whether they should launch their new idea. There are large number of opportunities available for the rural entrepreneurs what is needed as core area of rural entrepreneurs is pull together a unique package of resources to exploit an opportunities. Dreams, determination, willingness to take the risk are main feature of entrepreneurs.

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