

Rising Problems and Challenges in Rural Entrepreneurs

*Dr. Ashwinkumar A. Patel, #Mr. Dignesh S. Panchasara

*#Assistant Professor, Faculty of Commerce, Parul Institute of Commerce, Parul University, India.

*ashwinkumarpatel528@gmail.com, #digneshpanchasara@gmail.com

ABSTRACT - Rural entrepreneurship was a neglected domain throughout the past, but with the unfold of education and awareness among the agricultural enterprisers the image has been changed and thus the agricultural enterpriser has emerged as today's most haunting and sacred entrepreneurs. When we have a tendency to speak about a nation, the agricultural entrepreneurship plays a role among the economic development and makes important contributions to the process of the country. The event of the country would be really slow if the agricultural entrepreneurship is neglected and stopped to affix the foremost stream of productive activities. This paper unfolds the importance of rural entrepreneurship and collectively focuses the role of rural entrepreneurs among the Indian economy and conjointly their contributions to the economic development. Varied broader objectives like growth with equity are achieved by enabling the event of rural entrepreneurship. There's necessity of molding and shaping the agricultural entrepreneurship with the entrepreneurial traits and skills. This could alter the entrepreneurs to adapt with the changing trends in every the domestic and world markets and designed up competencies enough to sustain and try for excellence. The paper collectively makes an attempt to look out the challenges and problems for the potentiality of rural entrepreneurship. It collectively tries to concentrate on the most problems Janus-faced by entrepreneurs notably among the sector of commercialism of product, various primary amenities like water, convenience of electricity, transport facilities, required energy and financial amenities. Among the light-weight of this associate degree analysis paper focuses on the most challenges and problems on the market within the Indian market by en-cashing the chances and prospects of an analogous to be an prepared and winning entrepreneur.

(Key words: Challenges, Rural Entrepreneur & Rising Problems)

I. INTRODUCTION

Idea of Rural entrepreneurship: In twenty first century management rural entrepreneurship has emerged as a dynamic idea. Generally formulation rural entrepreneurship is idea as "entrepreneurship rising at village level which might happen in a very sort of fields of Endeavour like trade, business, agriculture and act as a potent issue for overall economic development. Compared to earlier days development of rural areas are connected to entrepreneurship. Which means of entrepreneurship isn't a simple task. Entrepreneurship means that primarily innovation to some, to others it means that risk taking? To others a market helpful force and to some others it means beginning, managing a owning a little business. associate degree enterpriser may be a one who either begin new combination of production activities like new merchandise, new ways of production, new markets, finds new sources of offer and new merchandise and new structure forms or as someone WHO is essentially willing to require risks or a person who by exploiting market opportunities, eliminates

state of affairs between mixture demand associate degree aggregate offer or together WHO owns and operates an enterprise.

1.1 MEANING OF RURAL ENTREPRENEURSHIP:

In easy terms "entrepreneurship" is that the act of being associate degree enterpriser, which might be outlined as "one WHO undertakes innovations, finance and business acumen in an endeavor to remodel innovations into economic goods". The matter is actually lopsided development that may be a development of 1 space at the price of development of another place, with concomitant associated issues of underdevelopment. For example, we've seen underemployment or state within the villages that has junction rectifier to major inflow of rural population to the cities. At the present what's required is to make a scenario whereby the migration from rural areas to urban areas comes down. Migration intrinsically isn't continually undesirable however it ought to be minimum as way as employment is worried. So true ought to be such

individuals should realize it worthy to shift themselves from cities and cities to rural areas due to realization of higher amenities and opportunities there.

According to Frank Knight, "It involves a specialised cluster or persons WHO bear 'risks' and meet the uncertainty

According to Musselman and Jackson, "Entrepreneurship is that the finance and risking of your time, cash and energy to begin a business and build it roaring."

According to H. Cole, "Entrepreneurship is that the purposeful activities of associate degree people or a gaggle of associated individuals undertaken to initiate, maintain and magnify profit by production or distribution of economic merchandise and services". This definition states that entrepreneurship is goal-oriented method involving production or distribution of merchandise and merchandise. it should be undertaken by person or by cluster of persons.

II. OBJECTIVES OF STUDY

1. To know the standing of rural entrepreneurship in Asian country.
2. To understand the key advantages from rural entrepreneurship.
3. To look at the Issus and challenges of rural entrepreneurship in Asian countries.

2.1 SCOPE OF THE STUDY

This study provides the details of rural entrepreneurship, advantages, factors that affecting the rural entrepreneur. This study is also helps to know the problems of rural entrepreneurship and challenges of rural entrepreneurship.

2.2 DATA SOURCE

In this research study only secondary data has been collected from various vebsites, journals, rural development report and news paper and so on.

III. MAJOR ADVANTAGES FROM RURAL ENTREPRENEURSHIP

Some of the key advantages of rural entrepreneurship may be delineated below as follows:

- I. Offer Employment Opportunities:** Rural entrepreneurship in and of itself is especially labor intensive and definitely provides a transparent answer to the growing downside of state. Primarily the event of business units in rural areas through rural entrepreneurship has high potential for financial gain creation and employment generation.
- II. Balanced Regional Growth:** Rural entrepreneurship will dispel the concentration of major industrial units in urban areas and

additionally promote regional development in a very balanced approach.

- III. Check on Migration of Rural Population:** Rural entrepreneurship will fill the lacunae and large gap and additionally disparities in financial gain for rural and concrete individuals. Rural entrepreneurship can herald or develop infrastructural facilities like roads, power, bridges etc. It will facilitate to test the migration of individuals from rural to semi urban and concrete areas in search of jobs
- IV. Promotion of Inventive activities in Rural Areas:** The antique wealthy heritage of rural Asian country is preserved by promoting and protective handicrafts and humanities through rural entrepreneurship.
- V. Check on Social Evils existing in Society:** the expansion of rural entrepreneurship will cut back social evils like growth of slums, poverty, pollution in cities etc
- VI. Awaken the Agricultural Youth:** Rural entrepreneurship will awaken the rural youth and additionally expose them to varied avenues to adopt entrepreneurship and put on the market as a career
- VII. Improved standard of living:** Rural entrepreneurship will increase the accomplishment rate of rural population. Their education and self employment will prosper the community, so increasing their normal of living.

IV. RISING PROBLEMS OF RURAL ENTREPRENEURSHIP

Rural entrepreneurship in India may be a journey from financial condition to prosperity, total dependence to equality, and agricultural labour to entrepreneurs in trade and in commission sectors and at last, as chance entrepreneurs. The Rural entrepreneurship issues vary from mobilizing numerous resources together with drawback of capital, marketing, staple, sales, labour, technical, competition, new technology, drawback of land, shed, water, power, taxes, lack of family support likewise as lack of state support and therefore the like.

The problems long-faced by the rising and established by the agricultural entrepreneurship are as follows:

I. Raw Materials:

A major drawback that the agricultural entrepreneurship faces is that the procurance of raw materials. The failure of the many entrepreneurial units is because of the inadequacy of raw materials. The costs of raw materials are quite high.

II. Problem of Finance:

Finance is one among the foremost vital issues long-faced by rural entrepreneurship. As finance is that the life blood of a business concern and no business organization will perform properly within the absence of adequate funds.

III. Problem of Marketing:

One of the key issues long-faced by entrepreneurship is within the field of selling. It's not during a position to urge initial hand data concerning the market i.e. data concerning completion, taste, feeling disliking of shoppers. Therefore, it's ineffective to upgrade the merchandise in line with the dynamical business setting. As a consequence, the merchandise quality compares global organization favourably with the standard of the merchandise of the big scale industries.

IV. Drawback of Under Utilization of Capacity:

Most of the entrepreneurship affected by the matter of beneath utilization of capability. Units are creating solely forty to fifty percentage use of the put in capacities because of numerous reasons like shortage of finance, raw-materials, power and under- developed markets for the merchandise.

V. Out-of-Date Technology:

Most of the entrepreneurship is rely upon recent techniques and instrumentation. These units notice it terribly tough to modernize the plant and machinery because of restricted capability and capital. The standard of merchandise and productivity tend be low within the absence of contemporary technology which too at higher value. Data technology in and of itself isn't quite common in rural areas. Entrepreneurs depend upon internal linkages that that encourage the flow of services, goods, concepts and data. The intensity of family and private relationships in rural communities will typically be substantially useful however they will conjointly gift obstacles to effective and economical business relationships. Business deals might receive but rigorous objectiveness likewise as intercommunity rivalries may scale back the scope for regional cooperation. Lines of authority and method} processes are largely blurred by native politics in rural areas.

VI. Poor Project Designing

Poor project designing is another drawback long-faced by rural entrepreneurship. Within the absence of education and skill, this entrepreneurship doesn't attach abundant significance to viability studies. Inexperienced and

incompetent rural entrepreneurs usually submit unrealistic practicability reports and incomplete documents that invariably lead to delays in finishing promotional formalities. They cannot afford to avail services of project consultants because of restricted money resources.

VII. Inadequate Infrastructure:

In spite of efforts created by government the expansion of rural entrepreneurs isn't terribly healthy because of lack of correct and adequate infrastructural facilities. Meagre quality and amount of transportation, communication and different basic services significantly in backward areas is another drawback. Inadequate infrastructure leads to beneath utilization of capability and wastages. Inadequate infrastructures conjointly adversely have an effect on the standard, amount and production schedule of the enterprises operative in these areas. Therefore, their functioning can become uneconomical and unviable.

VIII. Drawback of Unskilled:

Rural entrepreneurship placed in backward space might not have problem of unskilled employees however it should be exposed to the matter of non-availability of accomplished workers. Accomplished employees could also be reluctant to figure in their areas enterprise might not afford to pay the wages and different facilities demanded by these persons. Inaccessibility of accomplished force leads to lower productivity, deterioration of quality, increase in wastages, and rise in different overhead prices and at last adverse impact on the profit.

IX. Social Control Problem:

Another significant issue for rural entrepreneurship is social control inadequacies. Trendy business demands vision, knowledge, skill, power and whole hearted devotion. The social control ability of the enterpriser is incredibly vital for the success of any venture.

X. Lack of Confidence:

Other problems' like society's perspective towards lady entrepreneurship, unequal opportunities between Rural and Rural and really vital amongst all the 'Lack of Confidence' in Rural also is haunting entrepreneurs.

XI. Socio Personal Problems:

Wrong perspective of the society against Rural because of lack of correct education and data,

economic retardation and low risk bearing capability.

XII. Psychological Feature Factor:

Self motivation, perspective to require up risk and behaviour towards the business society, family support, money help from public and personal establishments and conjointly environmental appropriate for Rural to determine business units.

XIII. Lack of Education:

In India around majority of geographic region still illiterate. Illiteracy is that the root reason for socio-economic drawback. Because of the dearth of education in geographic region not conscious of business, technology and market data. Conjointly lack of education causes low action motivation among Rural.

XIV. Coaching Facilities:

Training programs are essential to rural and young entrepreneurs'. The programs enrich the ability and potential of rural entrepreneurship. Coaching and ability are essential for the event of entrepreneurship.

XV. Different Issues:

In addition to higher than mentioned issues, the agricultural entrepreneurship is forced by variety of different issues like trained technicians, technological devolution, unorganized nature of operation etc.

V. CHALLENGES ROUND-FACED BY RURAL ENTREPRENEURSHIP IN INDIA

Some of the key challenges round-faced by rural entrepreneurship in India are delineated below as follows:

1. FAMILY CHALLENGES:

Convincing to choose business over job is under no circumstances a straightforward task for a personal. The primary issue compared is- can you create more cash within the business of your alternative or will you're employed as a successor of closed corporation. this is often be actually a stage wherever it becomes nearly not possible to persuade that you just can generate more money along with your passion than doing what your dada is doing.

2. SOCIAL CHALLENGES:

Even robust family challenges are continuously at the highest as a result of because it matters the foremost however from time to time social challenges are important. Allow us to think about Associate in Nursing example whereby say you and your friend

graduated at the identical time. You opted for entrepreneurship and your friend opts for employment. Once few years he currently encompasses a flat, automobile and what not as a result of he may simply get those with a loan however you continue to don't have anything to indicate off and this can be wherever the challenge comes in.

3. TECHNOLOGICAL CHALLENGES:

Indian education system actually lags an excessive amount of from the duty business as a full on the other hand it lags even way more once it involves on-line entrepreneurship. What technology would be ideal and the way to use that technology effectively and with efficiency is that the question that must be answered by entrepreneur.

4. MONETARY CHALLENGES:

This essentially refers to issue in borrowing fund. For on-line entrepreneurs monetary challenges are plenty completely different in India. Once you are beginning as Associate in Nursinging bourgeois you don't choose venture funding however positively attempt to visit funding for tiny to medium business folks. Several nontechnical business folks don't perceive the net business models as a full and then obtaining Associate in Nursinging initial business funding from them becomes much difficult. Alternative choice what entrepreneurs will consider could be a loan however loan intrinsically isn't in the least an option in India for brand spanking new on-line entrepreneurs.

5. POLICY CHALLENGES:

Now then there aren't of changes within the policies enforced by the govt. issues of TRIMS and journeys to cause policy challenges. Major issues of availing raw materials, issues of raising equity capital, issues of devolution of native and obsolete technology, enhanced pollutions, ecological imbalance, exploitation of tiny and poor countries etc.

VI. FINDINGS

In this paper researchers have found that the people come from rural area are willing to start their own start-up. Majority of rural people are associated with agriculture and other activities related to agriculture. The rural entrepreneurship has to face more factors as compare to urban area viz. availability and awareness of the resources, skilled people, training and development, motivation, purchase power, investors etc.

VII. SUGGESTIONS

In manufacturing industry raw material is an initial and most important input. However, in some rural area the non-availability of raw materials is fund Therefore, government should focus to prepare policies and strengthen the raw

material base in rural areas. Finance is again the major input for setting up and running an industry. Therefore, funds need to be made available on time. Due to poor knowledge in rural areas, they are not able to compete with high standards and quality, rural people should get trained and provide better educational recourses. The real problem is not the non-availability of facilities but the problem is non-awareness of facilities. The need is to aware and spread the information about all, what is available for entrepreneurs in rural area.

VIII. CONCLUSION

Rural entrepreneurship plays a crucial role for economic development in developing countries like India. Rural entrepreneurship helps in developing the backward regions and thereby removing financial condition. Government ought to choose appraisal of rural entrepreneurship development schemes and programmes so as to uplift rural areas and thereby increasing economic development. It is explicit that the rationale why rural entrepreneurship finds it troublesome to require off is because of lack of connectedness among the weather crucial to the fostering of capital accumulation, risk taking and innovation. The agricultural development programs ought to mix infrastructure development, education and health services, investment in agriculture and also the promotion of rural non-farm activities within which girls and rural population will interact themselves.

REFERENCES

[1] Ahirrao Jitendra. (2013), Entrepreneurship and Rural Women in India, New Century, New Delhi.

[2] Asharani. S, Dr.K.E.Sriramappa Paripex - Indian Journal Of Research Volume : 3, Issue : 12, Dec 2014

[3] Brown, D.L &Schafft, K.A (2011). Rural people and communist in the 2st century. Resilence and Transformation Cambridge, Polity Press.López-i-Gelats.

[4] Banerjee, G. D (2011). Rural Entrepreneurship Development Programme in India – An Impact Assessment. National Bank for Agriculture and Rural Development (OccasionalPaper57).Retrievedhttps://www.nabard.org/.../Rural%20Entrepreneurship%20Develop.pdf

[5] Bowan, D. D. and Robert D. H. 1986. “The female entrepreneur: a career development perspective”. Academy of Management Review, Vol. 11 (2), Pp. 393-407.

[6] Brush, C. 1992. Research on Women Business owners: past trends a new perspective and future directions. Entrepreneurship Theory and Practice, Vol. 16 (4), Pp. 5- 30.

[7] Charboneau, F. Jill 1981. “The Women Entrepreneur”, American Demographics, Vol. 3 (6), Pp. 21-24.

[8] Chakraborty D& Barman R.(2014). A Study on Impact of Motivational Factors on the Growth of Rural Entrepreneurs of Assam. IOSR Journal of Business and Management (IOSR-JBM). Volume 16(3) 71-80.

[9] Desai V (2007) Small Scale Industries and Entrepreneurship. Mumbai: Himalaya Publishing House Duarte, N &Diniz, F (2011). The role of firms and entrepreneurship in local development. Romanian journal of regional science.5 (1), 54-69

[10] Jayadatta S. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.

Volume 19, Issue 9. Ver. II. (September. 2017), PP 35-44www.iosrjournals.org

[11] Kishore Choudhary. (2011), Effect of Globalization on Rural Entrepreneurship in India, Half Yearly Global Economic Research Journal, ISSN 2249- 4081, Vol. I, Issue, pp. 88-9

[12] Malathi V Gopal, 2005. “Role Conflicts of Women Entrepreneurs”, Indian Institute of Management NISIET, Government of India, Hyderabad, p. 54.

[13] Malyadri, G. 1991. “Role of Women Entrepreneurs in the Economic Development of India”. Indian Journal of Research, Vol. 3, Pp. 22-30.

[14] Medha Dubhashi Vinze, 1976. “Women Entrepreneurs in India: A Socio-Economic Study of Delhi”. Published by - Mittal Publications, New Delhi.

[15] Naik, S. 2003. “The Need for Developing Women Entrepreneurs”. Yojana, Vol. 47 (7), p.37.

[16] Nandanwar Kalpana P. (2011), Role of Rural Entrepreneurship in Rural Development, International Referred Research Journal, ISSN- 0974-2832, Vol. II, ISSUE-26, March 2011

[17] Pertin, T and Gannon, A (1997) , "Rural Development through Entrepreneurship", compiled and edited by Tea, REU Technical Series 41, FAO Regional Office for Europe, FAO of the United Nations, Rome

[18] Renu Arora and Sood, K.S. 2002. “Fundamentals of Entrepreneurship and Small Business”, Published by - Kalyani Publishers, Delhi.

[19] Renuka V. 2001. “Opportunities and challenges for women in business, India Together”, Online Report, Civil Society Information Exchange Pvt. Ltd. Schumpeter Joseph 1961. “The Theory of Economic Development”, Published by - Oxford University Press, New York.

[20] Sharma R. International Journal of Development Research ISSN: 2230-9926Vol. 07, Issue, 12, pp.17917-17923, December, 2017 (Dr. Ranjana Sharma, 2017. “Women entrepreneurs in India - Emerging issues and challenges”, International Journal of Development Research)

[21] Sharma, Y. 2013. “Women Entrepreneur in India”. Journal of Business and Management, Vol. 15 (3), Pp 9-14.

[22] Santhi N. and Rajesh Kumar S. (2011), Entrepreneurship Challenges and Opportunities in India, Bonfring International Journal of Industrial Engineering and Management Science, Vol. 1, Special Issue, December.

[23] Saxena S. (2012). Problems Faced By Rural Entrepreneurs and Remedies to Solve It. IOSR Journal of Business and Management (IOSRJBM) ISSN: 2278-487X. Volume (1) 23-29 .

[24] Sundar K & Srinivasan T (2009). Rural Industrialisation: Challenges and Proposition. Journal of Social Science, 20(1): 23-29.

[25] Tabera, J.D & Bartolomme, J (2009). The rural in dispute: discourses of rurality in the Pyrenes. Geoforum.40 (4), 602-612

[26] <http://www.articlesbase.com>

[27] <http://www.cbfwmentoring.org>

[28] <http://www.celcee.edu>

[29] <http://www.dcmsme.gov.in>

[30] <http://www.ebbf.org>

[31] <http://www.economist.com>

[32] <http://www.forbes.com>

[33] <http://www.indianmba.com>

[34] <http://www.samachar.com>