

RURAL ENTREPRENEURSHIP AND ITS IMPORTANCE

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Abstract

In rural development through the entrepreneurship is the most fundamental feature. The foundation of new rule business and Industry is a pathway of rural economic development. Rural entrepreneurship are those who carry to entrepreneurial activities industrial and business units. In the rural areas to rural entrepreneurship. Economic development of rural people and Society is depend upon the scope of entrepreneurship. Therefore in this research paper study of the rural entrepreneurship and it's importants.

Keywords: Entrepreneur, Entrepreneurship, economic development, industry, rural development. Agriculture business.

Introduction

Entrepreneurship play a vital role in the development of rural areas. Entrepreneurial orientation in rustic area is based on motivating local entrepreneurial endowment and successive growth of home grown companies. The development and growth of the rural area help in generating self employment. Rural entrepreneurship is a crucial role in the Agri Business, agri production and raw material production. Industrial and economic activities on longer scale and make maximum utilizations of the local labor as well as locally available raw material.

Rural entrepreneurship can be defined as entrepreneurship rising at village level which can occur in iron assailment of field of Endeavour for example; agriculture business, industry, Horticulture and goes about as a powerful component for financial advancement. Government should initiative to the development of rural business because the Indian economy is depend on the agriculture and agro based business income. The living standard of the rural individuals ought to be expanded enterprises in rural part give a response to the some issues.

Government of India has been ceaselessly allotting expanding significance and backing for the advancement and development of rural entrepreneurship. Under the changing economic environment by the LPG policy but base of the business is that agriculture raw material, Hence it is rural entrepreneurship important to the increasing labor income, employment development as well as business and industries. Rural entrepreneurship will help in reducing the unemployment from the nation.

Objective of the study

- 1 To study the concept of rural entrepreneurship.
- 2 To study the importance of rural entrepreneurship.

3 To study the opportunities for rural entrepreneurs.

Research methodology

In this present research study used a descriptive research methodology. Data have been collected with the help of various secondary resources such as ;articles, journals, magazines, research papers,website and books etc.

Importance of rural entrepreneurship

Rural entrepreneurship can be considered one of the solution to decrease poverty, migration,unemployment and to develop rural areas. Rural entrepreneurs may increase the standard of living and economic power of the rural people and bottom of pyramid by offering employment opportunity to the people in villages, through the economic development of nation.

1) Employment generation :

Rural entrepreneurship create large scale employment opportunity for the rural people. The basic problem of large scale unemployment and underemployment of rural India can be effectively tackled through rural industrialization. Thus the rural entrepreneurship work for the employment generation and developed in the rural areas.

2) Economic development

Rural industrialization posters economic development of rural areas. This curbs rural-urban migration and the one hand and also reduce disproportionate growth of towns and cities, growth of slums,social tensions and environmental pollution etc; on the other agricultural industries are important to the development of Indian economy.

3) Reduction of rural urban migration

With the development of rural entrepreneurship the independence of the rural people increases. It reduces rural urban migration it also help the city areas to grow better.

4) Utilization of local resources

Rural entrepreneurs mainly depend on the local resources. It helps to develop the rural economy and rural employment development.

5) Improvement in standard of living

Entreprenurail initiative through employment generation lead to increase in income and purchasing power which is spent on consumption expenditure ,increased demand for good and services boost up industrial activity.

6) Planned production

Entrepreneur are considered as economic agent since they arrange all means of production. All the factors of production that is land, labor,capital and Enterprise.

This is the real charm of being an entrepreneur. They are not the job creators and job providers in the circumstances. The entrepreneur and their enterprises are the hope and source of direct and indirect employment creation. Thus the all elements are important of the rural development.

Opportunities of rural Development

1. Encouragement to advancement and development.
2. Free entrance into world trade.
3. Benefit of specialization.
4. Cultural and social advancement.
5. Improvement in financial scheme.

Conclusion

Indian economy is an depend upon the industrial income sources. Industries ,rural entrepreneurship, agriculture business, small-scale business, these all sectors are important to development of economy our country. In India majority peoples are in the rural areas. Therefore to increase rural business and entrepreneurship is essentially for the rural development. Rural entrepreneurship plays an important role for the development in developing countries like India. Rural entrepreneurship can be considered one of the solution to reduce poverty, migration economic disparity, unemployment and to develop rural areas and backward regions.

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