

# **ENTREPRENEURSHIP DEVELOPMENT**

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***Topic – Rural Entrepreneurship***

By- Dr. Jitendra Kumar

P.G. Dept. of Commerce & Business Management

H.D. Jain College, Ara, Bhojpur, Bihar- 802301

# RURAL ENTREPRENEURSHIP

Today, India lives in villages. In the era of globalisation, entrepreneurial development in the rural context is a big challenge. People in rural areas are suffering with unemployment, poor infrastructure facilities which may be solved with the development of the rural entrepreneurship. Rural entrepreneurship is the creation of a new organisation that introduced a new product, service or created a new market or utilise a new technology in a rural areas. Rural entrepreneurship can be defined as "entrepreneurship emerging ~~at~~ in rural areas which can take place in a variety of field of endeavor such as industry, business, agriculture and acts as a potent factor for economic development." In other words, establishing industrial units in the rural areas refers to rural entrepreneurship.

Characteristics of rural entrepreneurship are risk taking ability, self confidence, decision making ability,

knowledge of growing technology, creativity, initiative, economic ~~motivation~~ motivation, market orientation, ability of co-ordination related activities, achievement, motivation etc.

### Types —

Types of rural entrepreneurship are as below —

1. Individual Entrepreneurship — It is basically single ownership of the enterprise.
2. Group Entrepreneurship — It includes partnership, private limited company and public limited company.
3. Cluster Formation Entrepreneurship — NGOs, VOs, CBOs, SHGs and even networking of these groups.
4. Co-operative Entrepreneurship — It is an autonomous association of persons united voluntarily for a common objective.

## Entrepreneurial Success in Rural Areas

The following steps may be taken for entrepreneurial success in rural areas —

1. Labour intensive techniques to be adopted.
2. Educate the Rural Entrepreneurs
3. Offer finance with low rate of interest.
4. Government Role - To provide infrastructure, warehousing, marketing facilities and assist rural entrepreneurs to export their goods to foreign country.
5. Exploitation of village resources
6. Establishment of Ancillary units to support big industries
7. Providing marketing information.
8. SWOT Analysis - strength, weakness, opportunities and threats of small businessmen have to be identified and properly trained to motivate them to become entrepreneurs.

9. Marketing, Management skills should be improved by imparting training.
10. Awards should be given those entrepreneurs who achieve extraordinary success.
11. Reserve certain goods of production exclusively for ISI.
12. Entrepreneurship development cell should be established.
13. Separate financial fund.
15. Rural entrepreneur should more competitive and efficient in the local and international market.
16. Interest free consumption credit should be provided by the Government, Banks and other financial institutions to the rural entrepreneurs.
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17. There should be efficient regulated market for the marketing of rural products.
18. Grading and standardisation should be promoted for the benefit of rural industries.
19. To motivate NRIs and wealthy people should establish rural industries.