

**AN ANALYSIS ON CHALLENGES AND OPPORTUNITIES OF RURAL EMPLOYMENT
THROUGH RURAL ENTREPRENEURSHIP.**

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ABSTRACT:- India lives in villages .Majority of the population in India live in rural areas. Rural development is the main thrust area of every government of our country. Without rural development it is impossible to dream of Indian development. It is also felt that for rural development village and cottage industry development is the only solution. So rural entrepreneurship is the major indicator for rural development .The standard of living of the rural population largely depends on rural industrialisation and it can be possible when rural entrepreneurs will take the challenges of entrepreneurship. The present study deals with the role of rural entrepreneurship in rural employment and the impact of rural entrepreneurs in economic development of our country. At the same time the study will focus on the challenges and opportunities of rural entrepreneurs of our country and impact of globalisation on rural entrepreneurs as well as rural employment.

KEY WORDS:- Employment opportunity, standard of living, globalisation, economic disparity.

INTRODUCTION:- The father of nation Mahatma Gandhi has observed that India lives in villages. He categorically used to say rural India is real India. Rural development can convert India to a developed country.

Majority of the population in India live in villages. The economic development of India largely depends on the progress of rural India and standard of living in rural areas. Since independence the planners of our country has a constant effort how to develop rural India for a sustainable development of Indian economy. In this effort it has been realised that rural industries play an important role in national economy particularly in rural development. Rural entrepreneurship is based on stimulating rural entrepreneurial talent by recognising rural opportunity in business and agriculture. Rural entrepreneurship can create new methods of production, marketing opportunity, generate employment opportunity, continuous income by ensuring regular rural development. Time and again it has been proved that rural entrepreneurship is the only solution for the eradication of poverty, reduce migration, economic disparity, minimise unemployment, develop rural and

backward areas of our country. Hence it is said that rural entrepreneurship no doubt is a catalyst for rural employment.

WHAT IS RURAL ENTREPRENEURSHIP:- According to govt of India "Any industry located in rural areas with a population of 20,000 and an investment of rupees 3 cores in plant and machinery can be recognised as rural enterprise." Rural entrepreneurship in one of the most important inputs in the economic development of a region by establishing industrial and business units in the rural sector. By carrying out business activity in rural areas it can able to solve the problems of poverty, migration, unemployment, economic disparity, back ward regions and under development of rural areas of India.

OBJECTIVES OF THE STUDY:-The following are some of the objectives of the study:-

01. To know different types rural entrepreneurship.
02. To analyse the challenges of rural entrepreneurs.
03. To highlight the opportunities for rural entrepreneurs.
04. To study the importance of rural entrepreneurship in India.

RESEARCH METHODOLOGY:- The present study is based purely on secondary data. The related data collected from books, journals, magazines, periodicals, web sites and published materials.

DIFFERENT CATEGORIES OF RURAL ENTREPRENEURSHIP :- In India rural entrepreneurs can be classified into the following categories. They are-

(A) **AGRO BASED:-** This type of rural entrepreneurs based on the industries from agriculture. Sale or processing of agricultural product are coming under this type of business. The agro products like sugar cane, prickle, oil seeds, diary products, fruit juice, spices are some of the rural based industry . These units are considered as agro based rural entrepreneurship.

(B) **FOREST BASED:-** Rural industry based on forest products are coming under this category. Forest products like wood industry, coir industry, honey making, bamboo products and beedi making are some of the forest based rural entrepreneurship business.

(C) **MINERAL BASED:-** This is a type of rural entrepreneurship based on mine and mineral products. Some of the these enterprises are stone carving, stone crushing, cement products, wall coating, powdering etc. These type of rural entrepreneurship business is quite familiar in rural areas of our country.

(D) **TEXTILE BASED:-** This category based on textile and cotton products. Industries like cotton weaving, colouring of cotton product and threads, spinning and bleaching of cotton are some of textile based entrepreneurs in rural areas of India.

(E) **HANDICRAFT BASED:-** This type of rural entrepreneurship is based on handicrafts. Wood and bamboo made crafts, traditional decorative products, toys and dolls making, all other forms of handicrafts. This type of rural entrepreneurs are prominent in their respective regions of our country.

All the above mentioned rural entrepreneurs play a prominent role in rural business world and rural development in India is directly based on the development of these traditional rural entrepreneurs. Hence it can be said that rural development in India is directly related to the development of the different categories of rural entrepreneurs of our country.

CHALLENGES FACED BY RURAL ENTREPRENEURES IN INDIA:- Rural entrepreneurship in India is facing a stiff challenge from different angles for its survival. Some of the challenges are:

(A) **GROWTH OF MALL CULTURE:-** This is one of the biggest challenges for the survival of rural entrepreneurship of our country. In Urban and semi urban area the marketing activity is depended on mall culture. As a result the products of rural entrepreneurs suffers from marketing facility in both rural as well as urban areas of the country. Both urban and rural consumers are also acquainted with mall culture as shopping can be possible in one place.

(B) **POOR ASSISTANCE:-** This is another challenge for the survival of rural entrepreneurship. Financial assistance not only for establishment of rural enterprise but also to continue the existing rural enterprise is very poor and insignificant in our country. As a result the existing rural entrepreneurs are not in a position to survive and the new entrepreneurs cannot dare to establish their business in rural areas due to financial constraint.

(C) **SHORTAGE OF POWER:-** In modern days power failure is a common threat for all type of industries of our country. But the rural entrepreneurs suffers a lot due to this power shortage in rural areas. Shortage of electricity and power and at the same time no alternative arrangement has been made neither by the government nor by the NGOs make the situation more critical for rural entrepreneurs in India.

(D) **LACK OF TECHNICAL SKILL:-** Rural entrepreneurs suffer from technical know how and update technology to run their enterprise smoothly. Though some effort has been made by the central and state government towards this front much more is needed to improve the technical skill of the rural entrepreneurs so that they can manage their enterprise properly. Now in the era of competition technical knowledge is a must in order to compete with others in market and exclusively the rural entrepreneurs are far behind in this area. This is one of the major challenge for their survival.

(E) **INFRASTRUCTURAL FACILITY:-** This is another important challenge for the rural entrepreneurs of India. Poor and inadequate infrastructure facility deprives the rural entrepreneurs to start and develop their enterprise in rural regions. Lack of transportation facility, water shortage,

availability of cheap labour force, poor marketing facility and non availability of resource persons in rural areas pose a threat to the rural entrepreneurs of our country as a major challenge for their survival.

(F) ABSENCE OF ENTERPRISING SKILL:- Most of the rural enterprise in India suffers from enterprising skill and risk bearing capacity for future. Lack of creative thinking, reluctant for wage employment, inclination towards involvement in business activity are some of the challenges which prevent the rural entrepreneurs for survival.

(G) ADVERSE SOCIAL AND CULTURAL ENVIORNMENT:- This is one of the major constraint for the rural entrepreneurs of our country. Social evils, caste system, religious sentiment are some of the tendency in rural areas create an adverse situation for growth and development rural enterprises in country side. Migration to urban areas and purchase habit from multi national companies of the rural youth multiply the problem of new entrepreneurs in India.

OPPORTUNITIES FOR RURAL ENTREPRENEURS IN INDIA:- Growth and development of Rural entrepreneurship is one of the measuring tool for the economic development of our country. The following are some of the opportunities available for rural entrepreneurs of our country.

(A) CRASHED SCHEME FOR RURAL DEVELOPMENT:- The central government is now looking after to prepare a crash scheme for rural development during the current financial year. In order to fulfil the programme the rural entrepreneurs are taken into consideration in district and state level units for their growth and development. Every state government has been given the task and target for reallocation of funds for revival of sick rural enterprise and establishment of new rural enterprise in respective states. The development of rural entrepreneurship will lead to rural development which will ultimately promote economic development of our country.

(B) FOOD FOR WORK PROGRAMME:- This is another opportunity for the rural entrepreneurs of our country. To check and stop migration from rural area to urban area it is an opportunity for rural entrepreneurs to be associated for food for work programme. Under this programme each rural enterprise will be selected as a unit and work will be provided to skilled, semi-skilled and unskilled labourers through rural enterprise for at least 200 days in a year. This will not only lead to check migration but also the rural entrepreneurs can able to get the service of skilled and unskilled labourers to run their enterprise properly.

(C) NATIONAL RURAL EMPLOYMENT PROGRAMME:- Under this programme every rural entrepreneur is authorised to come under rural employment guarantee scheme. Employment opportunity will be provided to the rural youth of our country through rural enterprise in order to increase the per capital income of the rural youth. As a result not only the employment opportunity can be created but also the income generation facility will be available to the rural people.

(D) RIGIONAL RURAL DEVELOPMENT CENTERS:- It has been decided to set up regional rural development centres in each regions of the country in order to provide technical assistance to

the rural entrepreneurs on a time bound basis. These training centres will be in charge of provide training and technical assistance to the rural entrepreneurs so that not only the sick enterprises can be revived but also new rural enterprise can be established in different regions of the country in order to generate self employment opportunity.

(E) TECHNOLOGY BANK:- This is one of the opportunity for rural entrepreneurs of our country to develop their skill in managing their enterprise successfully. The role of the technology bank is to provide latest update technology to the rural entrepreneurs so that they can be able to utilise the available resources properly for the growth and development of their enterprise. Optimum utilisation of latest technology will help the rural entrepreneurs to exploit the unutilised skilled labour force as well as limited resources .

(F) SOCIAL RURAL ENTERPRENEURSHIP:- The social rural entrepreneurship system has been created by the government in state level in order to monitor the operation of rural entrepreneurs of the country. The scheme will be utilised for promotion of rural entrepreneurs by utilising the available raw materials in rural areas so that not only the rural product can be utilised for productive purposes but also the employment generation can be possible in rural areas of our country.

The above mentioned opportunities are available for the rural entrepreneurs for our country. But these opportunities are not either utilised properly or monitored by the monitoring agency properly. As a result the scope of development of rural entrepreneurs are becoming less day by day in India.

SIGNIFICANCE OF RURAL ENTREPRENEURSHIP:- The role of rural entrepreneurship is significant in our country. India being a populated country having rural base can utilise rural enterprise for its economic and social development. The planners of India time and again trying their level best how to utilise the mass population in development of the country. So the role of rural entrepreneurs can not be undermined in development process of India. The importance of rural entrepreneurship are mentioned below:-

(A) PROVIDES EMPLOYMENT OPPORTUNITY:- It is a well known fact that rural entrepreneurship is a labour intensive business organisation. It can create large scale employment opportunity for the rural people. Both skilled and unskilled rural youth can be engaged in rural enterprise. This will be a solution for large scale unemployment and under employment problem of our country.

(B) PROHIBIT MIGRATION OF RURAL YOUTH:- Migration of rural youth to the urban areas is one of the major problem in India. There are different reasons for migration like in search of a job, to increase income, to enjoy various facilities available in urban areas etc. By establishing more and more rural entrepreneurship the gap between the rural and urban income disparity can be reduced to a maximum extent in our country. As a result the migration problem can be checked from rural to urban areas.

(C) OPTIMUM UTILISATION OF LOCAL RESOURCES:- Rural entrepreneurs depend of the local resources like raw material, labour and other items. These local resources can be utilised properly for productive purposes. Efficient and effective utilisation of local resources can lead to overall development of local area by the entrepreneur.

(D) IMPROVES STANDARD OF LIVING:- Rural entrepreneurship can able to provide employment opportunity to the local people. so the income level of the rural people can increase. This will ultimately lead to self employment and level of education which can improve the standard of living of the rural people. Hence there will be no disparity in rural living and urban living standard.

(E) IMPROVES PER CAPITAL INCOME:- Rural entrepreneurship can generate more employment and income for the rural people. This leads to create more new opportunity for income generation in rural areas. As a result the per capital income of the rural mass can increase.

(F) BALANCED REGIONAL DEVELOPMENT:- Establishment of rural entrepreneurship can minimise the concentration of enterprises in urban areas. This will lead to a balanced regional growth in the country. This balanced regional development can bring prosperity and growth equally in all parts of the country.

SUGGESTIONS:- The following are some of the suggestion for the study:

(A) The government should provide timely and adequate financial assistance separately to the rural entrepreneurs so that more and more rural educated youth will come forward for establishment of rural entrepreneurship in the country.

(B) Care should be taken by the government in state and central level to provide training facility to the rural entrepreneurs so that the knowledge and skill of the rural entrepreneurs can increase for utilisation of local resources properly for productive purposes.

(C) Modernisation of technology is an essential part for rural entrepreneurs of our country. In order to apply latest technology ,tools and other necessary equipments in rural enterprise sufficient fund provision should be made by the funding agency so that the outdated technique will not be utilised by the rural entrepreneurs.

(D) Rural entrepreneurs should be provided with sufficient infrastructural facility to improve their business by which more and more educated rural youth will come forward to be rural entrepreneurs of our country.

(E) Industrial sheds should be constructed in rural areas in order monitor the quality of the products of rural enterprises so that rural entrepreneurs can compete with other competitors in the market in the era of globalisation and liberalisation.

CONCLUSION: Rural entrepreneurship provide a best solution for employment opportunity and income generation not only in rural areas but also in national level. With out rural entrepreneurship

it seems to be impossible on the part of national planners for economic development of our country. Rural entrepreneurship can be considered as a solution for eradication of poverty, income disparity, migration, unemployment, balanced growth, regional development, national economic and social development. Hence rural entrepreneurship is a catalyst for rural development. In India national development can be possible through development of rural entrepreneurship which can fulfil the dream of the father of our nation .

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