



**RESEARCH ARTICLE :**

## Entrepreneurship in rural community: A catalyst for rural development

■ **TIWARI DEEPIKA, JAGADISH ADITYA, PANDA SHUBHAM AND RATHORE RAKESH**

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**SUMMARY :** The majority of the population in India lives in villages. People in rural areas are suffering with unemployment, poor infrastructure facilities which may be solved with the development of rural entrepreneurs. Entrepreneurship is important to rural communities not only for the number of jobs they create but also for the impact they have on local communities. Rural entrepreneur is one of the most important inputs in the economic development of the country. They carry out entrepreneurial activities by establishing industrial and business units in the rural sector of the economy. Rural entrepreneurship can be considered one of the solutions to reduce poverty, migration, economic disparity, unemployment and develop rural areas and backward regions. It is considered as a means of generating employment opportunities in rural areas with low capital cost and rising the real income of the people and it also contributes to the development of agriculture and urban industries. Ever since the inception of planning for economic development in India, great emphasis has been laid on the development of the small scale industries. The small scale industries have been expected to play a crucial role in the industrial development of the country. Indeed the growth of the industries in this sector has been a dominated feature in the development of the economy. So in this context, the paper includes the importance of rural entrepreneurship, the various types of rural entrepreneurships like agro based enterprises, forest based enterprises, mineral based enterprises, textile industry, handicrafts and so on. But there are many problems in developing a rural enterprise because rural entrepreneurs are facing many problems like non availability of primary amenities in rural area, lack of education, financial problems, and insufficient technical and conceptual ability. So this paper also attempts to find out the problems and the recommendations to solve the problems.

**KEY WORDS :**

Rural entrepreneurship,  
Small scale industries,  
Rural entrepreneur

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**Author for correspondence :**

**TIWARI DEEPIKA**

Institute of Agribusiness  
Management, BIKANER  
(RAJASTHAN) INDIA

See end of the article for  
authors' affiliations