

## SIGNIFICANT PERSPECTIVES AND CHALLENGES OF RURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA

JAYADATTA S<sup>1</sup>, PAVAN BENAKATTI<sup>2</sup>, RAJENDRAPRASAD H<sup>3</sup>

<sup>1</sup>Assistant Professor, KLEs Institute of management studies & Research (IMSR) BVB Campus, Vidyanagar, Hubli -580031 Karnataka State, <sup>2</sup>Teaching assistant Department of Management Studies KU P.G Centre Gadag Karnataka State, <sup>3</sup>Associate Professor & Dean KLES Institute of management studies & Research (IMSR) BVB Campus, Vidyanagar, Hubli -580031 Karnataka State, India. Email: jayadattaster@gmail.com

*Received: 20 April 2021, Revised and Accepted: 28 May 2021*

### ABSTRACT

Today, India's economy is heavily reliant on agriculture and related activities, with 72.2 percent of the population living in rural areas where agriculture and related activities are the primary sources of revenue. True entrepreneurs are innovative, resourceful, and driven to succeed and improve. They are unquestionably trailblazers who have no trouble fighting on the front lines. Because they can see their course and are still too busy working toward their vision and passion, great entrepreneurs are able to be laughed at and mocked at first. In general, an entrepreneur is someone who not only organises and develops projects, but also takes risks while doing so. Not all entrepreneurs are created equal, and not all people who work for themselves are true entrepreneurs. Rural entrepreneurship is where rural businesses begin. Entrepreneurship is an excellent way to address migration, unemployment, and promote social and economic growth in rural areas. Improving rural villages will boost the rural economy while also encouraging the conservation of natural resources. In terms of services, financial access, and industry, there is a significant gap between rural and urban areas today. In order to reduce disparities, it is critical to revitalize the rural economy, which can be accomplished by establishing entrepreneurial ventures in rural areas. Rural income growth, in particular, would have a multiplier effect by increasing demand for farm and non-farm services and goods, resulting in the creation of new job opportunities. The Indian government has consistently assigned and strived to increase the value and funding for rural entrepreneurship growth and promotion. Risk aversion, a lack of technological know-how, a shortage of skilled labour, a lack of communication infrastructure, and limited access to critical services is just a few of the major barriers to rural entrepreneurship's growth. This paper examines the current state of rural entrepreneurship, including its definition, the characteristics required of entrepreneurs, the challenges and opportunities faced by entrepreneurs, career entrepreneurship, and the role of institutions supporting rural entrepreneurship in fostering and expanding rural businesses. This will enable those involved to gain a holistic understanding of entrepreneurial activities, the state of rural entrepreneurship in India, current initiatives in the form of rural entrepreneurship development schemes and programmes, and the establishment of institutional networks for rural entrepreneurship growth.

**Keywords:** Entrepreneurship, challenges, opportunities, unemployment, entrepreneurial ventures, rural entrepreneurship development (RED)

© 2021 The Authors. Published by Innovare Academic Sciences Pvt Ltd. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>) DOI: <http://dx.doi.org/10.22159/ijss.2021v9i4.41384>. Journal homepage: <https://innovareacademics.in/journals/index.php/ijss>

### INTRODUCTION

Indeed, a country's economic growth is determined by its industrial output. Individual entrepreneurial abilities are crucial to industrial growth. As a result, developing entrepreneurship promotion is an urgent necessity. The word "entrepreneur" comes from the French verb "entreprendre" as well as the German word "entrepreneurship," which both mean "to undertake." The entrepreneurial cycle was defined by Hofer and Bygrave in 1891 as a set of tasks, functions, and activities associated with identifying opportunities and forming organisations to pursue them. Simply put, entrepreneurship is "one who undertakes finance, innovation, and entrepreneurship in an effort to turn innovation into economic goods." The art of 'entrepreneurship,' according to Peter Drucker, is. What this means is that entrepreneurship isn't a state of mind, nor is it defined by making plans that aren't followed through on. Certainly, entrepreneurship begins with action and the formation of a new company. Such organisations may or may not become self-sustaining in the long run, and may never generate significant revenue. People, on the other hand, have joined the concept of entrepreneurship when they start a new business. According to the 2011 census, there were 6,38,588 villages in India, with nearly half of the rural population living in 1,15,080 villages with a population of more than 2,000 but less than 10,000 people. The rural population growth rate fell significantly from 1.7 percent per year between 1991 and 2001 to just 1.2 percent between 2001 and 2011. The slow rate of growth in rural areas was due primarily to decreases in rural fertility areas, rural to urban migration, and reclassification of

villages as urban units (IRD Survey, 2003). Rural development is now more than ever linked to entrepreneurship (T. Petrin, 1994). Entrepreneurship is now seen as a strategic growth opportunity by institutions and individuals supporting rural development (Anu Singh Lather, Shalini Garg, Sona Vikas, 2009). This could help to accelerate the rural development cycle. Furthermore, organisations and individuals appear to agree on the critical need to support rural enterprises (Dr. Ravinder Rena, 2007): development agencies see rural entrepreneurship as a huge opportunity for job creation (P. Chandramouli, S. K. Meti, L. V. Hirevenkangoudar and S. N. Hanchinal, 2005). Politicians see it as a key strategy for preventing rural unrest, farmers see it as a tool for increasing farm earnings, and women see it as a chance to work close to home (Susan Bullock, 1994), with autonomy, equality, and less social support. Nonetheless, entrepreneurship is a tool that all of these organisations can use to improve the quality of life for individuals, families, and communities, as well as promote a healthy economy and environment. Rural Entrepreneurship and Rural Entrepreneurship Growth (RED) has not been a focus field in the Indian context as a distinct theory and ideology of rural development, compared to poverty alleviation, which has always been a national target of government and growth institutions since India gained independence (Sanjeev Kumar, 2005). Various development projects were carried out in order to increase the number of jobs and income for rural people (S. R. Maheshwari, 1994). Agriculture has been given top priority in planning because it

is the primary source of employment for the rural population (Sharma, Shyam Sunder 2004). Policymakers like Rao (1984) have focused on allied industries, which have a lot of potential for generating additional income. Rural Entrepreneurship and Rural Entrepreneurship Growth (RED) research is scarce in India, and there are few in-depth studies on the subject.

#### Objectives of the present study

1. Understanding the characteristics of a successful entrepreneurs
2. To research unique challenges to entrepreneurship in India
3. Comprising the experiences of rural entrepreneurship
4. Studying Rural Business Growth Paradigm
5. Knowing the big problems, obstacles, opportunities and needs to build Indian entrepreneurs

#### Literature Review:

Rural areas, in particular, face significant challenges compared to other regions (Brown and Schafft, 2011), which are exacerbated in mountain and peripheral areas (Lopes-i-gelats et al, 2009). There is also a disparity between people and jobs in rural areas. According to a 2005 OECD study, rural areas face major issues such as population ageing as a result of young people migrating to cities in search of economic opportunities, as well as decreased job prospects in primary industries. There is a significant gap between rural and urban areas in terms of consumer and financial access, services, and other factors. Some of the aforementioned issues could only be solved through rural development. Strengthening rural villages will promote the conservation of natural resources while also assisting in the growth of the rural economy. This would relieve traffic congestion in cities and reduce rural-to-urban migration. Rural areas in developing economies are a strong source of wealth creation. In order to research rural growth, it is necessary to understand the problems that exist in rural villages. The development of entrepreneurial enterprises in rural areas can help to revitalize the economy. Rural economic growth is expected to be aided by entrepreneurial practices. Increased demand for goods and services from the farm and non-farm sectors would definitely have a multiplier effect, driving job growth. Rural industrialization is seen as a critical tool for speeding up the rural growth cycle. Furthermore, entrepreneurial actions have been found to promote social and economic conditions that benefit both the individual and the village as a whole (Duarte & Diniz 2011). The term "rural entrepreneurship" refers to the growth of rural industries and the rise of rural entrepreneurship. Rural entrepreneurship is more likely to supply, according to Pertin (1997), in those rural areas where the two approaches to rural growth, bottom up and top down, complement each other. Of course, a rural entrepreneur is someone who prefers and wants to live in the countryside while also contributing to the development of local wealth and resources. In urban areas, however, the social priorities of rural development and the economic interests of entrepreneurs are more closely linked (Pertin & Gannon, 1997). As a result, rural entrepreneurship is typically community-based and based on long-standing family relationships, and it has a relatively large impact on rural communities. A key element and strategy for rural development is poverty reduction and the creation of income and job opportunities (UNIDO, 2003). Rural entrepreneurship is in high demand today because the majority of India's population lives in rural areas, and there are significant income disparities between rural and urban populations. Based on the Adjusted Mixed Reference Period, primary indicators from the 66th round of the NSS quinquennial survey suggested that the urban population's per capita expenditure level was around 88 percent higher than that of the rural population (MMRP). Various studies have shown and confirmed that rural entrepreneurship plays an important role in providing employment opportunities, which helps to reduce people's migration to urban areas in search of work opportunities. A rural entrepreneur, without a doubt, strives to make the most of available resources.

According to the findings, the government should launch specific need-based schemes to meet the needs of poor women. Though the government's efforts are commendable, successful SHGs should be

identified who can help other SHG women entrepreneurs through backward and forward revenue division with the help of agencies such as the DRDO, NGOs, PRIs, DICs, APMAAs, and MSMEs. The government schemes are unknown to SHG women entrepreneurs. Gender bias and societal resistance are problems faced by women entrepreneurs, whereas SHG women entrepreneurs face problems with premises, Panchayats, and towns, and backward revenue divisions face problems with raw material supply and harassment by electricity department personnel when establishing their businesses. Raw materials and other necessary inputs are also difficult to come by. Measures should be taken to ensure that women entrepreneurs are not subjected to regulatory issues or harassment, and arrangements should be made to ensure that raw materials are delivered to the doorsteps of SHG women entrepreneurs with the assistance of the agencies concerned (Vishnu & Vijaya, 2014)

The purpose of this research paper is to examine the SWOT Analysis of Indian women entrepreneurs in order to better understand their growth and performance. The paper is entirely based on secondary data gathered from books, journals (both national and international), RBI reports, NABARD reports, Census reports, SSI reports and newspapers, as well as publications on various websites that depict various aspects of women's entrepreneurship. The paper is divided into three sections, the first of which deals with the SWOT analysis of women entrepreneurs and the second of which focus on the role and performance of women entrepreneurs. The second section discusses government assistance and support for women entrepreneurs on a national and international level. The third section profiles some of India's most dynamic and successful female entrepreneurs. The paper also discusses the issues and challenges that women entrepreneur's face. According to reports, the Indian government established the National Skill Development Policy and the National Skill Development Mission in 2009 to provide skills training and vocational education to the country's future workforce. The paper also discusses the current trends and issues in various fields, such as women entrepreneurs' policy and the National Skill Development Mission 2009, which aims to prepare the next generation of workers. The purpose of this study is to determine the role or impact of a family's business culture and values on the development of female retail entrepreneurs. The study focused on female entrepreneurs who owned small and medium retail businesses and came from entrepreneurial families. The research was carried out in the Union Territory of Pondicherry, where retail has a lot of potential and there are a lot of female retail entrepreneurs. The segments chosen were Textiles, Hotels & Restaurants, and Electric & Home Appliances, and a survey was conducted using a semi-structured interview schedule. To judge the responses, a five-point Likert scale was used, as well as convenience sampling. Hypotheses testing revealed that (a) there is a positive relationship between family business culture and women entrepreneurs' entrepreneurial behaviour.

(b) It was also proven that women entrepreneurs with a family business background culture received ample support during the 'Start Up' of their new venture as well as for resource mobilization; (c) The research also proved that family business culture aids in socializing and generating business contacts; and (d) It was also proven that women entrepreneurs with a business family background are more likely to be successful. It's also possible to conclude that women who come from a business family benefit from socialization and good business contacts, which can help with product selection, marketing, service delivery, and customer relationship management. Concerning support groups, in comparison to men, women entrepreneurs prioritize their spouses, close friends, and business associates because a person's network provides emotional support, social persuasion, and vicarious experience. However, this does not rule out the possibility of women who want to be entrepreneurs but do not come from a business family (Somalingam, 2015)

The research paper delves into the financial assistance provided to women entrepreneurs in Tamil Nadu, with a focus on Nagapattinam District, as well as the various schemes available to them. According to the research, the Indian government created the TREAD (Trade Related Entrepreneurship Assistance and Development) scheme to

encourage aspiring women entrepreneurs to start their own businesses. Tamil Nadu is the first state to establish an entrepreneurship cell to encourage women to start businesses. Prime Minister Rozgar Yojana, Mahalir Thittam, and SHG schemes by the DIG of Tamil Nadu were among the various schemes offered to women entrepreneurs in Tamil Nadu by various financial institutions. SIDBI of Tamil Nadu has launched Mahila Rudyard Nidhi, Self-Employment, and Special Schemes for Women Entrepreneurs. The Udyogini and Retailer, Professional, and Self-Employment schemes were launched by SSI. State Bank of India's Stree Shakti Scheme, Punjab and Sindh Bank's Udyogini Schemes, Oriental Mahila Vikas Yojana, Dena Shakti Scheme, and Bank of Baroda's Akshaya Mahila Arthik Sahay Yojana are among the various schemes launched by commercial banks. The goal of the research paper was to learn about the support provided by financial institutions, as well as to learn about the various schemes available to women entrepreneurs. The information was gathered using a questionnaire and in-person interviews with 55 female entrepreneurs in Tamil Nadu's Nagapattinam District.

According to the findings, women entrepreneurs have the highest level of education, with 63.36 percent of respondents having a bachelor's degree. According to the survey, 69 percent of respondents prefer their business to be located in a city because of the availability of financial assistance, marketing resources, and technology. In terms of supporting institutions, it is stated that NGOs provide the most assistance, followed by the government, and finally private institutions. The findings show that while women entrepreneurs are aware of the programmes, they are unaware of how to apply for them. Only 32.72 percent of women entrepreneurs who were aware of the schemes took advantage of the Prime Minister Rozgar Yojana. The state government's industrial policy should be strengthened, and industrial units should be located near markets where raw materials and infrastructure are readily available. Every village should have an Entrepreneurship Development Cell, and the government's schemes should reach the rural areas. Government should appoint special government officers to explain and elaborate on the procedures and schemes to rural women. NGOs should take the lead in ensuring that the programmes reach all rural women (Mahendran 2015)

#### Characteristics of successful entrepreneurs:

Being an entrepreneur entails more than just starting a company; it also entails developing a positive attitude and driving business success. Today's successful entrepreneurs share a common mindset and a number of key personal characteristics that help them succeed in business. Successful entrepreneurs, such as Richard Branson, Jeff Bezos, and Michael Dell, had an inner drive to succeed and grow their businesses, rather than a Harvard degree or technical knowledge in a specific field. Above all, entrepreneurship is a mindset. The following are some of the most important characteristics of a successful entrepreneur:

- **A dreamer:** A dreamer is a person who has a big idea about how things will be different and better in the future.
- **Inner motivation and a desire to succeed:** Entrepreneurs are still driven to grow and succeed in their businesses. We are usually ahead of them in seeing the big picture and are also very ambitious. Entrepreneurs set lofty goals for themselves and stay committed to achieving them, no matter what obstacles stand in their way.
- **Innovator:** Every entrepreneur is enthralled by the prospect of doing things better as well as developing and improving their products and services. They are constantly looking for ways to improve and succeed. They're resourceful, imaginative, and inventive.
- **Capacity to coordinate:** A successful entrepreneur must be able to effectively combine various factors. He wants to know everything there is to know about the market.
- **Passionate:** An entrepreneur must be articulate in order for their concept to gain traction and resonance with others.
- **Risk-taker:** An entrepreneur pursues an idea without having all of the tools in place at the outset, spreading the risk across

the capacity network. In other words, he must be capable of accepting risks and uncertainties.

- **Decision-making:** The right decision must be made at the right time by demonstrating its promptness; quick decisions are acceptable, but hasty decisions are not. Delays in making decisions can increase project costs and lower profits.
- **Continuous learner and openness to change:** In order to achieve best results, an entrepreneur must be willing to experiment and change. He can adjust if he doesn't have anything going for him. Entrepreneurs should be aware of the importance of staying on top of their game, and the only way to do so is to grow and adapt over time. They are up to date on the latest technologies and will be ready to adapt if a new opportunity presents itself.
- **Negotiation skills:** Businesses interact with a variety of people on a daily basis, including customers, government officials, employees, and so on.
- **Strong self-assurance:** Successful businessmen have a high opinion of themselves and an outgoing, assertive personality. India-specific entrepreneurship challenges: The following are some of the most common entrepreneurship challenges that Indians face:
- **Family difficulties:** It is simple to persuade someone to choose business over a job, but it is not an easy task. The first and most important factor to consider is whether you can make more money with your chosen company or as the successor to a family business. This is where it becomes almost impossible for an entrepreneur to earn more money for his passion than his father does.
- **Social difficulties:** Family issues are usually at the top of the list because they are the most important, but social issues are frequently present as well. Assume you and your friend, for example, were both graduating at the same time. Your friend has chosen a career, while you have chosen entrepreneurship. Your friend now has a car, a flat, and other possessions thanks to a bank loan, but you still have nothing to brag about, which is where the challenge comes in.
- **Technological challenges:** What technology will be appropriate, and how will it be used efficiently? The Indian education system lags behind in the job market as a whole, but it lags even more when it comes to online and rural entrepreneurship.
- **Financial challenges:** The most difficult aspect of a borrowing fund is its complexity. In India, the financial challenges are vastly different, especially for online and rural entrepreneurs. When you first start out as an entrepreneur, you should look for capital from the small to medium business community rather than venture capital. Many of these non-technical rural businesspeople are unfamiliar with online business models in general, making it even more difficult to obtain initial funding from them. The other option that can be taught is to take out a loan, but bank loans are not an option for new online entrepreneurs in India.
- **Legislative Challenges:** There are still a lot of regulatory shifts every now and then, even when the legislation changes. TRIPS and TRIMS have their own set of problems. Problems with raising equity capital; problems with obtaining raw materials and locally available resources; problems with the obsolescence of large indigenous technologies and ideas; ecological imbalance due to increased emissions; and so on.

For entrepreneurs, there are a plethora of options. Increased ability to take risks, Nations' governments has lifted some restrictions. Global distribution of innovation and new developments Promotion of technologies and innovations. Promoting international competition on a level playing field. Increased government assistance for international trade is being considered. The World Trade Organization (WTO) is established. Entrepreneurs in rural areas face a variety of difficulties. Lack of assistance and financial difficulties are two recent developments in mall culture. A long-term power outage a scarcity of technological expertise a lack of resource management and mobility. A lack of interest in infrastructure. Food

for work and MNREGA, the National Rural Jobs System, Regional Rural Development Centers, the Indian Entrepreneurship Growth Institute, technical banking, and innovative rural funding are all options for rural entrepreneurs. In a changing environment, rural entrepreneurship refers to the ability of traditional, small-scale businesses in rural areas to share the potential benefits offered by the changing environment. The ability of traditional, small-scale businesses in rural areas to share the potential benefits offered by the changing environment is being called into question by the changing global environment. The population's rapid (though slowing) growth, combined with even faster urbanisation, results in ever-increasing demands. In India, semi-urban and urban populations are growing at twice the rate of the overall population, and rural populations may outnumber semi-urban and urban populations by 2023. Some traditional small businesses are struggling to keep up with rising demand and supply as a result of such a significant demographic shift.

### Perspectives on Rural Entrepreneurship:

The term "rural entrepreneurship" does not necessarily imply that the term "entrepreneur" has lost its meaning. An entrepreneur is a person who refuses to accept the traditional structured position that he has been assigned in society and instead seeks to venture out on his own. In this sense of his deviant pursuit, a rural entrepreneur's social frame of reference assumes organizational importance. Today, rural entrepreneurship is the focus of a lot of theoretical, practical, and political interest. Rural entrepreneurship can help people, families, and communities improve their quality of life while also maintaining a healthy environment and economy. Farmers see rural entrepreneurship as a tool for increasing farm earnings, while development agencies see it as a huge potential for jobs. Political leaders see it as a key strategy for preventing rural unrest, and development agencies see it as a key strategy for preventing rural unrest. Rural entrepreneurship is evolving as a body of knowledge aimed at speeding up the country's rural industrialization process, in line with Gandhi's vision of a sustainable and self-reliant village economy, and providing S&T support to upgrade rural industry products in order to gain wide acceptance on local and global markets. Rural entrepreneurship is driven by a desire to improve the productivity, added value, and quality of products produced in MSREs by introducing new technologies and providing quality assurance support. It also works to make environmentally friendly products and methods more accessible. Fundamentally, rural entrepreneurship entails employing a market-driven business model to address critical socio-economic issues that affect the rural economy. It's a new field with a lot of ambiguous and shifting meanings. Rural entrepreneurship refers to new business ventures that emerge in rural areas. Rural entrepreneurship is a symbol of rural industrialization. The only way to address the twin problems of unemployment and deprivation that are threatening the country's rural areas is for rural industrialization to take place. As a result, in India's subsequent five-year plans, the government has placed a greater emphasis on promoting rural industrialization or entrepreneurship. Rural entrepreneurship, like entrepreneurship, has a variety of meanings for different people. Without getting into semantics, rural entrepreneurship can simply be described as entrepreneurship. To put it another way, rural entrepreneurship includes the establishment of industrial units in rural areas. Or, to put it another way, rural entrepreneurship necessitates rural industrialization. Rural entrepreneurship is a dynamic, heterogeneous, and highly heterogeneous social system.

### Rurality and Rural Entrepreneurship:

For more than a century, researchers, sociologists, economists, geographers, government agencies, and laypeople have tried to define "rurality" more precisely by looking at social, economic, and ecological factors. Urbanity is seen as a positive quality, while rurality is seen as a flaw, according to a cultural hierarchy. In many ways, this hierarchy isn't culturally valid, because it's relatively easy to flip it around, as in "urban—bad, rural—good" (Rosenqvist, 2007). Rurality, for example, is a contentious and nuanced concept. According to Dabson, rural America is defined by differences in economy, values, environment, and atmosphere (2005). According

to his definition, economy refers to the agricultural occupation, while values refer to issues like religion and self-reliance and self-sufficiency traditions, as well as the environment, which includes serene and beautiful landscapes populated by animals and livestock and covered by trees and family farms. Finally, it implies that the atmosphere is one of a relaxed lifestyle that is both safe and wholesome for children to grow up in. Another seminal work on rurality is Cloke's (2006) investigation, in which he identifies three major theoretical frameworks that have influenced the conceptualization of rurality. The first can be thought of as the functional concepts of rurality. In this context, rurality can be defined as agricultural and forestry-dominated areas, land use, small lower-order settlements and residents, and a way of life characterized by environmental respect and extensive landscape. In order to unify the rural entrepreneur with high-productive farmer, a recent national plan in Iran aimed at awarding 4% interest rate loans to so-called rural entrepreneurs (Tarh-e Eshteghal-e Roostae in Persian) is a good example of the functional meaning of rurality on the one hand, and supply-side notion of entrepreneurship (Thornton, 1999) on the other ([www.mcls.gov.in](http://www.mcls.gov.in)). A second conceptual milestone is political-economic concepts. This second framework's content is concerned with what happens within rural areas as a result of factors that operate outside of these areas' ostensible boundaries. The third theoretical framework of rurality that is very important in this paper is social constructions of rurality based on postmodern, post-development, and post-structural theories because it has conceptual relations to globalisation as a universal phenomenon. In this third approach, rural space and rural life are hybrid settings that are contextualised. Because of the many different interpretations found in the literature, entrepreneurship is a concept that requires a precise definition (de Wolf & Schoorlemmer, 2005-2008). There is no universally accepted definition of entrepreneurship, and definitions vary across academic disciplines like economics, psychology, sociology, and management (Audretsch, 2002; McElwee, 2005; Rezaei-Moghaddam & Izadi, 2019). Several studies (Rudmann 2008; Dutta, 2004; Lowrey, 2003; Millns & Juhasz, 2006) have focused on indices such as "measurement," "skills," "competency," "organisational productivity," and the entrepreneur as a "economic man," "economic growth," and so on. As a result, entrepreneurship is seen as an important part of the economic development and growth process (Ulijn & Menzel, 2004). According to Thornton (1999), entrepreneurship literature can be divided or classified into two schools: supply side and demand side. The supply-side school of thought is concerned with the availability of qualified people to fill entrepreneurial roles, whereas the demand-side is concerned with the number and nature of open positions. Rural entrepreneurship has been studied as a development strategy in some studies. According to McElwee (2005), focusing on psychological traits and improving farmers' skills through education will boost rural entrepreneurship. The classic positivistic ontology concepts of productivity and organisational competency are emphasised by Diaz-Pichardo (2011). Rezaei-Moghaddam and Izadi (2019) create a model for rural and agricultural quick-impact enterprises that takes into account social and environmental factors as well as economic ones.

The main argument of this paper is that there is a mainstream rural entrepreneurship discourse in the United States as a result of the combination of a functional view of rurality and a supply-side view of entrepreneurship—that presupposes entrepreneurship as a sacred realm and a concrete thing that exists out there, not a socially constructed process aimed at economic growth and progress—(Rezaei-Moghaddam & Izadi, 2019). This profit-driven rural entrepreneurship actually deals with entrepreneurship in a capitalist economy (Knudsen & Swedberg, 2009) and reproduces neoliberal globalisation, so it must be transformed into a socially constructed rural entrepreneurship based on the new concept of rurality and globalisation.

### Globalized technological rural entrepreneurship

The vantage points in this brand of rural entrepreneurship are the industrialization and commercialization of agriculture in rural areas. The technologically inclined man is a more advanced version of the

farmer, with the cultural and social consequences of technology being overlooked. It is assumed in this type of rural entrepreneurship that productivity and mathematical calculations of the input/output ratio have the ability to create jobs and wealth, but it is argued in economic science Nobel Prize winner Paul Michael Romer's endogenous growth theory, as well as in Schumpeter's thought reflected in his seminal work entitled *The theory of economic development* (1911), that the increase in productivity and mathematical calculations of the input/output ratio have the ability to create jobs and wealth. It is important to note that, from a Foucauldian perspective, technology is the nexus of power, and one cannot benefit from it without sacrificing something. It is important to note that colonialization is one of the outcomes of technologically oriented practice and intervention.

### The Paradigm of Rural entrepreneurship development

Rural entrepreneurship growth as an alternative model involves improving rural people's or communities' capacity to be entrepreneurial in their own rural context and providing start-up support, as well as a shift in the conventional paradigm (through an eco-system of regulation, services, finance, technological, managerial and strategic support framework). The policy of RED is three-fold. Rural entrepreneurship growth, rural enterprise creation, and rural entrepreneurship growth are the three components of the rural entrepreneurship philosophy that RED is primarily concerned with developing. These characteristics are also known as developmental needs in terms of RED. The basic goal of policymakers in our country in terms of growing rural entrepreneurship was to commit to achieving socioeconomic equality in rural areas compared to their urban counterparts. Rural Entrepreneurship Growth aims to disperse micro and small-scale village enterprises (MSVEs) throughout rural areas while maximizing local resource mobilisation. Another new group of creative development practises is entrepreneurial development, which is the process of promoting the formation and growth of new businesses. Rural Entrepreneurship Creation (Dey, Atanu, and Vinod Khosla, 2002) is an important programme for rural socioeconomic development. The objectives are to promote economic growth and job creation by providing the necessary factor inputs and infrastructure for agricultural and rural industry production, as well as encouraging entrepreneurs to improve the quality of life of rural residents. This also focuses on assisting rural artisans in improving their skills, innovation, and efficiency, as well as promoting the added value and quality of their products. Its main goal is to create and maintain self-sufficient Indian villages. Self-sufficient communities are the foundations of long-term development and human society. "Gramodyog," or village industries, are supposed to be the main engine of economic growth, with rural entrepreneurs as the main driver, under such a model. Despite 60 years of planned development and phenomenal growth in science and technology institutions and national laboratories, there is still no concrete mechanism for promoting rural industrialization through adequate and sufficient science, technology, and management inputs, among other things. The need for such a mechanism is becoming increasingly apparent as economies become more globalised and liberalized. Furthermore, in order to provide large-scale rural jobs, a focus on rural industrialization and rural entrepreneurs has become critical. The Rural Entrepreneurship Growth rationale is based on a strong opportunity to create more stable, competitive, and sustainable economies in rural India by growing entrepreneurship, which allows rural people to build micro and small businesses on their own. Rural entrepreneurs must be energized as part of this strategy for rapid rural industrialization and the creation of an eco-system for rural entrepreneurial growth that focuses on supporting rural entrepreneurs and building entrepreneurial communities. Through the active participation of social and institutional promote agencies, an Inclusive Rural Entrepreneurship Development initiative develops structures that promote rural entrepreneurship. As a result, significant opportunities exist to strengthen the rural entrepreneurship system. Rural Entrepreneurship Development's main goal is to stimulate and promote the growth of entrepreneurship in rural communities across rural India in order to integrate industry into the rural lifestyle. Rural entrepreneurship is defined as the establishment of a new company in a rural setting that

introduces a new product, serves or creates a new market, or employs new technology. 563 million people work in agriculture, and 52 percent of total land is cultivable, compared to 11 percent globally. India has all 15 major climates, from the snow-capped Himalayas to the hot, humid southern peninsula; the Thar Desert to heavy rain areas.

India has 16 percent of the world's cattle, 57 percent of buffalo, 17 percent of goats, and 5% of the world's sheep population in the livestock sector. After China and the United States, India's agriculture sector ranks third in terms of real value added. Agriculture's contribution to total value added to the economy is still quite high, at around 25%. As a result, agriculture is likely to remain a top priority for policymakers and businesses alike. Agriculture is the most important part of our economy. It has backward and forward connections to the secondary and tertiary education sectors. To facilitate the operations of the other two sectors, the secondary sector engages in production, manufacturing, fabrication, and construction. The tertiary sector supports the other two sectors in terms of infrastructure.

1. **At farm level:** Production of agriculture produces especially by making use of technology, other available resources based on the demand generation in the market
2. **As service providers:** These include input procurement and distribution, major hiring of implements and equipment's like tractors, sprayers, seed drills, threshers, harvesters, dryers and also technical services such as installation of irrigation facilities, plant protection, weed control, threshing, harvesting, transportation, storage etc.
3. **Input producers:** Many potential business opportunities are viable and ready to use including bio-fertilizers, bio-pesticides, vermi-compost, soil amendments, different varieties of plants and fruits, ornamentals, vegetables, root media for raising plants in pots, agricultural implements and tools, irrigation accessories, production for cattle feed concentrate, mineral mixture and also complete feed. Also to support sericulture, poultry and fishery there are quite good opportunities.
4. **Value Chain/Processing/Marketing:** Majority of small scale agri processing units, post-harvest etc.

### A snapshot of need for creating Indian entrepreneurs

- According to a recent study by McKinsey & Company Nasscom survey, India needs at least 8,000 new businesses to achieve its target of developing an IT sector of US\$ 87 billion.
- Within the next ten years, 110 to 130 million Indians will be searching for employment, including about 80 to 100 million people looking for their first employment.
- The knowledge-based economy of today is a fertile ground for business people in India. It is rightly believed and thought that India has an incredible pool of talent with nearly unlimited entrepreneurial potential. Therefore, committing to developing the right kind of atmosphere is very necessary in order to grow productive entrepreneurs.

India will concentrate on the following areas to attain successful entrepreneurs:

- Creating the right and sustainable climate for success
- Ensure that entrepreneurs have access to the right skills
- Ensure that entrepreneurs have access to 'Smart Capital'
- Allow networking and sharing
- Both the central and state governments should take more interest in fostering entrepreneurial growth in India

### Policy implications and major guidelines for future research

A theoretical model titled "Anti-globalized cultural rural entrepreneurship (ACRE)" is presented, which serves as a major proposal for rethinking rural entrepreneurship as policy implications and significant research guidelines. Emanuel Wallenstein, the founder of the theory of the "world" system, believes that "globalisation" is actually the final phase in the

development of the world capitalist system, which began around the 1450s and was imposed on theory by powerful groups. As a result, in such unequal conditions in the international political system, we will be unable to defeat globalization's tyranny and, as a result, empower rural dwellers throughout the entrepreneurship process unless we try to consider another institutionalized and professionalized rural entrepreneurship based on a "cultural turn" perspective. We frequently hear Herder's voice about multiculturalism, as he says, "divide the nations of the earth into hunters, shepherds, fisherman, and husbandmen, and not only to determine their rank in civilization from this division, but even to consider civilization as a significant necessary consequence of this or that way of life." Da Costa and Saraiva argue that entrepreneurship is a haunting modernity, that globalisation does not have a uniform impact everywhere, and that the major issues of social heterogeneity are exacerbated by entrepreneurship. "Developmental anthropology is stuck; it's stuck with an overly structural interpretation of the development process, a construction that prioritizes structure over agency and hegemony over dialectics. The critique of post-structuralism is also overly structural in its orientation, and as a result, it has serious issues with agency."

Rural entrepreneurship should include not only the establishment of businesses in rural areas, but also the use of rural produce as a raw material and the employment of rural people in the manufacturing process. Rural entrepreneurship is defined as entrepreneurship that adds value to rural resources in rural areas, primarily through the use of rural human resources. Rural businesses operate in an environment characterized by extreme and rapid change. Despite the fact that entrepreneurship is widely recognised as one of the most important aspects of rural economic development, empirical research on the subject is limited, and the concept remains largely unknown. Recognizing the importance of understanding the conceptual paradigm of rural entrepreneurship, Rural Entrepreneurs and the role played by selected Developmental Institutions in the creation of Micro and Small Village Enterprises have been proven to be extremely important. Rural entrepreneurship is attracting a lot of theoretical, practical, and political attention right now. A paradigm shifting is needed in the concept of rurality from the functional rurality to the socially constructed and post-rurality, a construct that takes place within the rural-urban hybridization and crosses the rigid entities of absolute rural or urban. It must be acknowledged that rurality is the result of lived-experience of habitats, and that subjective factors take precedence, so future studies should pay close attention to qualitative methodology that addresses issues such as fluidity, subjectivity, agency, and grounded narrations. Rather than conducting quantitative studies on rural entrepreneurship and accepting the effects of entrepreneurship on rural welfare and prosperity as presumptions and prior facts, scientific research should concentrate on deconstructing the discourse of rurality and entrepreneurship.

Some of the major guidelines for future researchers that are based on ACRE are listed below as follows:

- a. A major paradigm shift is needed in the concept of Rurality from the functional Rurality to socially constructed and post-rurality, a major construct that which takes place within the rural-urban hybridization and crosses the rigid entities of absolute urban or rural
- b. The disclosure analysis of rural entrepreneurship as such is an inevitable point of view in future research. Rural entrepreneurship thus not only has an objective context (rural places or landscapes) but it also includes the subjective component that which is produced by the mindset of rural dwellers
- c. The nexus of rural development or rural entrepreneurship especially in deprived regions should be explained
- d. In the recent rural entrepreneurship forms like MA the agency of the rural do have a key role and also in new rural social movements, so as boosting the entrepreneurship in rural areas it is quite necessary to reinforce community based rural association and also to analyze the classical aspects of rural entrepreneurship in rural sociology discipline
- e. It must be acknowledged - that rurality is an outcome of lived-experience of habitants, and then the subjective matters have the upper hand, so the future researches should put enough attention to the qualitative methodology that is concerned about the issues like fluidity, subjectivity, agency, and grounded narrations.
- f. MA is a post-productive form of agriculture and then a key element of sustainable rural entrepreneurship and development, so it seems that the analysis of it in the future is so useful and necessary.
- a. Instead doing the quantitative studies about the rural entrepreneurship, and accepting the effects of entrepreneurship on welfare and prosperity of rural regions as presupposes and the prior facts, the scientific researchers must focus on deconstructing the discourse of rurality and entrepreneurship.

**CONCLUSION**

To summarise, rural entrepreneurship plays a critical role in developing countries such as India, which is still underdeveloped. To achieve a certain transformation, the institutions must focus on synergies between education (including modern vocational training / skill development), innovation (converting innovations into resources and jobs), and entrepreneurship. Many businessmen were sick of working for others, had a brilliant idea to commercialize, or awoke one day with an overwhelming desire to build wealth before retiring. They did, however, take a significant step forward. If companies are to achieve productivity in today's global economy, the country's economic policy climate must be favourable. It should allow entrepreneurs to give an organisation a magical touch, whether in the public or private sector, the joint sector, in order to achieve speed, versatility, innovativeness, and a strong sense of self-determination.

We also brought a fresh perspective to the forefront of a country's economic development. Today, entrepreneurship research is much more important, not only because it helps entrepreneurs meet their personal needs, but also because new ventures contribute to the economy. Entrepreneurship is a positive factor in economic development because it serves as a bridge between innovation and the market place, in addition to increasing national income by creating new jobs. So, what does this mean for the rest of us? This provides us with a new perspective on the highly complex multi-dimensional aspects of India's Rural Entrepreneurship Growth (RED) process. Initiatives for rural socioeconomic growth and resource management, as well as RED cause planners and policymakers, will be included. Research findings could be a reference for policy, development and financial institutions in the country or other business development agencies / organisations to better understand the growth trends of micro and small village enterprises (MSVEs) in India; which can allow them to meet the needs of the development of specific human resources, the socio-economic and industrial infrastructure required, as well as

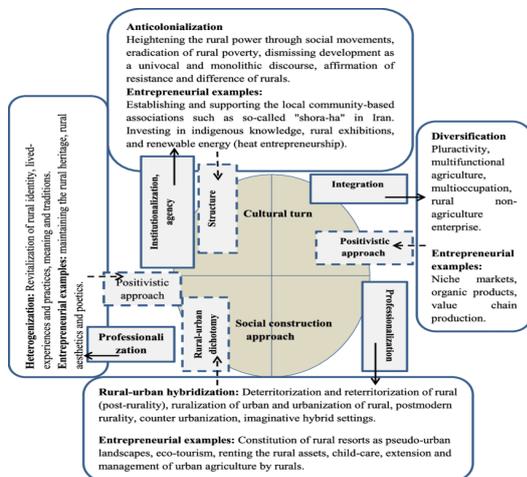


Figure showing anti-globalized cultural rural entrepreneurship model (ACRE)

providing a favourable environment and a viable rural entrepreneurial eco-system to build opportunities for the construction of MSVEs, human and social resources for existing or potential micro and small villages or rural businesses.

## REFERENCES

- Ahirrao Jitendra. (2013), Entrepreneurship and Rural Women in India, New Century, New Delhi
- Arenuis, P., & Kwon, S. W. (2010). Nations of entrepreneurs: A social capital perspective. *Journal of Business Venturing*, 25(3), 315–330.
- Audretsch, D. (2002). *Entrepreneurship: a survey of the literature*. London: Institute for Development Strategies
- Brown, D.L &Schafft, K.A (2011). Rural people and communist in the 21st century. Resilience and Transformation. Cambridge, Polity Press. Lopes-i-Gelats.
- Baughn, C. C., & Neupert, K. E. (2003). Culture and national conditions facilitating entrepreneurial starts-up. *Journal of International Entrepreneurship*, 1, 313–330.
- Bourdieu, P. (2001). Uniting better to dominate. *Items Issues*, 2(3–4), 1–6 Social Science Research Council.
- Banerjee, G. D (2011). Rural Entrepreneurship Development Programme in India – An Impact Assessment. National Bank for Agriculture and Rural Development (Occasional Paper57).Retrievedhttps://www.nabard.org/.../Rural%20Entrepreneurship%20Develop.pdf
- Chakraborty, D& Barman. (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
- Cope, J. (2003). *Researching entrepreneurship through phenomenological inquiry: Philosophical and methodological issues*. Lancaster: Institute for Entrepreneurship and Enterprise Development.
- Creswell, J. W. (2014). *Research design: Quantitative, qualitative, and mixed methods approach*. US: Sage.
- Dutta, S. (2004). *Rural industrial entrepreneurship: The case of Bardhaman District in West Bengal. Ph. D. Thesis*. Netherland: Wageningen University.
- 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.
- Dufour, A., Mauz, I., Remy, J., Bernard, C., Dobremez, L., Pluvineau, J., & Tchakerian, E. (2007). Multifunctionality in agriculture and its agents: Regional comparisons. *Sociologia Ruralis*, 47(4), 316–342.
- Edelman, M. (2005). Introduction: the anthropology of development and globalization. In M. Edelman & A. Haugerud (Eds.), *the anthropology of development and globalization: from classical political economy to contemporary neoliberalism*. US.
- Fleskens, L., Duarte, F., & Eicher, I. (2009). A conceptual framework for the assessment of multiple functions of agro-ecosystems: A case study of Tra's-os-Montes olive groves. *Journal of Rural Studies*, 25, 141–155.
- Garzon, I. (2005). *Multifunctionality of agriculture in the European Union: Is there substance behind the Discourse's smoke?* Berkeley: Institute of Governmental Studies. Agriculture and Resource Economics.
- Geaever, D. (2005). Globalization movements: Some points of clarification. In M. Edelman & A. Haugerud (Eds.), *the anthropology of development and globalization*. US: Blackwell Publishing.
- Harish N, (2016), Performance Appraisal of Rural Entrepreneurship Development Programs in Karnataka India, Socio Economic Problems in India, ISBN: 978-81-932734-1-8, Page No-85-102.
- Huttunen, S. (2012). Wood energy production, sustainable farming livelihood and multifunctionality in Finland. *Journal of Rural Studies*, 28, 549–558.
- Mukherjee, S. (2018). Challenges to Indian micro small scale and medium enterprises in the era of globalization. *Journal of Global Entrepreneurship Research*, 8, 28. <https://doi.org/10.1186/s40497-018-0115-5>.
- Nicholson, L., & Anderson, A. R. (2005). News and nuances of the entrepreneurial myth and metaphor: Linguistic games in entrepreneurial sense-making and sense giving. *Entrepreneurship Theory and Practice*, 29(2), 153–172.
- 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.
- Bonfring International Journal of Industrial Engineering and Management Science, Vol. 1, Special Issue, December 2011
- Jayadatta S (2017) Major challenges and Problems of Rural entrepreneurship in India, *IOSR Journal of Business and Management (IOSR-JBM)*, Volume-19, Issue-09, September 2017, e-ISSN: 2278-487X, pp: 35-44
- Pertin, T (1997), "Entrepreneurship as an economic force in rural development", in "Rural Development through Entrepreneurship", Compiled and edited by Tea, REU Technical Series 41, FAO Regional Office for Europe, FAO of the United Nations, Rome.
- Pavan Benakatti, Dr. N. Ramanjaneyalu (2018) Role of rural entrepreneurship in eradication of unemployment in India, *International Journal of current engineering and Scientific research (IJCESR)*, Volume-05, Issue-04, ISSN: 2394-0697, pp: 77-82
- 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.
- Saxena. (2012). Problems Faced By Rural Entrepreneurs and Remedies to Solve It. *IOSR Journal of Business and Management (IOSRJB)* ISSN: 2278-487X. Volume (1). 23-29
- Sundar &Srinivasan, T (2009). Rural Industrialization: Challenges and Proposition. *Journal of Social Science* 20(1): 23-29
- Tabera, J.D & Bartolomme, J (2009). The rural in dispute: discourses of Rurality in the Pyrenes *Geoforum*.40 (4), 602-612.
- Anu Singh Lather, Shalini Garg, and Sona Vikas (2009) Entrepreneurship as a strategic development intervention to accelerate rural development: the case of Drishtee, *Asia-Pacific Business Review*
- Dr. Ravinder Rena (2007) Eritrea: Rural enterprises to catalyze economy (opinion), World Press.
- P. CHANDRAMOULI, S. K. METI, L. V. HIREVENKANGOUDAR AND S. N. HANCHINAL (2005) Comparative Analysis of Entrepreneurial Behavior of Farmers in Irrigated and Dry Land Areas of Raichur District of Karnataka\* Department of Agricultural Extension Education, University of Agriculture Sciences, Dharwad - 580 005, Karnataka, India.
- Susan Bullock (1994) Women and work, Zed Books, Business & Economics Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson (2009) Strategic management: competitiveness and globalization: concepts & cases, Cengage Learning
- Statistical Centre of Iran, (2016) annually census results, Accessible in: <https://www.amar.org.ir/english>.
- Stefanović, Z. (2008). Globalization: Theoretical perspectives, impacts and institutional response of the economy. *Economics and Organization*, 5(3), 263–272.
- Thornton, P. (1999). The sociology of entrepreneurship. *Annual Review of the Social Sciences of Religion*, 25, 19–46.
- Thornton, P. H., Ribeiro-Soriano, D., & Urbano, D. (2011). Socio-cultural factors and entrepreneurial activity: An overview. *International Small Business Journal*, 29(2), 105–118.
- Thurow, L., 2010. Why Are the Fears of Globalization So High? Retrieved from: <https://net.educause.edu/ir/library/pdf/FFP0501S.pdf>.

42. Ulijn, J., & Menzel, H. (2004). Conceptualizing and measuring entrepreneurship: A French vs. an Anglo-Germanic way of paradigmging? In Paper presented to the second Summer University of European entrepreneurship research, Twente University, NL.
43. Vakili, Y., & Ansari, M. (2011). Evaluating the prevailing research methods in entrepreneurship across the country and suggestions for future research. 4(3), 185-204.
44. Vesala, H. T., & Vesala, K. M. (2010). Entrepreneurs and producers: Identities of Finnish farmers in 2001 and 2006. *Journal of Rural Studies*, 26, 21-30.
45. Vosooghi, M., & Eemani, A. (2010). Ayande-ye Tose-ye Roosta'i va Chalesh-ha-ye Paydari future of rural development and sustainability challenges. *Rural Development Journal*, 1(2), 23-45.
46. Westlund, H. (2011). Multidimensional entrepreneurship: Theoretical considerations and Swedish empirics. *Regional Science Policy & Practice*, 3(3), 199-218.
47. Wilson, G.A., 2007. Multifunctional agriculture: A transition theory perspective. Available at: [http://agrifs.ir/sites/default/files/Multifunctional\\_Agriculture.pdf](http://agrifs.ir/sites/default/files/Multifunctional_Agriculture.pdf), Accessed Oct 2014.
48. Wright, R. W., & Dana, L. P. (2003). Changing paradigms of international entrepreneurship strategy. *Journal of International Entrepreneurship*, 1, 135-152.
49. Ziai, A. (2013). The discourse of 'development' and why the concept should be abandoned. *Development in Practice*, 23(1), 123-136.
50. Ziai, A. (2015). Post-development: Premature burials and haunting ghosts. *Development and Change*, 46(4), 833-854.