

CHALLENGES & PROBLEMS OF RURAL ENTREPRENEURSHIP IN DEVELOPMENT IN RAJASTHAN

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ABSTRACT

The paper aims to analyze the critical factors of rural entrepreneurship development in rural Rajasthan. It makes an attempt to find out the strengths and opportunities for the potential rural entrepreneurs. The Rural entrepreneurship is now a day's providing opportunities to the people who are moving to cities for job or for any other reason for their livelihood, in terms of lack of primary amenities like education, financial problems, and insufficient technical and conceptual ability. For the economic development of Rajasthan and of regions within the country rural entrepreneur is surely one of the most important inputs. Today entrepreneurs are also driven to achieve success in their business along with the qualities inherited by them of a dreamer, leader, manager, innovator, continuous learner, and decision maker and most important is to implement all these qualities into the work There are certainly some obstacles which we call challenges to overcome by looking forward the prospects to be a successful entrepreneur. Therefore it is paving problems for the rural entrepreneurs to establish industries in the rural areas and to be sustainable for long term. The paper also makes an attempt to find out the challenges and problems for the potentiality of rural entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the fields of Marketing of products, financial services and basic and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

KEYWORDS: *Rural Entrepreneurs, Strengths, Innovator, Economic Development, Conceptual Ability.*

Introduction

There are so many institutes and organizations which are concerned in entrepreneurship development activities and there are people who join these programmes as a stepping stone to become entrepreneur. It is a known fact that so many management institutes are coming up to cater to the growing need of industries by supplying traditional managers/corporate managers. The scope of this study is to find out the sensitivity of management students about the entrepreneurship and compare it with those people who have become entrepreneur. The researcher feels that this study will reveal the facts which are important to develop entrepreneurship as a career option among management students. A manager is one who manages all the resources to match with the organizational needs. In the managerial role resources are allocated to solve problems and improve the administrative efficiency.

The entrepreneurship is very an old concept according to which anyone who runs business is called an entrepreneur. The more precise meaning of entrepreneur is; one who perceives a need and then brings together manpower, material and capital required to meet that need. Entrepreneur is one who understands the market dynamics and searches for change respond to it and exploit it as an opportunity. In underdeveloped state like Rajasthan, a new species of entrepreneurs is desirable, because here the economic progress has to be brought about along with social justice. Entrepreneurship in Rajasthan therefore, has to sub serve the national objective.

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There is an apparent conflict between social objectives and economic imperatives. This conflict has to be resolved first by the individual entrepreneur in his own mind and make economic growth, which induces industrial development, as one of the instruments of attaining the social objective. A high sense of responsibility is thus an essential attribute of emergent entrepreneurship in Rajasthan

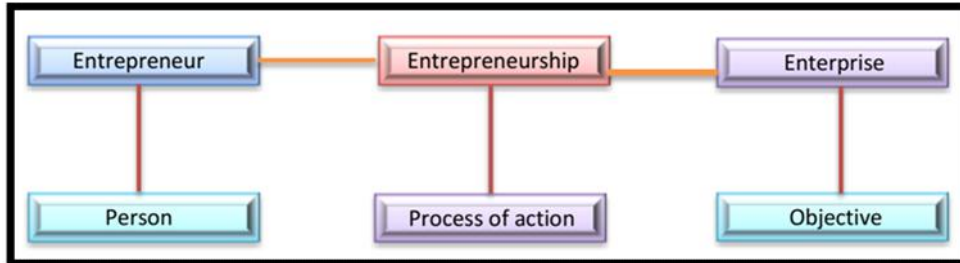


Figure 1: Showing Entrepreneurship

Rural Entrepreneurship Development of Villages

The Rural entrepreneurship certainly means entrepreneurship in rural areas. In other words, the establishment of industry in rural areas is known as rural entrepreneurs. This means that rural entrepreneurship is synonymous with rural industrialization. Many examples of successful rural entrepreneurship can already be found in the literature. Diversification into available non-agricultural uses Blacksmith, catering, woodworking, spinning and other resources and diversification Activities other than activities related to agricultural use, such as the use of resources other than water, Woodland, architecture, local features and available skills are all suitable for rural entrepreneurship.

Start a business The combination of these resources is for example tourism, sports and entertainment facilities, professional and Technical training, retail and wholesale, industrial applications (engineering, craft), services (Consultation), value-added (products from meat, milk, wood, etc.) and the possibility of non-agricultural work. Equal Entrepreneurs are new uses of land resources that can reduce the intensity of agriculture Production, for example, organic production. Some of the main opportunities for rural entrepreneurship are:

- Better distribution of agricultural products, thereby promoting rural prosperity
- The entrepreneurial occupation of rural youth leads to reduced employment opportunities in disguise and Alternative career for rural youth.
- For optimum and maximum utilization of farm produce formation of big co-operatives like Saras.
- Optimum utilization of local resource in entrepreneurial venture by rural youth.



Objectives of Study

- Analysis of the role of rural entrepreneurs in economic development
- Understand the main benefits of rural entrepreneurship
- Study the issue of rural entrepreneurship
- Propose some remedies to address the problems faced by rural entrepreneurs

- Analyze the impact of globalization on rural entrepreneurship
- Study the main challenges facing rural entrepreneurship in Rajasthan
- Analysis of some major management issues of rural entrepreneurs
- Propose some major remedies to solve rural entrepreneurship problems

Problems in Rural Entrepreneurship

Entrepreneurs certainly play a very important role in economic development, thus contributing to the country's overall gross domestic product. They face various problems in their daily lives and work. Since thorns are part of the rose, equally prosperous businesses have their own problems. Some of the main problems faced by rural entrepreneurs are as follows:

Financial Issues

Some of the major financial issues facing rural entrepreneurs are as follows:

- **Lack of Funding:** due to lack of tangible security and market credit, most rural areas entrepreneurs failed to obtain external funding. The process of obtaining loan facilities from banks is also too time consuming, so that delays often disappoint rural entrepreneurs. The lack of funding for rural entrepreneurs is one of the biggest problems facing rural entrepreneurs to date, especially due to the global economic downturn. Some of the main difficulties faced by rural entrepreneurs include low purchasing power of rural consumers, insufficient sales, competition leading to reduced profits, lack of funds for entrepreneurship, and pricing of goods and services.
- Due to strict tax laws, lack of loan up guarantees, major difficulties in raising funds through equity, and relying on small lenders to charge them for discriminatory interest rates, it is difficult for rural entrepreneurs to maintain financial statements, huge rents and property costs. These problems are difficult to raise funds through loans.

Entrepreneur Development

- Agricultural entrepreneurship is not only an opportunity but also a necessary condition for improving production and profitability. However, Rajasthan's success rate is very low for the following reasons. For most farmers, agriculture is primarily a means of survival. Due to the lack of sufficient knowledge, resources, technology and connectivity to the market, it is difficult for illiterate small farmers to turn agriculture into business.
- Before facilitating the provision of various services by self-employed persons, it is necessary to raise awareness of the benefits of these services among farmers who are users.
- For the popularization of services, the current practice of providing free services by government agencies should be stopped. In fact, many farmers, especially those related to politics, believe that the government has the responsibility to provide extension and technical advisory services to farmers. However, over the years, credibility has been eroded, and small farmers, especially those living in remote areas, have no access to the services of these institutions despite this, the concept of free service makes farmers reluctant to take advantage of the paid services provided by local self-employed technicians.
- Self-employed technicians are required to provide backup services on a regular basis in the form of technical and commercial information, and to contact marketing agencies, key inputs and equipment suppliers, and research stations involved in modern technology development.
- There are some legal restrictions and obstacles for people's organizations and cooperatives to promote the advancement of agribusiness. Private traders engaged in such operations often ignore these rules and disrupt the fair trade environment.
- People's organizations often hesitate to venture into large investments and adopt modern technology, which in turn affects profitability. Due to low profitability and backward technology, farmers' interests have lost interest in their own businesses and leaders.
- **Competition:** Rural entrepreneurs face fierce and fierce competition from large organizations and urban entrepreneurs. They result in high production costs due to high input costs. Standardization and competition issues for large-scale units are some of the major issues facing marketers. They face the problem of fixing the standards and sticking to them. For the survival of new businesses, competition from large units has also created difficulties. New businesses

have limited financial resources and are therefore unable to afford more sales promotions and advertising costs. These units do not have any standard brand names to sell their products. New companies must propose new advertising strategies that rural people can easily understand.

- Literacy is one of the many major problems faced by rural entrepreneurs. They should develop strategies and remedies to solve this problem. The scope and coverage of print media in rural areas is limited. Traditional roundedness, cultural barriers and cultural backwardness all increase the difficulty of communication. Many people do not understand English and Hindi because most people in rural areas use local dialects. It has recently been observed that people have died of hunger despite having enough food stocks and government warehouses. This indicates that there is a serious problem with the public distribution system.

Bay Legal Procedures: Rural entrepreneurs are extremely difficult to discover due to ignorance and illiteracy in complying with various legal procedures and obtaining permits. For many rural entrepreneurs, sourcing raw materials is also a daunting task. They may also end up with poor quality raw materials, which may also face storage and warehousing problems.

Lack of Technical Knowledge: Rural entrepreneurs have suffered a great deal from the lack of technical knowledge. Lack of training facilities and other extensive services create obstacles to the development of rural entrepreneurs.

Inferior Products: Another important issue is that the growth of rural entrepreneurs is due to the lack of standard tools and other equipment and the poor quality of raw materials.

Human Resources Issues: Some of the major human resource issues identified in the organization are as follows:

Workers have Low Skill Levels: Most entrepreneurs working in rural areas cannot find highly skilled workers. In this case, the turnover rate is also high. They must be provided in job training, and their training is a serious problem for entrepreneurs because most of them are not educated and training should be taught in local languages, which they can easily understand. Industry in rural areas is not only to use cheap labor, but also to achieve comprehensive rural development. Rural entrepreneurs should not regard rural areas as markets; instead, they should see the challenges of urban areas and prepare them. It is widely believed that rural entrepreneurs have less ideological innovation. Teenagers in rural areas have little choice, they can believe this. This is why many young people either like to work on farms or migrate to urban areas.

Negative Attitudes: Sometimes the environment of the family, society and support systems is not sufficient to encourage rural people to take entrepreneurship as a profession. Of course it may be due to a lack of awareness and understanding of entrepreneurial opportunities. Young and mostly well-educated young people tend to leave. Depending on the situation, rural labor may be more self-sufficient than urban counterparts, but the entrepreneurial culture tends to be weak.

Provision of Training Facilities: Training is essential for the overall development of entrepreneurship. It is also Enable rural entrepreneurs to succeed in starting a business because it will certainly provide the skills needed running a company. At present, socially weak entrepreneurs are bound to be offered Rajasthan government training institute on the development of existing entrepreneur skills rural entrepreneurs can indeed generate income and employment opportunities in rural areas especially in the border area of Rajasthan.

Supply of Raw Materials: we must ensure that rural entrepreneurs supply panic appropriately raw materials are preferred. It is also possible to provide subsidies sometimes to manufacture products.

Reasonable and Cost-Competitive By Rural Entrepreneurs

That is to establish a marketing cooperative: appropriate assistance and encouragement should be provided to the rural areas. Entrepreneurs establish marketing cooperatives. These cooperatives will help a variety of at a reasonable price; they help sell their products at a paid price. Thereby Comprehensive training, appropriate education, and independent finance the development of institutions and marketing cooperatives contributes greatly to the prosperity of rural areas.

Main Challenges Facing Rural Entrepreneurship in Rajasthan

- **Family Challenge:** Persuading to choose a business rather than a job is certainly not an easy task for an individual. The first thing to compare is - will you make more money in the business

of your choice, or your job? The successor of the family business. This is of course an almost unconvincing stage you can use your passion to generate more cash instead of doing what your father is doing.

- **Social Challenges:** Even difficult family challenges are always at the forefront because it is the most important but vital the social challenges of the times are also very important. Let us consider an example where you and your Friends graduated at the same time. You chose to start a business, and your friend chose to work. After a few points for years, he now has an apartment, a car, not because he can easily get a bank loan, but you still there is nothing to show off, this is the challenge.
- **Technical Challenges:** Rajasthan's education system is definitely far behind the work industry. However, when it comes to online entrepreneurship, it is even more backward. What technology will it be ideal, how to use the technology effectively and efficiently is a problem. Answered by an entrepreneur.
- **Financial Challenges:** This necessarily means borrowing difficulties. For online entrepreneurs Rajasthan's financial challenges are very different. When you start as an entrepreneur, you won't choose Venture capital but will definitely try to fund SMEs. Many non-technical business people don't understand the entire online business model, so they got a preliminary. Their commercial funding has become very challenging. Other options that entrepreneurs can think of. This is a loan, but bank loans are not an option for new online entrepreneurs in Rajasthan.
- **Policy Challenges:** Government-implemented policies change from time to time. The issues of TRIMS and TRIPS constitute a policy challenge. The main problems of using raw materials, the issue of raising equity funds, the problem of outdated technology and outdated technology, increased pollution, ecological imbalances, exploitation in small and poor countries, etc.

Major financing institutions such as SIDBI, NABARD, ICICI and IFCI are working hard to solve problems rural entrepreneurship. Such marketing issues with pricing, distribution channels, and packaging, In order to enable rural entrepreneurs to start, the following measures can be taken Business:

- **Providing Loans at Preferential Interest Rates:** financing should be provided to rural entrepreneur's preferential interest rates and simple repayment basis. It should also be a cumbersome procedure. Avoid approving loans to rural entrepreneurs.
- **Create Financial Units:** financial institutions and banks must create special financial units facilitating funds for rural entrepreneurs.
- **Establish Marketing Cooperatives:** assistance and encouragement should be provided to rural areas. Entrepreneurs set up marketing cooperatives in rural areas. Cooperatives can of course help get input at very reasonable prices and ultimately help sell their products. Salary price. Rural entrepreneurs can gain the benefits of the company by avoiding middlemen. In addition, production and marketing centers should be established with rural entrepreneurs advanced modern infrastructure. Therefore, comprehensive training facilities, appropriate education, the development of marketing cooperatives, to a greater extent, to establish independent financial institutions it can help flourish rural entrepreneurs in Rajasthan. In addition to government and non-government Institutions should also play an important role.
- **Raw Material Supply:** priority should be given to the appropriate supply of rural entrepreneur's scarce raw materials. In addition, subsidies must be provided to make products produced in rural areas. A reasonable and competitive entrepreneur in terms of cost. Provide high quality training facilities: training is very important for training Entrepreneurship. Rural management can be achieved because appropriate training gives the business the skills it needs to operate. Entrepreneurs succeed in starting a business. Economically weak social entrepreneurs are such training facilities are currently provided under Programmed FICCI (non-governmental organization), Prime Minister's rozgar yojna (PMRY), rotating clubs, lion clubs and various other voluntary organizations can also arrange such Provide training programs for rural entrepreneurs to provide them with appropriate assistance and incentive counseling. The Individual-based EDI methods are highly relevant to rural entrepreneurs, their motivations and Familiar with the program's commitment to various bank credits and support for escorts. A service that can convince rural youth to master mandatory basic skills and hands-on technology. Small businesses in their area.

Conclusions

Rural entrepreneurs are undoubtedly the key players in Rajasthan's economic development. They play important role Transforming developing countries into the role of developed countries. The economy of a country in today's global market the policy environment must always be conducive to organizational efficiency Economic policy the state should also enable entrepreneurs to provide a magical feeling for an organization, regardless of the public.

Private or joint sectors are innovating, speed, flexibility and a strong sense of self-determination. However, rural entrepreneurship is the best way to eliminate rural poverty in Rajasthan. Therefore the government the comprehensive rural development plan should be emphasized and emphasized. Also the majority of rural youth don't think of entrepreneurship as a career choice. Therefore, organizations and governments should be involved Training and maintenance support systems to provide all necessary assistance to empower rural youth Take entrepreneurship as a profession. In addition, there should be an effective regulatory market and the government should also help in this regard Standardization and rating should be promoted and awareness campaigns should be strengthened to encourage rural entrepreneurs.

The Non-governmental organizations should also be Provide full support from the government. In the current context, entrepreneurship research helps entrepreneurs Not only to meet their individual needs, but also to help the economic contribution of new businesses more than rural entrepreneurship is also the driving force for economic growth by creating new jobs to increase national income as an important bridge between innovation and the market.

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