OPPORTUNITIES AND CHALLENGES FACED BY RURAL ENTREPRENEURS IN INDIA

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ABSTRACT
India is a country of villages. About three-fourth of India’s population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi-urban areas to Urban areas. On the contrary it is also a fact that the majority of rural entrepreneurs is facing many problems due to not availability of primary amenities in rural areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the rural entrepreneurs to establish industries in the rural areas. This paper makes an attempt to find out the opportunities and challenges for the potentiality of Rural Entrepreneurship. It also focuses on the major challenges faced by rural entrepreneurs especially in the fields of Marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

KEY WORDS: Rural entrepreneurship, challenges faced by rural entrepreneurs.