

A Study Conducted in the Maharajganj District of Uttar Pradesh on Rural Entrepreneurship

Dr. Imranur Rahman¹, Dr. Vibha Singh²

¹Associate professor Lucknow Public College of Professional Studies

Email ID : drimranlpcps@gmail.com

²Assistant professor Lucknow Public College of Professional Studies

Email ID :singhvibha96@gmail.com

ABSTRACT

In emerging nations like India, rural entrepreneurship has become a major force behind social change, economic growth, and poverty reduction. It is essential for making use of local resources, generating jobs, and encouraging creativity in rural areas. With an emphasis on the variables influencing entrepreneurial activity, the function of government efforts, and the influence on rural livelihoods, this study explores the dynamics, difficulties, and opportunities related to rural entrepreneurship. The study shows that although rural business owners make significant contributions to both local and national economies, they encounter a number of difficulties, including restricted access to capital, poor infrastructure, a lack of market connections, and inadequate training and skill development. The possibility for sustained rural sector growth is further limited by the fact that most young people in rural areas do not view entrepreneurship as a viable career option. In order to promote rural business activities, the study highlights the significance of government support in the form of financial aid, training programs, regulatory frameworks, and the promotion of standardised markets. In order to foster entrepreneurship, NGOs and local organisations are essential in offering technical assistance, community-based networks, and mentoring. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to examine rural entrepreneurs' educational backgrounds, finance sources, marketing obstacles, and resource utilisation practices. The results show that while government agencies and open markets supply vital resources for business operations, self-financing and family support predominate as initial finance sources. While training and awareness initiatives greatly improve entrepreneurial talents, competition, pricing, and distribution emerge as major marketing difficulties. The study comes to the conclusion that rural entrepreneurship promotes equitable and sustainable economic growth by acting as a link between innovation and market development in addition to generating national income. In order to inspire rural youth, lessen poverty, and turn rural towns into centres of economic activity, it advocates for integrated rural development programs, capacity-building projects, and governmental assistance..

Keywords: Challenges and support by Government, Economic Development, Rural Entrepreneurship

INTRODUCTION:

"India lives in villages and its true spirit lives in rural areas". **Mahatma Gandhi**. This phrase still holds true today because the bulk of Indians still reside in rural areas. According to the latest census's provisional population total, 68% of India's total population lived in rural areas. As a result, the idea of developing India without also developing its rural areas would remain a pipe dream. Village and rural industries play a crucial role in the country's economy, greatly boosting rural areas' economic growth and raising rural residents' quality of living. It is impossible to claim true development in India if the needs of rural communities—especially the poor—are not met. Making significant progress requires empowering rural communities and villages via enhancing societal welfare and encouraging entrepreneurial innovation. In both rich and developing countries, entrepreneurship is crucial for economic progress since it promotes capital formation, creates wealth, and fosters prosperity.

Entrepreneur and Entrepreneurship

An entrepreneur is a person who initiates and plans a commercial endeavour while taking the necessary risks. Richard Cantillon coined the term, which is derived from the French word "entreprendre," which means "to undertake." He defined entrepreneurs as individuals who innovate or transform production. Entrepreneurs act fast to take advantage of possibilities and are business managers as well as capital investors. They can come from any background, age, gender, or region, and they can work in any sector—industry, agriculture, services, or healthcare. The goal of entrepreneurs is to effectively supply goods and services while satisfying market demands. They are essential in promoting social and economic transformation as well as regional and national advancement.

The attitude of taking measured risks to accomplish particular commercial or industrial objectives is known as entrepreneurship. It requires the capacity to apply

practical knowledge and make wise decisions in order to achieve goals. Entrepreneurial abilities are instruments for spotting possibilities and promoting economic expansion. The National Knowledge Commission of India defines entrepreneurship as the professional use of knowledge, skills, and competences to generate income, jobs, and social benefits. To put it simply, it entails setting up a company, coming up with new ideas, overcoming obstacles, and efficiently allocating material, financial, and human resources. Innovation and economic growth are greatly aided by entrepreneurs.

Rural Entrepreneur and Rural Entrepreneurship

Any person or organisation involved in successful business ventures in a rural region, whether or not there is sufficient infrastructure, is considered a rural entrepreneur. A hamlet or town with less than 20,000 residents, as determined by the state or the most recent census, is considered a rural region. Regardless of population, it also encompasses any location designated as a village in State or Union Territory income records. In essence, a rural entrepreneur is someone who promotes change by adding value to regional crafts, arts, and other commercial endeavours, so advancing the growth of the rural community.

Entrepreneurship that originates in rural regions and advances their industrialisation and economic growth is referred to as rural entrepreneurship. It can happen in industries like trade, industry, and agriculture and usually starts at the village level. Improving livelihoods and fostering economic growth are major goals of rural entrepreneurship. Programs created especially for rural communities are frequently included. In summary, a crucial component of rural entrepreneurship is the establishment of commercial and industrial facilities in rural areas.

Rural Industry

Small-scale businesses found in rural areas that support local employment, revenue production, and economic growth are known as rural industries or village enterprises. These businesses usually generate items and services, such as handicrafts, textiles, agricultural products, and small manufacturing units, using local resources, skills, and traditional knowledge. They are essential for encouraging self-sufficiency, lowering rural poverty, and supporting local business.

OBJECTIVE OF THE STUDY

There are the following Objective of the study

- To investigate the socioeconomic status of rural entrepreneurs;
- To investigate the issues and difficulties that rural entrepreneurs in Maharajganj District encounter.
- To evaluate how the District's rural entrepreneurs are supported by local support networks and government initiatives.

LIMITATION

The study is based only on geographical area of Maharajganj, in one of the renowned area like Shikarpur, Main city, Anand Nagar and Paniyara which is very small for this type of study. The sample size for this study is 100 , which is too small for a study like this. Shortage of important aspect such as time, financial problem, and size is the main cause of limitation.

REVIEW OF LITERATURE

(Londono-Pineda, June 14, 2022)According to the literature reviewed for this study, rural entrepreneurship is still understudied in comparison to urban settings, despite being essential for reducing poverty and promoting sustainable development. The framework for sustainable livelihoods offers a multifaceted perspective that highlights various resources and capitals. The improvement of rural livelihoods is mostly driven by women's and social entrepreneurship. In general, promoting sustainable rural businesses requires increased institutional support and eco-innovation.

(Latha, September 3, 2018)This study concludes that decreasing the gap between rural and urban areas and increasing rural development depend on rural entrepreneurship. It emphasises how small businesses are the foundation of rural economies, fostering innovation and creating jobs. The study highlights the necessity of creative finance approaches, entrepreneur-focused tactics, and community support. In general, encouraging rural business promotes poverty alleviation and sustainable economic growth.

(Rakesh Kumar Gautam 2016) By creating self-employment and lowering poverty, rural women entrepreneurs contribute significantly to economic growth, according to this study's analysis of the research. Their involvement in entrepreneurship is restricted by social, cultural, and educational hurdles, according to earlier study. Research also highlights the value of government assistance, education, and awareness campaigns to improve women's entrepreneurial abilities. In general, incorporating rural women into mainstream economic growth requires empowerment through education and capacity-building programs.

(REDDY, March 2016)Establishing businesses and industrial facilities in rural areas to support rural industrialisation is referred to in this study as rural entrepreneurship. The results show that entrepreneurship development programs improve participants' self-assurance, capacity for taking risks, and leadership abilities. These initiatives support educated people's creativity and awareness of opportunities. Furthermore, the study shows that gender discrimination has no effect on the growth of rural entrepreneurship.

(Manju.H,November 2024)This study claims that by encouraging innovation, sustainability, and livelihood diversification in rural areas, rural entrepreneurship acts as a catalyst for economic development. It highlights how crucial it is to incorporate entrepreneurship into rural development plans in order to lessen poverty and encourage independence. The study emphasises the necessity of market regulation, government assistance, and training to promote adolescent involvement.

Furthermore, in order to support rural businesses and guarantee long-term growth, cooperation with NGOs and product standardisation are crucial.

Entrepreneurship and Rural Industries in Maharajganj

Maharajganj's rural entrepreneurship is steadily growing thanks to the state's abundant natural and cultural resources, government assistance, and skill-development initiatives. The majority of rural businesses are associated with industries including agriculture, horticulture, handlooms, food processing, animal and husbandry. The Directorate of Maharajganj Welfare's programs offer training, exposure visits, and soft loans to encourage self-employment among rural youth.

Despite these advancements, rural business owners continue to confront obstacles like a lack of funding, poor infrastructure, restricted access to markets, and inadequate technical expertise. To develop a more sustainable entrepreneurial ecosystem in Maharajganj, ongoing initiatives seek to expand rural infrastructure, develop market connections, enhance financial support, and update skills.

Maharajganj's Rural Industries

Industry based on agriculture: Because of the region's ideal agroclimatic conditions for a variety of crops, Rural Maharajganj's agro-based industry plays a significant role in the state's economy. The foundation of the rural economy is agriculture and agro-based industries, which are bolstered by a number of state and federal government programs designed to reduce poverty and create jobs.

Nearly 90% of the total planted area is devoted to rice, wheat and sugarcane. Maharajganj is a perfect place for the development and promotion of agro-based companies because the state's environment is favourable for a range of horticulture crops. In forest-based enterprises are essential to the local economy, especially those that process timber, make crafts from bamboo and cane, and extract medicinal herbs. Variety of handmade goods, while timber processing facilities use the state's abundant forest resources to support the building and furniture sectors. Traditional health and wellness practices also benefit from the extraction of medicinal herbs. For rural areas, these sectors provide significant job and livelihood prospects. They must, however, overcome obstacles including the requirement for better market access and

sustainable resource management. To guarantee long-term economic and environmental benefits, ongoing initiatives concentrate on encouraging sustainable practices and raising the value of forest products.

Traditional Industry: With a strong cultural foundation, traditional industries include ceramics, bamboo and cane crafts, and handloom weaving. Using age-old methods, artisans create sarongs, baskets, furniture, and ornamental objects. These sectors support rural communities while protecting cultural heritage. Through local markets and tourism, they also support the state's economy. To guarantee their continuous expansion, efforts are concentrated on skill development, market access, and sustainable practices.

Dairy sector: A number of well-known companies and cooperatives that are essential to the local economy support maharajganj's dairy sector. Companies that provide a variety of dairy products, such as Amul. These groups promote local farmers, uphold high standards for dairy products, and satisfy consumer demand both domestically and internationally.

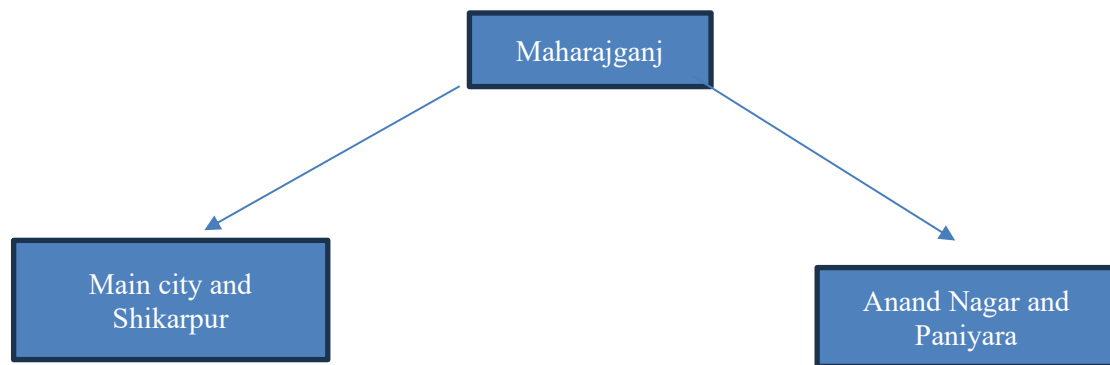
Service Industry: Healthcare sectors, Tourism, Education, all contribute to the state's economy by creating jobs and important services. While emerging IT and BPO sectors make use of local expertise, banking and finance promote transactions between urban and rural locations. In addition to government services, transportation and logistics facilitate trade and tourism. The goal of initiatives to support entrepreneurship and upgrade infrastructure is to bolster the industry and spur economic expansion.

RESEARCH METHODOLOGY

Maharajganj is the location of the current study. **Shikarpur, Main city Anand Nagar and Paniyara** area has been chosen for the study A Study on Rural Entrepreneurship in these area of Maharajganj. The Study's Sample Size was 100 responders. A qualitative and descriptive methodology is used in the study.

Primary Sources: Field observations and semi-structured interviews with rural entrepreneurs in specific blocks of Maharajgang District were used to gather data.

Secondary Sources: Government reports, scholarly publications, NGO studies, databases for rural development, and current policy documents were the sources of secondary data.



RESULT AND DISCUSSION

Table 1: Respondents' Educational Background

Educational Qualification	Percentage respondents	of
Illiterate	31%	
Primary School	23%	
High School	18%	
Intermediate	19%	
Graduate	9%	
Total	100%	

Source: - Field Survey, 2024- 25

The findings show that the majority of rural respondents have poor levels of education, with 23% having just completed basic school and 31% being illiterate. About 37% of entrepreneurs completed high school or upper secondary education, indicating a modest level of literacy. There is little access to higher education, as only 9% of people have graduated. In general, the tendency emphasises the necessity of training assistance and skill development in rural areas.

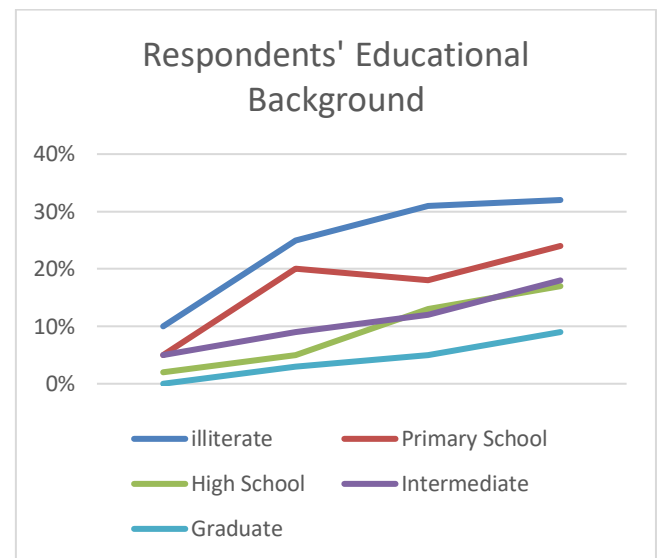


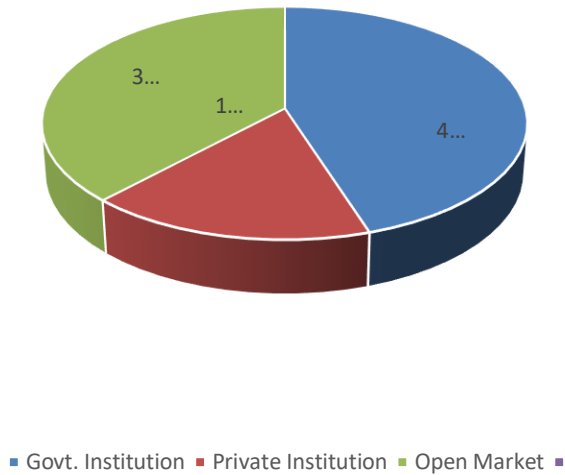
Table 2: Essential Resources to the Entrepreneur

Particulars	Percentage
Govt. Institution	45%
Private Institution	17%
Open Market	38%
Total	100%

Source: - Field Survey, 2024- 25

According to this table, the main source of vital resources for enterprises is government organisations (45%). The second main source, the free market (38%), shows significant market-based access. Just 17% rely on private organisations, indicating little involvement from the business sector. In general, government assistance is more important to entrepreneurs than market or private resources.

Essential Resources to the Entrepreneur



Respondents Having Issues with Product Marketing

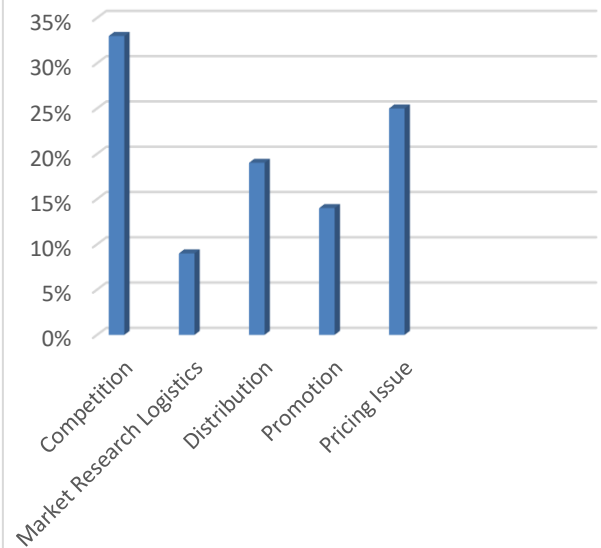


Table 3: Respondents Having Issues with Product Marketing

Particulars	Percentage
Competition	33%
Market Research Logistics	9%
Distribution	19%
Promotion	14%
Pricing Issue	25%
Total	100%

Source: - Field Survey, 2024- 25

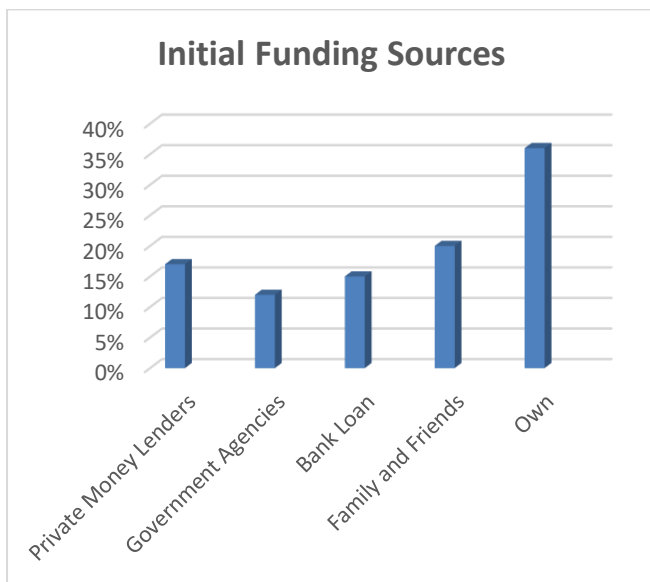
According to the results, respondents' biggest marketing issue is competition (33%). Concerns about pricing (25%) and distribution (19%) are also significant factors influencing product sales. Comparatively less challenging are market research/logistics (9%) and promotion (14%). In general, the main obstacles to successful marketing for rural business owners are pricing and competition.

Table 4: Initial Funding Sources

Particulars	Percentage
Private Money Lenders	17%
Government Agencies	12%
Bank Loan	15%
Family and Friends	20%
Own	36%
Total	100%

Source: - Field Survey, 2024- 25

According to this table, 36% of entrepreneurs get their initial funding from their personal savings. The second most frequent source of unofficial support is family and friends (20%). Private money lenders (17%) are the least dependable, followed by government organisations (12%) and bank loans (15%). In general, family assistance and self-funding account for the majority of rural entrepreneurs' first finance.



Mentorship / Community Guidance	10%
Total	100%

Source: - Field Survey, 2024- 25

The outcome shows that the most important type of assistance for entrepreneurs is government training programs (31%). Access to microfinance and loans (21%) and grants and subsidies (24%) are also crucial for promoting business expansion. Additional support comes from mentorship and community guidance (10%) and local cooperative support (14%).

CONCLUSION

Rural business owners are essential to India's economic development and have the power to turn emerging nations into developed ones. They contribute to innovation, flexibility, and efficiency across public, private, and joint sectors. Another important way to reduce rural poverty is through rural entrepreneurship. However, most rural youngsters do not view entrepreneurship as a career alternative. As a result, organisations and the government should offer people the support networks, training, and help they need to stay motivated. Efficient and regulated marketplaces, coupled with standardisation, grading, and promotional efforts, are vital to attract rural entrepreneurs. To enhance rural entrepreneurial efforts, the government should fully support NGOs. By connecting invention and the marketplace, studying entrepreneurship enables people to meet their own needs and promote economic progress. Evaluation of integrated development initiatives and rural entrepreneurship plans can improve rural communities and advance the country's economy.

Table 5: Government Programs and Regional Assistance for Entrepreneurs

Particulars	Percentage
Government Training Programs	31%
Subsidies and Grants	24%
Access to Microfinance / Loans	21%
Local Cooperative Support	14%

REFERENCES

1. Rakesh Kumar Gautam, D. K. (2016). Study on rural women entrepreneurship in India:Issues and Challenges. *International Journal of Applied Research* .
2. Londoño-Pineda, A. (14 june 2022). Rural Entrepreneurship: An Analysis of Current and Emerging Issues from the Sustainable Livelihood Framework. MDPI .
3. 4. REDDY, D. J. (2016 March). A Study on impact of Rural Entrepreneurship Development Programme on Rural Unemployed People of Warangal District.

Anveshana's International Publication.

5. Latha, D. R. (3 September 2018). A Socio- Economic study of Rural Entrepreneurs *International Journal of Creative Research Thoughts* .
6. Manju.H, M. (November 2024). Rural Entrepreneurship: Challenges and opportunities for development. *International Journal of Research Publication and Reviews*.