

# ENTREPRENEURSHIP: EMERGING ISSUES & CHALLENGES

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Chapter-9

## **RURAL ENTREPRENEURSHIP DEVELOPMENT IN INDIA: CHALLENGES & OPPORTUNITIES IN AGRICULTURE**

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**Abstract:** The foremost part of the Indian population lives in villages. The industrial encroachment of our country generally depends upon the growth of rural areas and the lifestyle of rural people. Rural entrepreneurship assumes a significant role in the financial enhancement of the nation just as of the countrymen. The larger bifurcation of rural entrepreneurs' visionaries is unaware of innovative improvement, pioneering abilities, and so forth and this is because of issues like absence of education, absence of training and experience, deficiency of account, and agribusiness inputs. The motivation behind this chapter is to find the challenges and opportunities in rural areas that entrepreneurs may confront. A vast literature review of secondary information sources was accepted as important to express the objectives of the study. The chapter generally highlights optional information and a few perceptions for the acknowledgment of the issues and for this reason different articles, journals, and reports were assessed. Rural entrepreneurship is starting to convey on the normal advantages of comprehensive monetary development that aids in improving the way of life in country territories when all is said in done and at the base of the pyramid specifically. The study also focuses on

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**Published By :**

 **ANU BOOKS**

**New Delhi • Meerut • Glasgow (UK)**

**E-mail : [anubooks123@gmail.com](mailto:anubooks123@gmail.com)**

**Website : [www.anubooks.com](http://www.anubooks.com)**

**Phone : 0121-4007472, Mob. : 99978 47837 (India)**

**+44 758 651 3591 (UK)**

**ISBN : 978-93-90115-04-4**



9 789390 115044

**2020 ₹ 500 /-**

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Moradabad**