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## Understanding the youth for embracing rural entrepreneurship as a career

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### Abstract

Entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. The majority of the rural population depends directly on agriculture. Rural entrepreneurship can play an important role for the growth of a country. The present study is an exploratory research work that was focused on finding the difference between urban and rural male and female students for rural entrepreneurship. A sample of 240 students was considered for study. 120 students were male and rest 120 students were female. Random convenient sampling was used to collect the data. Chi-square test was used to interpret the data. Results revealed that there was no significant difference between the urban and rural male students for taking rural entrepreneurship as a career. But there is significant difference between urban and rural female students for taking rural entrepreneurship as a career.

**Keywords:** Rural entrepreneurship, Agriculture, Growth, Rural population, Quality of life.

### 1. Introduction

Rural entrepreneurship is a dynamic concept. It can be described as, "entrepreneurship emerging at rural level which can take place in a variety of fields of endeavor such as business, industry, agriculture and acts as important factor for economic development." According to Petrin (1992) [19], to accelerate economic development in rural areas, it is necessary to build up the critical mass of first generation entrepreneurs. Entrepreneurship is now regarded as a strategic tool that could accelerate the rural development process by institutions and individuals promoting rural development. Entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. The majority of the rural population depends directly on agriculture. Rural entrepreneurship can play an important role for the growth of a country. Entrepreneurship in rural areas is finding a unique blend of resources, either inside or outside of agriculture. This can be achieved by widening the base of a farm business to include all the non-agricultural uses that available resources can be put to or through any major changes in land use or level of production other than those related solely to agriculture. Thus, a rural entrepreneur is someone who is prepared to stay in the rural area and contribute to the creation of local wealth. Moreover the economic goals of an entrepreneur and the social goals of rural development are more strongly interlinked than in urban areas and relatively have large impact on a rural community (Nandanwar, 2011).

### Objectives of the Study

The aim of the study was:

- To find out the views of youth for rural entrepreneurship as a career.
- To know about the role of rural entrepreneurs in economic development.

### Hypotheses of the Study

H<sub>01</sub>: There is no significant difference between urban and rural male students for taking rural entrepreneurship as a career.

H<sub>11</sub>: There is significant difference between urban and rural male students for taking rural entrepreneurship as a career.

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$H_{02}$ : There is no significant difference between urban and rural female students for taking rural entrepreneurship as a career.

$H_{12}$ : There is significant difference between urban and rural female students for taking rural entrepreneurship as a career.

### Research Methodology

120 male and 120 female students were taken for the study. All of the students were enrolled in entrepreneurial courses. The sample was taken from Ballabgarh, Palwal and Faridabad. Convenient sampling technique was used to collect the data. A structured questionnaire was distributed among the students having two options yes and no. Chi square was used to interpret the data.

### Analysis and Interpretation

**Table 1:** Chi-Square value of male and female students for rural entrepreneurship

Gender		Preference for rural entrepreneurship		Chi-Square Value
		High	Low	
Male Students	Urban	24	26	.98
	Rural	40	30	
Female Students	Urban	53	37	5.87
	Rural	10	20	

The chi-square value of urban and rural male students and preference for rural entrepreneurship is not found significant at 0.05 level of significance. Thus the null hypothesis ( $H_{01}$ ) that there is no significant difference between urban and rural male students for taking rural entrepreneurship as a career is accepted. The chi square value of urban and rural female students and preference for rural entrepreneurship is found significant at 0.05 level of significance. So our null hypothesis ( $H_{02}$ ) that there is no significant difference between urban and rural female students for taking rural entrepreneurship as a career is rejected and alternate hypothesis is accepted.

### Role of Rural Entrepreneurs in Economic Development

Rural entrepreneurs through the efficient and effective utilization of national resources can take the nation on the path of success and growth in the following ways:

**Capital Formation:** Entrepreneurs can attract the investment by providing profitable option. This will increase the investment rate also it will attract private participation. And the business venture will provide return in turn. Again the savings are invested giving a multiplier effect to the process of capital formation.

**Balanced Regional Development:** The problem of imbalanced regional growth can be solved by rural entrepreneurship. The benefits of concessions, subsidies and other amenities should be provided to rural entrepreneurs.

**Creation of Employment:** Entrepreneurs are job providers. As to fight with the problem of unemployment we need entrepreneurs. The entrepreneurs and their enterprises are the only hope and source of direct and indirect employment generation.

**High Standard of Living and increase in per capita income:** Entrepreneurial initiative through employment generation leads to increase in income and purchasing power

which is spent on consumption expenditure. Increased demand for goods and services boost up industrial activity. Large scale production will result in economies of scale and low cost of production. Modern concept of marketing involves creating a demand and then filling it. Entrepreneurial initiative makes the common man's life smoother and easier by providing better quality products at most competitive prices. Entrepreneurs convert the idle resources like land, labour and capital into goods and services resulting in increase in the national income and wealth of a nation. The increase in national income is the indication of increase in net national product and per capita income of the country.

**Planned Production:** Entrepreneurs are considered as economic agents since they unite all means of production. All the factors of production i.e., land, labour, capital and enterprise are combined together to get the anticipated production.

**Check on migration of rural population:** Rural entrepreneurship can seal the big gap and disparities between income of rural and urban people. Rural entrepreneurship will develop infrastructural facilities like power, roads, bridges, railway and water facilities. It can help to check the migration of people from rural to urban areas in search of jobs.

**Poverty removal:** Poverty is the root cause of many problems like crime, malnutrition among children, less education and poor housing facility. The growth of rural entrepreneurship will help in reducing the problem of unemployment which in turn will help to minimize the problem of poverty and other related issues to poverty.

**Sensitizing the rural youth:** Rural entrepreneurship can awaken the rural youth and expose them to various avenues to adopt entrepreneurship and promote it as a career.

### Conclusion

In the current economic scenario rural entrepreneurship is the only way out to answer the prevailing problems in the country. Therefore the youth need to be motivated to take up rural entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. Rural entrepreneurship helps in developing the backward regions and thereby removing poverty. Government should go for appraisal of rural entrepreneurship development schemes and programmes in order to uplift rural areas and thereby increasing economic development. The rural development programs should combine infrastructure development, education and health services, investment in agriculture and the promotion of rural non-farm activities in which rural population can engage themselves.

### Limitations and Future Research

The time and efforts used for conducting this research was limited and sample size was 240 student respondents. The objective of this paper is only giving an idea of urban and rural students for rural entrepreneurship. The research has traditional limitations associated with survey research such as selection errors, measurement errors and interviewers effect. Further research can be undertaken on students from other areas as well with increased sample size to get more valid results.

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