

A Study on Socio Economic Status of Rural Entrepreneurship With Refernce to Dakshina Kannada

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Introduction

India lives in her villages'---- this axiom is still true today despite the service sector budding in the urban and semi urban areas. Majority of the population still lives in rural India and the large chunk of population in urban areas still live through the learning of a village life. India may be one of the fastest growing economies of the world today. But there is a large area of darkness in the rural hinterland. About 720 million people live in 6 lakh villages in rural India. Of the total workforce, 60% of workers are engaged in agriculture. The contribution of agriculture to GDP is merely 20%. About 19 crore people living in rural India are below the poverty line. There also exists a considerable discrepancy in the pace of development between rural and urban areas. For the strength of the country there is a necessity to develop the villages. In India one of the prominent divides has been that between urban and rural areas. The development of rural entrepreneurship is considered to be a panacea for harnessing vast untapped human resources. Rural progress must ultimately depend on industrialization. For development of rural economy, India needs the foundation of industrialization in the rural area; it's ensuring the utilization of existing resources and the exploiting of various hidden potentialities. It can be said that growth in rural India can only be supported by the growth of rural entrepreneurship, which alone has the unique capacity of creating jobs through the successful emergence of small and micro ventures.

Rural Entrepreneurship: Rural entrepreneurs are those who carry out entrepreneurial activities by establishing industrial and business units in the rural sector of the economy. In other words, establishing industrial and business units in the rural areas refers to rural

entrepreneurship. In simple words, rural entrepreneurship implies entrepreneurship emerging in rural areas.

Objectives

- The main objective of this study is to examine the socio-economic status of rural entrepreneurs in the Dakshina Kannada district of Karnataka.
- To understand the financial stability of rural entrepreneurs in the Dakshina Kannada district of Karnataka
- To understand the employment generation through rural entrepreneurs in the Dakshina Kannada district of Karnataka
- To understand the awareness among the rural entrepreneurs about the support and incentives from the government.

Scope

The study covers the socio economic status of rural entrepreneurs in Dakshina Kannada district.

Sample size: The study covered 20 rural entrepreneurs from different sectors in Dakshina Kannada district.

Research Methodology

1. Primary data

Interview method and questionnaire method are used in research methodology. Primary data have been collected from the selected entrepreneurs in the Dakshinakannada district (Uppinaangadi, Belthanagadi, Puttur and Sullia) of Karnataka with the help of an interview schedule. The 20 rural entrepreneurs were randomly chosen. They were asked to answer 6 structured questions. In addition to these questions some data was collected through personal interviews with the rural entrepreneurs.

2. Secondary data

In addition to the primary data, the secondary data is gathered from websites, research papers and articles. The ideas drawn from these sources have been incorporated wherever necessary to substantiate primary data.

Limitations

- There was no proper response from the rural entrepreneurs because of their busy schedule.

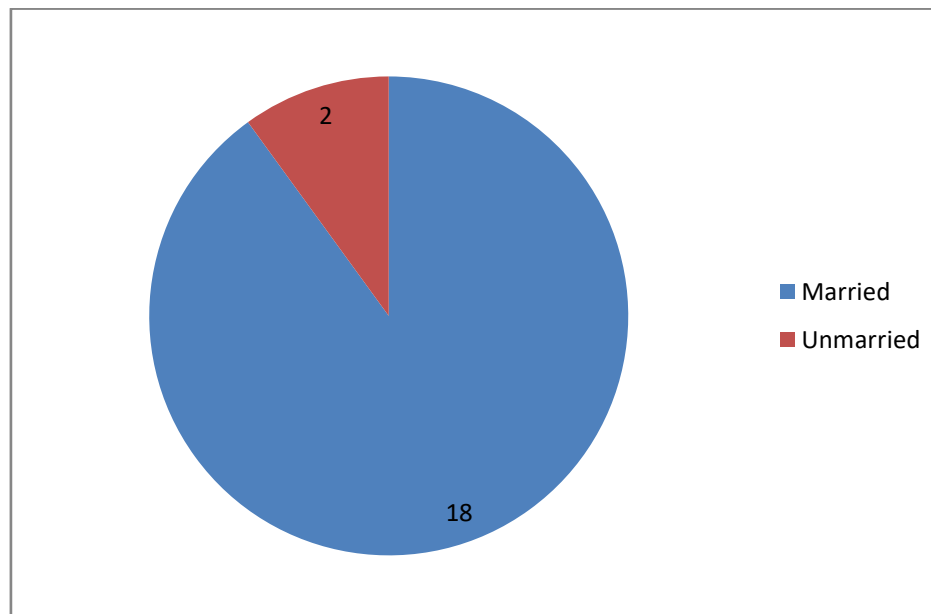
- This study was only limited to DakshinaKannada district.
- This study was only limited to 20 sample size.
- The identity of respondents couldn't be revealed as per the request of the respondents due to the factor of 'Brand Image'.

Data analysis and interpretation

The samples of research have asked to answer the structured questions and the following responses have been got from the study.

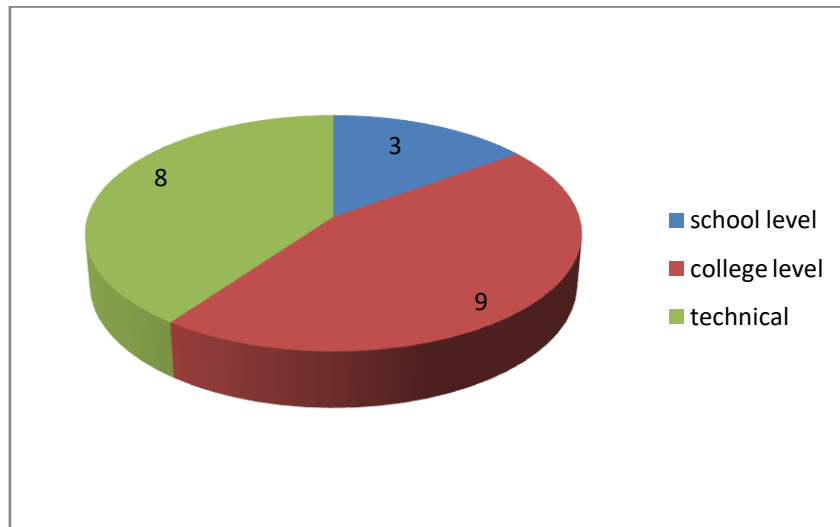
Findings from the study

Your current relationship status



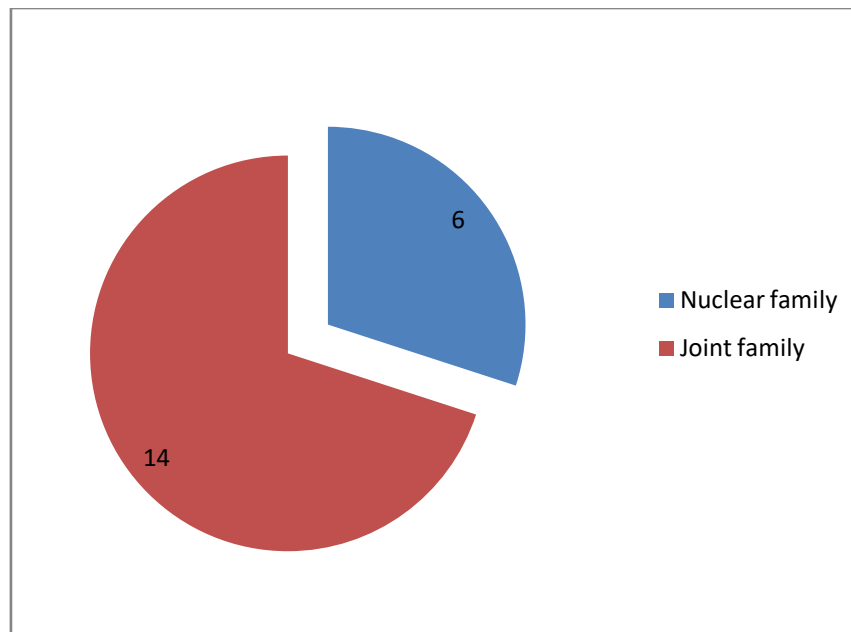
As per the sampling size of 20, our 18 respondents' marital status is married and 2 respondents are unmarried. As from the field study we come to know that most of them are married.

Education qualification



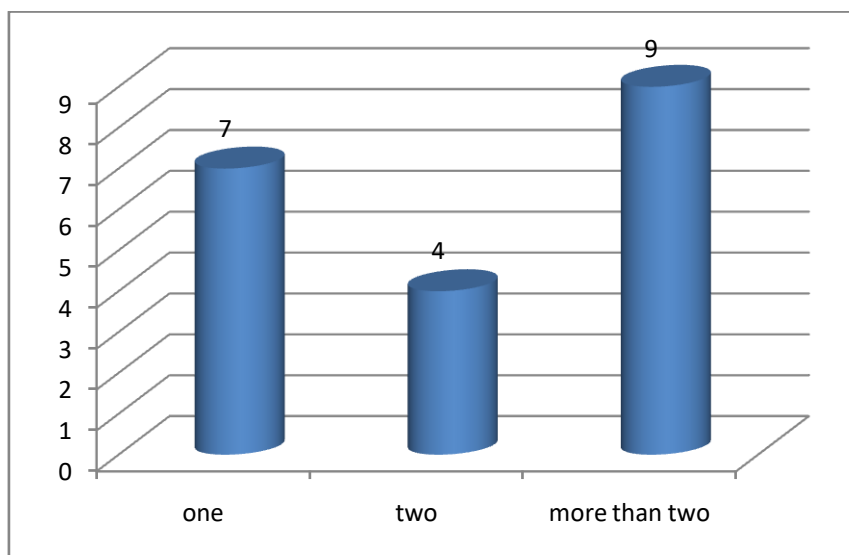
As per the field study the data shows that most of our respondents are educated. Three respondents have studied till school level , 9 of them are graduates and 8 of them possess technical knowledge. This data forecasts that the respondents have education qualifications.

Nature of family



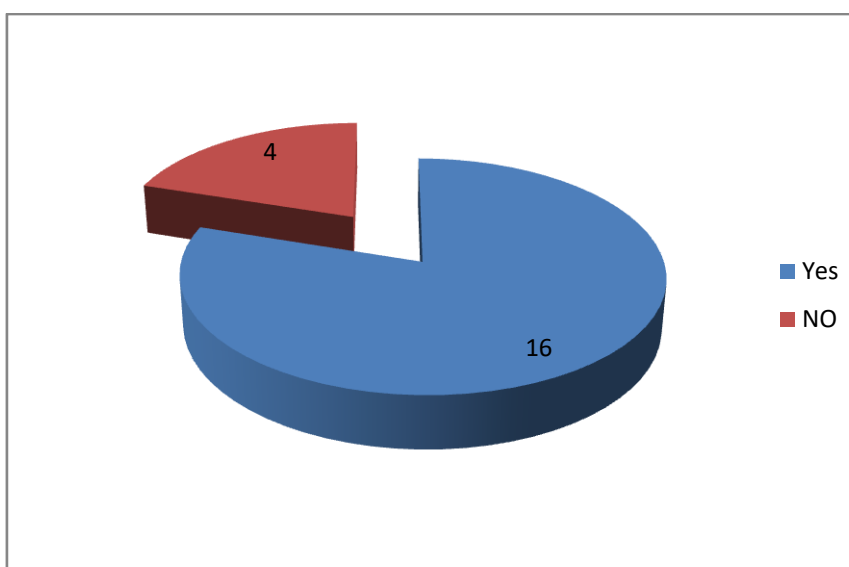
As per the field study most of our respondents stay in joint family increasing their responsibility towards their family as well. And 6 respondents stay in nuclear family.

Earning member per family



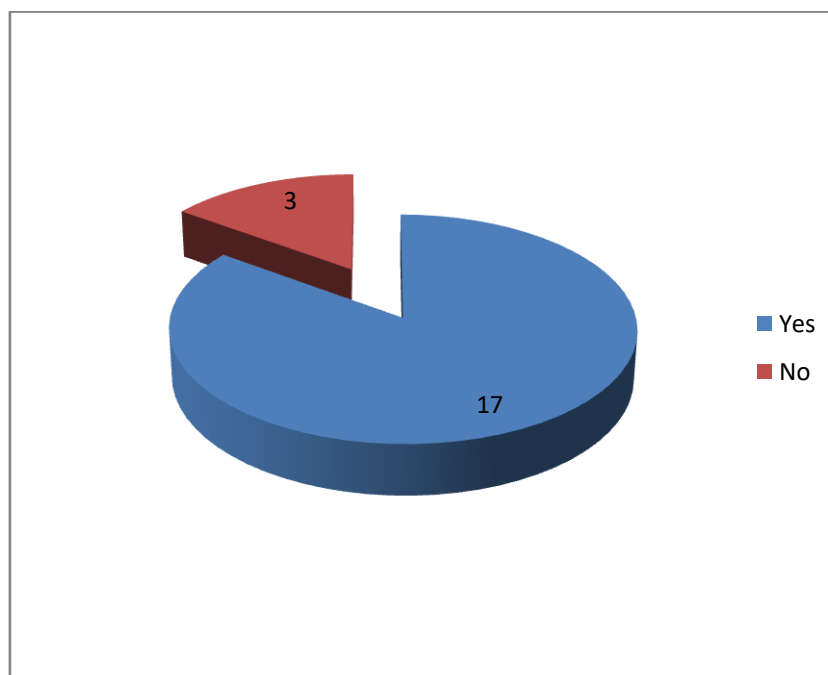
As per the study 7 of the respondents are the only earning member in the family. And 4 respondents said there are 2 members who are earning in family and 9 respondents said there are more than 2 people who are earning in their family.

Awareness of support and incentives provided by government



As per the survey done 4 respondents said they are not aware of any support and incentives provided by government. And 16 respondents said they are aware about the support and incentives provided by government to rural entrepreneurs.

Obtaining any kind of Aid by government



As per the study most of the respondents are obtaining government aids in their respective fields. These aids by the government help in motivating rural entrepreneurs and developing their socio economic status.

Findings and suggestions

1. The socio economic status of rural entrepreneurs has been increasing gradually.
2. The rural entrepreneurs are financially independent and also there is a scope for micro financing.
3. There is a wide market opportunity for rural entrepreneurs.
4. Rural entrepreneurs can provide employment opportunity and tackle the problems of unemployment.

Conclusion

The socio economic statuses of rural entrepreneurs have been gradually improving day by day. There is no drastic change because of lack of technical skills among them to tap the opportunities available in rural market.

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