



# Rising Problems and Challenges in Rural Entrepreneurs

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**ABSTRACT - Rural entrepreneurship was a neglected domain throughout the past, but with the unfold of education and awareness among the agricultural enterprisers the image has been changed and thus the agricultural enterpriser has emerged as today's most haunting and sacred entrepreneurs. When we have a tendency to speak about a nation, the agricultural entrepreneurship plays a role among the economic development and makes important contributions to the process of the country. The event of the country would be really slow if the agricultural entrepreneurship is neglected and stopped to affix the foremost stream of productive activities. This paper unfolds the importance of rural entrepreneurship and collectively focuses the role of rural entrepreneurs among the Indian economy and conjointly their contributions to the economic development. Varied broader objectives like growth with equity are achieved by enabling the event of rural entrepreneurship. There's necessity of molding and shaping the agricultural entrepreneurship with the entrepreneurial traits and skills. This could alter the entrepreneurs to adapt with the changing trends in every the domestic and world markets and designed up competencies enough to sustain and try for excellence. The paper collectively makes an attempt to look out the challenges and problems for the potentiality of rural entrepreneurship. It collectively tries to concentrate on the most problems Janus-faced by entrepreneurs notably among the sector of commercialism of product, various primary amenities like water, convenience of electricity, transport facilities, required energy and financial amenities. Among the light-weight of this associate degree analysis paper focuses on the most challenges and problems on the market within the Indian market by en-cashing the chances and prospects of an analogous to be an prepared and winning entrepreneur.**

*(Key words: Challenges, Rural Entrepreneur & Rising Problems)*

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