

A Study on the Growth and Performance of Selected Rural Entrepreneurs in Sonitpur District, Assam

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Abstract

India may be one of the fastest growing economies of the world today but about 19 crore people continue to live in abysmal poverty in rural India line. Declining agricultural share, lack of employment opportunities and facilities, continuous rural population migration to urban areas continue to challenge rural development in India. Assam being no exception on state heavily dependent on agriculture has 64% of its total work force employed as cultivation and agriculture labourers. lack of employable opportunities create entrepreneurial possibilities which are evaluated in this study. The study evaluates the responses of 144 entrepreneurs performance in the Sonitapur district of Assam. It identifies the possible cause, benefits and citation to the entrepreneurial venture in Assam. Findings suggest that the most of the entrepreneurs performance has been judged by increase in profits, sales and employment. It suggest that entrepreneurship would be conducive for rural capacity utilization and development while solving rural problems like unemployment, poverty and low level of standard of living.

I. 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. Kumar (2006) for the strength of the country there is a necessity to develop the villages. Development of a country is a choice loaded on its people, whether urban or rural. It is individuals who shape up a society and decide its progress and performance. Urban and rural are two sides of the same coin of economic development. Srivastava (2006) while the urban sector has witnessed phenomenal growth and development, fuelled by the post independence era of industrialization, the rural sector saw little corporate growth. The North- East region of the country is poised for a major economic leap along

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- Rural saving potential has to be harnessed by suitable strategies. Micro finance organizations both at governmental and cooperative sectors should be set up for producing concessional finance to rural entrepreneurs
- The government should provide a free slot on national radio and television for rural entrepreneurship training, education and networking with other entrepreneurs.
- Appointment of MSME Ombudsman and having one stop centre for needs of rural entrepreneurs to be established
- Industrial policy of the state should be strengthened to encourage the unemployed persons to seek entrepreneurial career by providing financial and non-financial assistance

VI. Conclusion

Entrepreneurship plays a vital role in the growth of our economy. It acts as a catalyser in fostering the initiative to undertake economic activities for the production and distribution of wealth. In rural areas larger amount of potential, remain untapped due to lack of supportive means and management. Proper entrepreneurial skill and marketing talent are to be given to rural entrepreneurs through proper training programmes for carrying entrepreneurial activities. What the rural micro entrepreneurs need is encouragement and support from the family members, government and societies. These rural entrepreneurs must be involved in modern small scale units. If they are properly trained and provided with the required capital rural India and informal sector will develop, and this, in turn, will reduce the migration of rural people to urban areas in search of livelihood.

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