



RURAL ENTREPRENEURSHIP: A KEY TO RURAL REVITALIZATION

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ABSTRACT

Rural entrepreneurship is now a day major opportunity for people who live in rural areas. Entrepreneurs are driven to achieve success in their business along with the qualities of a Leader, Manager, Dreamer, Innovator, risk taker, continuous learner, and decision maker & most important to implement all of these qualities into the work. There are a lot of examples of entrepreneurs in North East India who are now called synonymous with 'Success'. They saw the bigger picture but wisely started their business as a very small unit. Entrepreneurs set the example of turning their dream into reality, but success is not always as easy as it looks. It is also a fact that the majority of rural entrepreneurs are facing many problems due to the non-availability of primary amenities in rural areas of developing states like Manipur. Lack of education, financial problems, and insufficient technical and conceptual ability it is too difficult for rural entrepreneurs to establish industries in rural areas. This paper makes an attempt to find out the level of emotional intelligence towards rural entrepreneurship in Senapati District of Manipur. The findings of the research activity could help policy planners to enhance the economics development of rural entrepreneurs in Senapati district of Manipur, India.

KEYWORDS: *Emotional Intelligence, Rural Entrepreneur, Entrepreneurial Issues, Prospects of Entrepreneurship, Economic Development.*

INTRODUCTION

Since entrepreneurship is a major contributor to economic growth, it has assumed special significance in today's dynamism of the commercial world. Establishing new businesses fosters economic growth in their areas and significantly boosts regional economies. Numerous municipalities that have started entrepreneurial development plans over the past 20 years have made this principle very clear. Undoubtedly, fewer than half of all new enterprises remain in business after their first few years, and even fewer go on to experience rapid development (Malecki, 1988).

The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of rural population to the cities. What is needed is to create a situation so that the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better opportunities there. In other words, migration from rural areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have

not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expenditure of the Government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a sane government. Moreover, when a slum is demolished people do not move out of urban localities. They only relocate to a nearby place because they are entrenched in the economy of the town or city. Though governments have tried out various schemes for generating incomes in the rural areas such as government initiatives have not stopped people from moving out of villages to cities. This is because such government initiatives are not on their own capable of enabling people to earn adequately and ameliorate their conditions. There has to be some committed enterprising individual or a group of people.

Still, entrepreneurs are now recognized as vital sources of economic growth to local communities, and that has spawned new entrepreneurship programmes (Leicht & Jenkins, 1994). Entrepreneurs connected their communities to the larger, global economy, produced new jobs, and raised local incomes and wealth. These advantages did, however, fluctuate significantly between various types of entrepreneurs. Some business owners founded their companies in an effort to improve their quality of life. Other businesspeople launched ventures that would experience rapid growth. While many new businesses fail, those that do frequently create jobs, raise salaries and add new wealth to a community (Henderson, 2002).



Different people assign different meanings to the phrase "rural entrepreneurship." It can be characterised as rural entrepreneurship. In other words, the industrialization of rural areas was implied by rural entrepreneurship. Any business with a population of under 10,000 people in a rural area, or any other business that produces goods or provides services with or without the use of electricity, and whose fixed capital investment per worker does not exceed a thousand rupees, is considered a rural enterprise (Soundarapandian, 1999). The rural business was encouraged with the justifications of labour-intensive spirit, employment possibilities, balanced regional development, fostering art and creativity, etc. for the growth of rural enterprise (Matthani, 1978). However, there were a number of obstacles to the growth of entrepreneurship in rural areas, including a lack of financing available, the use of antiquated technologies, subpar quality standards, and unsafe infrastructure. The introduction of effective measures for fostering entrepreneurship in rural areas depended on rural entrepreneurship (Mandal, 2011). Entrepreneurs, according to Meridith et al. (1983), were self-assured, task-result-driven, risk-takers, possessing leadership abilities, and future-oriented. Entrepreneurial characteristics include self-assurance, independence and individuality, optimism, a need for success, a profit-oriented mindset, persistence and perseverance, determination and hard work, drive and energy, initiative, risk-taking ability and a desire for challenges, leadership behaviour, responsiveness to suggestions and criticism, innovative and creative thinking, flexibility, resourcefulness, versatility, knowledge, foresight, and perceptiveness.

According to Nandram & Samsom (2007), in order to be a successful entrepreneur, a person must be vigilant to notice the chances needed to launch an entrepreneurial activity and be convincing when requesting collaboration or investment. To work effectively, he must be able to draw lessons from his own experiences and be goal-oriented. Entrepreneurial qualities included being decisive, pragmatic to reduce uncertainty, flexible in their surroundings, and self-assured to handle successes and mistakes. Entrepreneurial traits, according to Nurwahida & Manaf (2012), were crucial to identify among entrepreneurs given that they have drawn attention on a global scale. More research has been done on the factors that influence an entrepreneur's success as an entrepreneur. According to Ramalingam & Gayatri (2009), innovation can be employed as a tactical tool for the growth of entrepreneurship. The study came to the conclusion that tiny

innovations in rural areas would undoubtedly catch up with the rest of the population, improving the quality of life for many individuals across the nation. Personality factors may indirectly affect entrepreneurial performance, according to Tsai et al. (2008). As a result, it is possible to consider entrepreneurship as a mediator between personality qualities and entrepreneurial intention.

Sherief (2005) made an effort to comprehend the factors that influence rural entrepreneurship and the circumstances that support its growth. The study came to the conclusion that entrepreneurship needed to be encouraged in order to hasten economic development in rural areas. According to Dollingers (2003), entrepreneurship was defined as the act of innovating in a risky and unpredictable environment to form a new economic organisation. The Big Five Scale was considered the most reliable scale to measure a measurable personality attribute. According to Goldberg (1981) and Peabody (1987), the big five personality traits conscientiousness, extraversion, openness to experience, and agreeableness significantly and positively influence entrepreneurship, while neuroticism significantly and negatively influences it.

After analysing the literature, it was discovered that little research had been done on the level of emotional intelligence towards rural entrepreneurship in Manipur's Senapati area. As a result, it was decided to take up the study on the level of emotional intelligence towards rural entrepreneurship in the Senapati district. This study sought to identify the numerous entrepreneurial features among Senapati District's rural entrepreneurs as well as to acclimatize them to those traits.

METHOD

The study was exploratory in nature. The primary data was used to meet the objectives of the study. Keeping in view the aforesaid objectives in mind, the rural entrepreneurs in the district were included as the research population. The study was conducted in the Senapati District of Manipur where two blocks, namely Karong and Tadubi, were selected as the study area. In order to find out the level of emotional intelligence towards rural entrepreneurs 19 and 22 sample entrepreneurs were selected from each of the two blocks respectively. A total of 41 entrepreneurs were administered with a well-structured schedule.

**Table No. 1
Sample Design**

Coverage	Senapati District, Manipur
Sample Unit	Rural Enterprises have the existence of minimum 3 years or more with a minimum of 2 workers.
Sample Element	Enterprise owner
Sampling Technique	Simple Random Sampling
Population	205 Enterprises
Sample Size	41 Enterprises (20% of the population)

The primary data was collected from the enterprise owners through a well-designed schedule. A personal interview method of data collection was also adopted to

collect primary data from the entrepreneurs. The five-point Likert scale was used in designing the schedule. Different responses were grouped into a number of categories and



analyses were made on the number falling into the groups. statistical package for social sciences (SPSS) software.
 Collected data were presented in the statistical tables using

Table No. 2
Mean and Standard Deviation of emotional intelligence towards rural entrepreneurship

Descriptive Statistics				
	N	Mean	Std. Deviation	Rank
I seek out to meet the group’s mission	41	3.6097	1.18063	14
I adapt to the changing circumstances	41	2.3902	1.18063	16
I am organized and careful with my work	41	4.5121	0.59673	1
I can reflect and learn from my experience	41	4.2782	. 0.67172	2
I provide original solutions to problems	41	4.0587	. 0.70538	6
I always look for new ideas	41	4.0000	. 0.94868	8
I take strong positions based on my principles	41	4.0975	. 0.83080	5
I adopt new perspectives and approaches	41	3.0731	1.23268	15
I am aware of my capabilities and my limitations	41	3.8536	1.01392	11
I fulfill my commitments and my promises	41	3.8780	. 0.92723	10
I have a strong motivation to achieve	41	3.7804	1.01272	12
I realize the power relationships within a group	41	4.0487	. 0.66900	7
I am aware of when to make a change	41	3.7560	1.13535	13
I promote the enthusiasm of the people	41	3.8780	1.12238	10
When necessary, I take decisions independently	41	4.1707	. 0.94610	4
I believe in mutual beneficial relationships	41	4.1951	. 0.95445	3
I am very committed to train others	41	3.9268	1.10431	9

Source: Primary Data

The analysis indicates the mean and standard deviation of the statements of the scale towards the level of emotional intelligence. The scale consists of seventeen statements with a five-point Likert scale. The mean value ranges from 4.51 to 2.39. The mean value shows that there is a minor difference in the statements. The calculated standard deviation lies from 1.23 to 0.59. It is found that statement “I am organized and careful with my work” has shown the highest secured of the mean value (4.51), followed by the statement “I can reflect and learn from my experience” comes second in the order (4.27). The statement “I believe in mutual beneficial relationships” comes third in the order (4.19). The statement “When necessary, I take decisions independently” comes forth in order (4.17). The statement “I take strong positions based on my principles” comes fifth in order (4.09). The statement “I provide original solutions to problems” comes sixth in order (4.05). The statement “I realize the power relationships within a group” comes seventh in order

(4.04). The statement “I always look for new ideas” comes eight in order (4.00). The statement “I am very committed to train others” comes under ninth in order (3.92). The next two statement “I fulfill my commitments and my promises” and “I promote the enthusiasm of the people” comes tenth in order (3.87). The statement “I am aware of my capabilities and my limitations” comes eleventh on order (3.85). The statement “I have a strong motivation to achieve” comes twelve in order (3.78). The statement “I am aware of when to make a change” comes thirteen in order (3.75). The statement “I seek out to meet the group’s mission” comes 14th in order (3.60). The statement “I adopt new perspectives and approaches” comes 15th in order (3.07). And the statement “I adopt new perspectives and approaches” comes 16th in order (2.39).

The above analysis depicts the standard deviation value concerning the level of emotional intelligence towards rural entrepreneurship is found to be at a similar level.



Table No. 3
Distribution of the respondents by the level of emotional intelligence towards rural entrepreneurship

Factor	Frequency	Per cent	
Level of Emotional Intelligence	Very High	8	19.51
	High	3	7.32
	Moderate	26	63.42
	Low	4	9.75
	Total	41	100.0

Source: Primary Data

The above table shows the level of emotional intelligence towards rural entrepreneurship in the study area. Using K-mean cluster analysis divided economic impact into three groups high, moderate and low. The result describes that the majority of the respondents (63.42%) face a moderate level of emotional intelligence towards rural entrepreneurship: only 19.51 per cent were very high level of economic impact, 9.75

per cent face a low level of emotional intelligence towards rural entrepreneurship and 7.32 per cent were high level of emotional intelligence towards rural entrepreneurship.

It is concluded that the majority of the respondent (63.42%) face a moderate level of emotional intelligence towards rural entrepreneurship in the study area.

Table No. 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.596
Approx. Chi-Square	372.674
Bartlett's Test of Sphericity	df
	136
	Sig.
	.000

In Table 4, KMO measure of sampling adequacy (0.596) was higher than 0.5. The calculated value indicated that the results from factor analysis was meaningful. Similarly, the Bartlett's test of sphericity was significant at 0.00 which was much less than 0.05 indicating that the outcome from factor analysis could be highly useful.

CONCLUSIONS

The result describes that the majority of the respondents (63.42%) face a moderate level of emotional intelligence towards rural entrepreneurship in the form of I am organized and careful with my work, I can reflect and learn from my experience, I believe in mutual beneficial relationships, When necessary, I take decisions independently, I take strong positions based on my principles, I provide original solutions to problems, I realize the power relationships within a group, I always look for new ideas, I am very committed to train others, I fulfill my commitments and my promises, I promote the enthusiasm of the people, I am aware of my capabilities and my limitations, I have a strong motivation to achieve, I am aware of when to make a change, I seek out to meet the group's mission, I adopt new perspectives and approaches, and I adopt new perspectives and approaches.

After analysing level of emotional intelligence towards rural entrepreneurship, it could be suggested that the following entrepreneur traits were needed to be a successful entrepreneur i.e., entrepreneurial identity, responsiveness, accountability, and adapt to change. Rural Entrepreneurs should be capable of making use of the government policies and schemes for the betterment of rural

people. This is possible when young people consider rural areas as places of opportunities. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. Enabling them to think positively, creatively. Young people with such perspective and with the help of rightly channelized efforts would usher in an era of rural entrepreneurship.

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