

# SCOPE OF PROMOTING INNOVATIONS IN RURAL ENTREPRENEURS AND ARTISANS IN WEST GODAVARI DISTRICT, ANDHRA PRADESH

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## ABSTRACT

Rural Entrepreneurship development set as A challenge in this scenario of globalization. 68.84 % of people live in rural areas of India, according to the 2011 Census. People in rural areas are suffering from unemployment and inadequate infrastructure facilities that can be addressed through rural entrepreneurs' growth. "Rural entrepreneurship can be defined as village -level entrepreneurship such as farming, business and acts as a powerful economic development factor." But these rural entrepreneurs are suffering from a number of problems, such as fear of risk, lack of capital, illiteracy and urban entrepreneurial rivalry. By providing job opportunities to citizens in cities, rural entrepreneurs raise the quality of life and buying power of people. In the sense of rural growth in India, this paper is an effort to explain the problems and challenges of rural entrepreneurship, artisans and potential suggestions to address the problems.

## Keywords:

Rural Entrepreneurship, Digital media assistance, Marketing assistance, financial assistance

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## Introduction

Rural growth is more linked than ever before to entrepreneurship. Entrepreneurship is now seen as a strategic planning intervention by organisations and individuals who promote rural development that could boost the rural development process. Artisans in present scenario are facing so many problems . Entrepreneurship is recognised by the entrepreneurial tendency towards rural production as the central force of industrial growth and development without being wasted or frittered away by other factors of development. Recognizing entrepreneurship as a central driver for growth alone would not, however, lead to rural development and the promotion of rural enterprises. Moreover, an environment that allows entrepreneurship in rural areas is what is needed. The presence of such an ecosystem primarily depends on policies that foster rural entrepreneurship. The effectiveness of such strategies, in particular, relies on the contextual sense of entrepreneurship, i.e. what it is and where it originates from.

## OBJECTIVES

- The primary objective of this paper is to find out association between rural entrepreneurs and artisans regarding various aspects .



The secondary aim of this paper is to assess the rural entrepreneurship eco system in west Godavari district, Andhra Pradesh

## RESEARCH METHODOLOGY

The approach of the study describes the systematic way of finding the targets. It offers a straightforward direction for clear ideas to be achieved and reached. The following are the processes in which studies have gone through to draw the conclusion

## DATA COLLECTION:

1. **Primary source:** The primary data was gathered with close-ended questions via a well-structured questionnaire. The primary data is material that is obtained for the first time and thus unique in character.
  2. **Secondary source :** The secondary sources are those that have already obtained by some other organisation, such as journals, blogs & magazines, etc.
- The sample size of this study is 100 and chi square analysis has been used in this study

**DATA ANALYSIS AND INTERPRETATION**

**1)H<sub>0</sub>:** There is a relationship between rural entrepreneurs & Artisans regarding Govt schemes

**H<sub>1</sub>:** There is no relationship between rural entrepreneurs & Artisans regarding Govt schemes

**Table 1.1 Cross -tabulation of Govt schemes & Opinion**

		Opinion				Total
		Highly dissatisfied	Dissatisfied	satisfied	Highly satisfied	
GovtRural schemes entrepreneurs	Count	9	9	18	19	50
	% within Govt schemes	18.0%	18.0%	36.0%	38.0%	100.0%
Artisans	Count	3	3	19	25	50
	% within Govt schemes	6.0%	6.0%	38.0%	50.0%	100.0%
Total	Count	6	12	35	35	100
	% within Govt schemes	6.0%	12.0%	35.0%	35.0%	100.0%

**Table 1.2 Results of chi square**

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	2.969 <sup>a</sup>	3	.397
“Likeli -hood- Ratio”	3.015	3	.383
“Linear relation”	.308	1	.578
“No. of Valid -Cases”	100		

**Analysis**

From the table, the calculated value was 2.969, and the tabular value was 0.397  $\chi$  is greater than p, hence H<sub>1</sub> is accepted.

**2) H<sub>0</sub>:** There is an relationship between rural entrepreneurs & Artisans regarding Digital Media Assistance

**H<sub>1</sub>:** There is no relationship between rural entrepreneurs and Artisans regarding Digital Media Assistance

**Table 2.1 Cross -tabulation of Digital media assistance & Opinion**

			Opinion				Total
			Ineffective	Highly ineffective	Effective	Highly Effective	
Digital Media Assistance	Rural entrepreneurs	Count	5	12	14	19	50
		% within Digital media	10.0%	24.0%	28.0%	38.0%	100.0%
Artisans	Count	4	10	16	20	50	
	% within Digital media	8.0%	20.0%	32.0%	40.0%	100.0%	

Total	Count	9	22	30	39	100
	% within Digital media	9.0%	22.0%	30.0%	39.0%	100.0%

**Table 2.2 Results of chi square**

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.452 <sup>a</sup>	3	0.929
“Likeli -hood- Ratio”	0.452	3	0.929
“Linear relation”	0.255	1	0.613
“No. of Valid -Cases”	100		

**Analysis:**

From the table, the calculated value was 0.452, and the tabular value was 0.929  $\chi$  is less than p, hence H0 is accepted

**3) H<sub>0</sub>:** There is an relationship between rural entrepreneurs & Artisans regarding Marketing Assistance

**H<sub>1</sub>:** There is no relationship between rural entrepreneurs & Artisans regarding Marketing Assistance

**Table 3.1 Cross tabulation of marketing assistance & Opinion**

			Opinion		Total
			satisfied	Dissatisfied	
Marketing Assistance	Rural entrepreneurs	Count	5	45	50
		% within Marketing assistance	10.0%	90.0%	100.0%
	Artisans	Count	3	47	50
		% within Marketing assistance	6.0%	94.0%	100.0%
Total		Count	8	92	100
		% within Marketing assistance	8.0%	92.0%	100.0%

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.543 <sup>a</sup>	1	0.461
“Likeli -hood- Ratio”	0.136	1	0.712
“Linear relation”	0.549	1	0.459
“No. of Valid -Cases”			
“Pearson’s- ChiSquare”	0.538	1	0.463
“Likeli -hood- Ratio”	100		

**Analysis**

From the table, the calculated value was 0.543, and the tabular value was 0.461  $\chi$  is greater than p, hence H1 is accepted

**4) H<sub>0</sub>:** There is an relationship between rural entrepreneurs & Artisans regarding Training and Development

**H<sub>1</sub>:** There is no relationship between rural Development entrepreneurs and Artisans regarding Training and

**Table 4.1 Cross tabulation of Training and development & Opinion**

			Opinion				Total
			poor	Quite good	Good	Excellent	
Training& Rural Development entrepreneurs	Count		5	15	25	5	50
	% within Training Programme		10.0%	30.0%	50.0%	10.0%	100.0%
Artisans	Count		4	21	22	3	50
	% within Training Programme		8.0%	42.0%	44.0%	6.0%	100.0%
Total	Count		9	36	47	8	100
	% within Training Programme		9.0%	36.0%	47.0%	8.0%	100.0%

**Table 4.2 Results of chi square**

**Results of chi square**

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	1.803 <sup>a</sup>	3	0.614
“Likeli -hood- Ratio”	1.813	3	0.612
“Linear relation”	0.606	1	0.436
“No. of Valid -Cases”	100		

**Analysis**

From the table, the calculated value was 1.803, and the tabular value was 0.614  $\chi$  is greater than p, hence H<sub>1</sub> is accepted

5) **H<sub>0</sub>:** There is an relationship between rural entrepreneurs and Artisans regarding Financial assistance

**H<sub>1</sub>:** There is no relationship between rural entrepreneurs and Artisans regarding Financial assistance

**Table 5.1 Cross tabulation of Financial assistance & Opinion**

			Opinion				Total
			Highly dissatisfied	-Dissatisfied	-satisfied	Highly satisfied	
Financial assistance	Rural entrepreneurs	Count	10	12	8	20	50
	% within financial assistance		20.0%	24.0%	16.0%	40.0%	100.0%
Artisans	Count		8	15	9	18	50

	% within Training Programme	16.0%	30.0%	18.0%	36.0%	100.0%
Total	Count	18	27	17	38	100
	% within Training Programme	18.0%	27.0%	17.0%	38.0%	100.0%

**Table 5.2 Results of chi square**

	Result	DF	Sig. (2-sided)
“Pearson’s- ChiSquare”	0.720 <sup>a</sup>	3	0.869
“Likeli -hood- Ratio”	0.721	3	0.868
“Linear relation”	0.008	1	0.931
“No. of Valid -Cases”	0100		

**Analysis:**

From the table, the calculated value was 0.720 and the tabular value was 0.869  $\chi$  is less than p, hence H0 is accepted

6) **H<sub>0</sub>:** There is an relationship between rural entrepreneurs & Artisans regarding Welfare activities

**H<sub>1</sub>:** There is no relationship between rural entrepreneurs & Artisans regarding Welfare activities

**Table 6.1 Cross tabulation of welfare activities & Opinion**

			Opinion				Total
			Ineffective	Highly ineffective	Effective	Highly Effective	
Welfare Activities	Rural entrepreneurs	Count % within Welfare activities	15 30.0%	17 34.0%	8 16.0%	10 20.0%	50 100.0%
	Artisans	Count % within Welfare activities	18 36.0%	15 30.0%	8 16.0%	9 18.0%	50 100.0%
Total		Count % within Welfare activities	33 33.0%	32 32.0%	16 16.0%	19 19.0%	100 100.0%

**Table 6.2 Results of chi square****Results of chi square**

	Result	DF	. (2-sided)
“Pearson’s- ChiSquare”	0.450 <sup>a</sup>	3	0.930
“Likeli -hood- Ratio”	0.451	3	0.930
“Linear relation”	0.205	1	0.651
“No. of Valid -Cases”	100		

**Analysis**

From the table, the calculated value was 0.450 and the tabular value was 0.930  $\chi$  is less than p, hence H<sub>0</sub> is accepted

**RECOMMENDATIONS AND CLOSURE:**

In India's economic growth, rural entrepreneurship plays a vital role in the rural economy. It helps to create job offers in low-capital rural areas, to raise people's real incomes, to contribute to agricultural growth by reducing disguised unemployment, poverty reduction, migration, economic inequality and unemployment. In order to uplift rural areas, the government should assess rural entrepreneurship growth schemes and programs. Because of a lack of capital accumulation, risk taking and creativity, rural entrepreneurship finds it hard to take off. Rural development programs ad development of artisans can develop health care, education, , investment in farming and the promotion of various programmes.

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