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ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT**Dr. A. PRAKASH****HEAD****PG & RESEARCH DEPARTMENT OF COMMERCE****JAIRAMS ARTS & SCIENCE COLLEGE****KARUR****ABSTRACT**

Entrepreneurship plays an important role in the development of a country. It is one of the most important inputs in economic development. An entrepreneur can be regarded as a person who has the initiative skill and motivation to set up a business or enterprise of his own and who always looks for high achievements. He is the catalyst for social change and works for the common good. The number and competence of entrepreneurs affect the economic growth of the country. They look for opportunities, identify them and seize them mainly for economic gains. An action oriented entrepreneur is a highly calculative individual who is always willing to undertake risks in order to achieve their goals.

MOTIVATION FACTORS THAT INFLUENCE RURAL WOMEN TOWARDS ENTREPRENEURSHIP

Dr. APARNA G. PATIL
VISITING TEACHING FACULTY
BMCC, PUNE AND MIT UNIVERSITY, PUNE
401, PERFECT APARTMENTS, PAUD BRIDGE, PUNE

ABSTRACT

Entrepreneurs are agents who play a vital role in the economic development of a nation. Women today are not lagging behind in their entrepreneurial contribution to men. However, there is much that needs to be done in respect of rural women, as a contributing factor towards a nation's socio-economic development. It is of importance to understand the motivating factors of rural women towards entrepreneurship and the factors that lie in opposition to their entry in field of entrepreneurship. This study is an attempt to find out the motivating factors towards the entry of rural women in their individual business activity, thereby providing suggestions to make their entry and journey as entrepreneurs facilitating and progressive. The study is based on the selected villages of Kolhapur district in Maharashtra. Multistage sampling and purposive sampling are used in the research to select the women from the villages in the district. The study reveals that in spite of unfavorable socio-economic factors self-motivation does play an important role towards promoting women in entrepreneurship.

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