



The Role of Rural Entrepreneurship in Alleviating Poverty in the Eastern Cape

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ABSTRACT The objective of this study was to investigate the role of rural entrepreneurship in alleviating poverty in the Eastern Cape Province. The study employed both quantitative and qualitative research approaches for data collection. Self-administered questionnaires were used to collect information from 42 entrepreneurs (owners of small business), 31 entrepreneur employees, while face-to-face interviews were conducted with 20 customers. A purposive random sampling technique was used to select the entrepreneurs. The respondents were selected through purposive sampling technique. Descriptive statistics and thematic analysis were used to analyze quantitative data and qualitative data respectively. The finding of this study revealed that rural entrepreneurship immensely contributes to poverty reduction in the Eastern Cape Province. Rural entrepreneurship contributes to poverty reduction through employment creation, skill development, social responsibility and availability and accessibility of goods and services. Therefore, the government and other relevant stakeholders should create a conducive environment in rural areas so that people can engage in entrepreneurship activities in turn poverty reduction.