

Need to Ignite Entrepreneurial Skills among the Rural Youth: A Study in Madhya Pradesh

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ABSTRACT Rural entrepreneurship is the ideal source of self-employment, which directly contributes to the development of village economy. The objective of this study is to analyse the correlation between psychological and social factors of entrepreneurship abilities in village youth. The study adopted a survey research method. Data was gathered from two districts of Madhya Pradesh, India, namely, Sagar and Damoh. Data collected from the questionnaire administered was analysed using a correlation test. Findings of the study address the factors why the rural youth do not opt for entrepreneurship as a career. The result revealed that there was significant correlation between determination and hope for success and a negative relationship was observed between age and entrepreneurship.