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Development of Entrepreneurship among Rural Women

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KEYWORDS Employment; rural youth; social system; resources

ABSTRACT Entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for number of people within their own social system. This is more beneficial for women in rural areas as it enable them to add to the family income while taking care of their farm, home and livestock centered tasks. Rural women possess abundant resources to take up an enterprise. She has the benefit of easy availability of farm and livestock based raw material and other resources. Hence she can effectively undertake both production and processing oriented enterprises. But to be a successful entrepreneur, women should process certain fundamental qualities beside the support of the family and government organizations. Entrepreneurial development among rural women helps to enhance their person capabilities but also decision making status in the family and society as a whole.