

# Challenges and Problems of Rural Entrepreneurship in India

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**Abstract:** Rural entrepreneurship is now a significant possibility for those who relocate from rural or semi-urban areas to urban settings. On the contrary, it is also true that the majority of rural businesses face numerous challenges due to a lack of essential amenities in rural parts of developing countries such as India. Lack of education, financial constraints, limited technical and conceptual competence, and other factors make it difficult for rural entrepreneurs to create industries in remote areas. This paper makes an attempt to find out the Problems and Challenges for the of Rural Entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the fields of Marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc

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