

# PERSPECTIVES ON BUSINESS MANAGEMENT

## Volume-1

**SRUTHI. S**

**Archers & Elevators Publishing House**  
**Bangalore- 560 090 India.**



A handwritten signature in blue ink, appearing to be "Pal" with some additional scribbles below it.

**Principal**  
C.S.M.'s Arts & Commerce Colleg  
Chakan, Tal-Khed, Dist-Pune.

**ARCHERS & ELEVATORS PUBLISHING HOUSE**

131 AGB Lay out, 6<sup>th</sup> Cross

Hesaraghatta Main Road

Bangalore-560090(INDIA)

Mob: + 91 9164362263

E-mail: archerselevators@gmail.com

Website: www.aeph.in

***Perspectives on Business Management Volume-1***

© Archers and Elevators Publishing House

First Edition 2020

ISBN: 978-81-950384-8-0

Price: Rs.850/-

All rights reserved. This book or parts therefore, may not be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording or an information storage and retrieved system now known or to be invented, without written permission from copyright owners.

**PRINTED IN INDIA**

A & E printers, Bangalore-90

ii



Principal  
G.S.M's Arts & Commerce College  
Chakan, Tal-Khed, Dist-Pune.



**CONTENTS**

SL NO.	TITLE	PAGE NO.
1	ISSUES AND CHALLENGES OF WORK LIFE BALANCE IN BANKING INDUSTRY <b>DR. D. JAYAPRASAD</b>	1
2	CREATING A FOOL PROOF SUPPLY CHAIN <b>PALLIKKARA VISWANATHAN</b>	7
3	PERSONALISED TARGETING <b>MR. PRAVEEN P.M</b>	12
4	GREEN BANKING FOR ENVIRONMENTAL SUSTAINABILITY <b>DR. SUNITA GUPTA</b>	17
5	CORPORATE SOCIAL RESPONSIBILITY: IN THE EYE OF INDIAN LAW <b>GOURAB DAS</b>	23
6	DESTINATION IMAGE: A CONCEPTUAL STUDY <b>DR. NATASHA SAQIB</b> <b>DR. SUMAIRA JAN</b>	28
7	HR STRATEGY: THE POWER BROKER OF CHANGE <b>DR. AMARJOT VERMA</b>	35
8	A STUDY OF THE FINANCIAL SERVICES AND INTERMEDIARY IN INDIAN ECONOMY <b>DR. D. V. INGLE</b>	39
9	A STUDY OF DEVELOPMENT OF ENTREPRENEURSHIP AMONG WOMEN IN RURAL SECTORS OF ASSAM <b>MISS. BARNALI DUTTA</b>	43
10	WORK LIFE BALANCE AND ORGANIZATIONAL CULTURE: FROM THE PERSPECTIVE OF MILLENNIAL MALES <b>DR. SUPRIYA PAL</b>	46
11	CASE STUDY ON THE SELECTED INDIAN BUSINESS SCHOOLS ABOUT THEIR ETHICAL BEHAVIOUR AS HIGHER EDUCATIONAL INSTITUTIONS <b>DR. SUDIPTA MONDAL</b>	51
12	RURAL ENTREPRENEURSHIP SITUATION IN INDIA <b>DR. DATTATRAYA TAMBE</b>	57
13	IMPACT OF COVID-10 ON BUSINESS MANAGEMENT: RETAIL, E-COMMERCE AND DIGITAL TRANSACTIONS <b>MS. PRIYANKA GANDHI</b> <b>MS. SILKY MADAN</b>	64

iii



Principal

C.S.M's Arts & Commerce College  
Chakan, Tal-Khed, Dist-Pune.





# RURAL ENTREPRENEURSHIP SITUATION IN INDIA

**DR. DATTATRAYA TAMBE**

Associate Professor, HOD, Commerce

CSM's Arts & Commerce College Chakan, Tal, Khed, Dist-Pune, 410501  
Maharashtra (India)

## ABSTRACT

Entrepreneurship plays a significant role in the economic development of a country. They act as a boost engine to the development of a nation. The rural entrepreneurs are facing major problems in India. So there should be proper rural industrial policies to the development of rural entrepreneurship. The government must focus on rural development, awareness programs, proper industrial education and training etc. Government should conduct proper activities and should motivate rural youth to take entrepreneurship as their career option. The also makes an attempt to find out the challenges and problems for the potentiality of rural entrepreneurship. It also tries to focus on the major problems faced by entrepreneurs especially in the field of marketing of products, other primary amenities like water supply, availability of electricity, transport facilities, required energy and financial amenities. In the light of this research paper focuses on the major challenges and problems available in the Indian market by encasing the possibilities and prospects of the same to be an able and successful entrepreneur.

**Keywords:** Rural Entrepreneurship, Problems, Challenges & Suggestions etc.

## INTRODUCTION

Rural entrepreneurship is key element to the economic growth and development of India, particularly in the rural economy. It helps in generating employment opportunities in the rural areas with low capital, raising the real income of the people, contributing to the development of agriculture by reducing disguised unemployment, reducing poverty, migration, economic disparity, unemployment. Government should go for appraisal of rural entrepreneurship development schemes and programmes in order to uplift rural areas. The Entrepreneurial Development is not a recent concept that has suddenly caught the attention of the government of our nation. It has been there since the Vedic age and has continued to influence the culture and economy of our country down the ages. Today it is considered to be an important tool of development, industrialization and a solution to the perennial problem of unemployment. In the present paper an attempt has been made to study the major challenges and problems of Entrepreneurship in India and the current scenario of entrepreneurship in the development of a nation. The data used in the study are mainly from the secondary source.

## OBJECTIVES OF THE STUDY

1. To analyze the roles of rural entrepreneurs in economic development
2. To study the problems in rural entrepreneurship
3. To suggest some remedial measures to solve the problems faced by rural entrepreneurs
4. To study the major challenges & opportunities faced by rural entrepreneurship in India



A handwritten signature in blue ink, appearing to be "D. T. T." or similar.

Principal

C.S.M.'s Arts & Commerce College  
Chakan, Tal-Khed, Dist-Pune.