

Challenges for countryside entrepreneurs and efforts to solve them in Indian scenario

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■ **ABSTRACT :** The monetary development of our country mainly depends on the development of rural areas and the living standard of people. Therefore, countryside entrepreneur is one of the main inputs in the economic development of a country. It helps in removal of rural poverty in India. For that reason, there ought to be more stress on involved rural development programmes. Rural youth should be confident to take up entrepreneurship as a career, with training and sustaining support systems along with necessary assistance. There is also needs to have a well-organized keeping up market and government's support in this ambience.

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