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## CHALLENGES AND OPPORTUNITIES OF RURAL ENTREPRENEURSHIP

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### ABSTRACT

Rural community development is greatly aided by entrepreneurship. In rural areas, the focus on entrepreneurship is built on fostering a culture of entrepreneurship and encouraging the gradual expansion of locally based businesses. Rural areas' development and growth contribute to the creation of self-employment, the expansion of industrial and economic activities, and the best possible use of the local labor force and raw resources that are readily available there. Now-a-days For those who moved from rural or semi-urban areas to urban ones, rural entrepreneurship has emerged as a major possibility. The purpose of the study is to comprehend the main obstacles and possibilities that entrepreneurs may encounter in rural areas. A qualitative method was employed for the purpose of the study, where convenient and purposive sampling was used in choosing the respondents. A total population of small scale business operated in northern Taraba state were co-opted in which a sample of 30 respondents were selected from three local government areas from the zone. Content analysis was introduced in analyzing the responses gathered from the field. It has been discovered that rural entrepreneurs are facing a lot of challenges in spite of many opportunities. And it was found that a lack of government support was affecting the progress of entrepreneurship in rural

areas of northern Taraba State. The study also recommends the urgent need for support for this category in order to contribute to the development of the nation.

**Key Words:** Rural entrepreneurship, Challenges, Opportunities.

## **INTRODUCTION**

What should be known about how entrepreneurship contributes to economic and social growth has become the primary emphasis of entrepreneurship literature rather than what is known about an individual entrepreneur. While big and small-scale industrial setups have constituted a significant portion of entrepreneurship research, the current trend of these studies is noted with craftsmen and farmers, who constitute the key forces of rural entrepreneurship (Hudson, 2010; Koyana & Mason, 2017; Afolabi, 2016). According to Ngugi, McOrege, and Muiru (2013), the phrase "rural entrepreneurship" refers to all forms of rural entrepreneurship with a concentration on small businesses like carpentry, tourism, and other artisanal endeavors. Rural entrepreneurship places a strong emphasis on rural industrialization and meeting the needs of rural residents by creating jobs.

In Nigeria, there is little evidence to support the government's efforts to promote rural entrepreneurship. Important indicators that the country's development agenda has not yet been reflected in the growth of rural entrepreneurship include the rising rate of youth unemployment and the economic and social repercussions that accompany rural migration to urban centers for employment opportunities. Many of the difficulties that rural enterprises in Nigeria face are made worse by these circumstances. For instance, the information that is currently available indicates that the poor state of Nigeria's infrastructure and the lack of social amenities like power and well-maintained roads are significant barriers to the development of rural entrepreneurship (Osunde, 2016; Alabi, Famakinwa, & Ogunjimi, 2017).

This paper's primary contribution is to expand on the limited number of scholarships that are offered in the literature on rural entrepreneurship as a development tool in Nigeria. In addition, it is undeniable that the current body of scholarship is still underrepresented in the overall picture of Nigeria's reaction to rural entrepreneurship as a tool for economic development. It is possible to have a better understanding of the challenges and opportunities facing rural entrepreneurship through this account, as well as to swiftly identify a potential path for its contribution to the country's economic development. The paper switches from describing rural entrepreneurship conceptually to looking at its obstacles and future prospects from a variety of perspectives.

Following, the various methodological approaches were clarified, while the Fishbein and Ajzen (1985) theory of planned behavior was explained as the theoretical leaning. The analysis and interpretation of the many themes that emerged

from the transcripts of the interviews, as well as the conclusions that followed from these results, took up the next section of the work.

## **STATEMENT OF THE PROBLEM**

Rural entrepreneurs in Taraba State are in a serious dilemma regarding the success of their businesses as a result of enormous problems that have always hindered their efforts to generate jobs for their local communities. These restrictions were always anchored by a lack of technical know-how, inadequate support from the government, and a lack of adequate infrastructure to enable them to run their operations successfully.

This study was carried out in order to find out how those problems affect the success of rural entrepreneurship in northern Taraba State. And to analyze the opportunities readily available if the problems were overcome.

## **STUDY OBJECTIVE**

The main target of this research is to analyze the challenges and problems of rural entrepreneurship in North Taraba State, while other determining objectives are as follows:

1. To determine if rural entrepreneurs do receive any kind of support from the government.
2. To find out if there are any opportunities for small scale businesses in rural areas of northern Taraba State.

## **RESEARCH QUESTIONS**

1. Does your business receive any support from the government?
2. As an entrepreneur, do you see any opportunities in your community?

## **LITERATURE REVIEW**

### **THEORIES OF RURAL ENTREPRENEURSHIP**

#### **ENTREPRENEURSHIP ECOSYSTEM**

According to B. Robert (2008), the entrepreneurship ecosystem is a peculiar system of interdependent actors and relations that directly or indirectly supports the emergence and expansion of new businesses.

Governments, schools, universities, the private sector, families and friends, investors, banks, entrepreneurs, social leaders, research centers, labor representatives, students, international aid agencies, etc. are examples of the organizations and people that represent these components and are referred to as "entrepreneurship stakeholders" (stam, 2015).

Entrepreneurial ecosystems have the power to both accelerate stable economies' economic growth and act as the main driver in saving economies that have seen a precipitous collapse. A model that motivates the person while also taking into account social circumstances that are outside of the individual's control is necessary. A single perspective is necessitated because the individual's personality and behavior, political and legal system, and social mores are intertwined with the national culture from which they originate (Lee and Peterson 2000).

Environment Model One of the major conclusions from this study is the necessity for an entrepreneurial model that takes into account all the elements that might make an enterprise successful or unsuccessful. The study of their influence within a single framework allows for a systematic understanding of the factors that support and restrict entrepreneurship, despite the fact that the components by themselves may be readily accepted as obvious factors contributing to the success or failure of an entrepreneurial effort. Figure 1 shows a conceptual framework for the entrepreneurial ecosystem. The eco system model was created using a framework of eight support systems and a number of variables that affect how each support system is structured (Bönte, W. 2011).

1. Moral support consists of the role played by the entrepreneur's father, mother, sibling, spouse, in-laws, relatives, European Journal of Business and Management
2. Financial support comes from the immediate family, banks, venture capitalists, friends, relatives, in-laws, educational institutions, angel investors, and small investors from the capital market, foreign financial institutions, government bodies, and credit from suppliers.
3. Network support refers to organizations like The Indus Entrepreneurs (TiE), the National Entrepreneurship Network (NEN), and the Confederation of Indian Industry (CII). It includes specific industry associations, alumni associations, online social networking sites like Facebook and LinkedIn, friends, and a network of suppliers and distributors.
4. Government support emanates from clusters like the Small Industries Development Corporation (SIDCO), educational programs for micro, small, and medium enterprises (MSME), incentives, incubation centers, infrastructure facilities, awards, and legal procedures.
5. Technology support is provided by government funded incubation centers, new technology developed in educational institutions, imported technology know-how, and the talent pool available locally.

Market support refers to the opportunities in the market, reports from the government and trade associations, the support of suppliers, and loyal customers. Acceptance of the product on consignment by the intermediaries, trade shows, and exhibitions.

7. Social support in the form of awards from trade associations, acceptance of venture failure, and exposure by the media Social respect bestowed on the entrepreneur also counts as social support.

8. Environmental support includes the availability of natural resources and climatic conditions.

### The relationship between entrepreneurship and small scale businesses

Most entrepreneurial ventures start out as small businesses; not all small businesses are entrepreneurial in the strict sense of the term. Many of our local small businesses offer existing products or services and are not aiming for growth, but entrepreneurial ventures offer innovative products or services and aim to become companies. John Wilthson (2017)

### INSTITUTIONAL THEORY

Rural entrepreneurship is influenced by the social, cultural, and regulatory institutions present in a rural setting. This theory argues that these institutions shape entrepreneurial behavior and outcomes. For example, rural entrepreneurs may face unique challenges related to infrastructure, policy support, and cultural norms, which can either enable or hinder their activities.

### RESOURCE BASED VIEW (RBV)

This theory suggests that rural entrepreneurs can leverage the unique resources and capabilities found in rural areas to create competitive advantages. These resources may include the natural landscape, local culture, community networks, and specialized knowledge. By effectively utilizing this resource, rural entrepreneurs can develop suitable businesses (Ajzen, 2015).

### PROBLEMS OF RURAL ENTREPRENEURSHIP (EMPERICAL EVIDENCE)

There is little doubt that the majority of rural African economies, including Nigeria, are in terrible shape. Most rural communities in Nigeria are marked by poor income earners, low productivity turnout, a lack of infrastructure, and high levels of poverty High population density and unemployment, with about 50% of people living in rural areas (NBS, 2018). With this evidence, various views have been mentioned in the entrepreneurship and economic literature that, aside from rural populations that are carefully planned along any economic developmental agenda, little significant progress will take place in underdeveloped countries.

First off, it has been reported that a major obstacle impeding the development of rural entrepreneurs is a lack of financial support systems (Sule, Alinno, & Ikwegbe, 2013). According to Akhakpe, Fatile, and Igbokwe-Ibeto (2012), the Nigerian Bank of Industry (BOI-hereafter) hasn't made much efforts to support rural entrepreneurs. This is because the BOI has primarily been used as a political pawn by the wealthy members of society. Similar to this, the failure of Nigeria's successive governments

to make significant investments in its social and physical infrastructure has also continued to be a hot button issue for the struggle of rural entrepreneurship.

According to Alabi, Famakinwa, and Ogunjimi (2017), Nigeria's decades-long lack of infrastructure has caused many rural innovations, including those in the agricultural produce industry, to fail. In other words, poor transportation systems have severely harmed Nigeria's gross domestic product (GDP), which is mostly a result of the rural populations' dependence on agricultural products like cassava, palm oil, and other agricultural products (Afolabi, 2016). Therefore, one of the obstacles to rural entrepreneurship in Nigeria is access to entrepreneurial and business training (Kolawole & Ajila, 2015). On numerous fronts, the difficulties of unemployment and poverty have been identified as barriers to rural business. For instance, the fact that the unemployment rate for young people in rural areas is over 59.9 percent, double the rate in urban areas (NBS, 2019), has led to an increase in competitiveness among rural business owners who must compete for limited resources to survive (Alabi, Famakinwa, and Ogunjimi, 2017).

Rural entrepreneurship deters people from moving to cities. The arguments around this claim have been advanced as a crucial element of rural entrepreneurship as a way to relieve urban city congestion while generating jobs for rural residents (Olabisi & Olagbemi, 2012; Mazzarol, 2015). The growing issue of widespread unemployment and underemployment in rural communities has a simple solution: rural entrepreneurship (Kolawole & Ajila, 2015). In other words, Sykes, Gurbuzer, and Principia (2016) found that the formation of industrial units and other business centers in rural areas through rural entrepreneurship innovations has high momentum for creating jobs and income. However, given that rural unemployment in Nigeria is still at an all-time high, there is little evidence to support this (NBS, 2018).

## **EMPERICAL EVIDENCES**

However, rural entrepreneurship is crucial for fostering innovation, sustaining and growing communities, creating job opportunities, and balancing the relationship between farming, land use, community development, and economic growth (Atterton et al., 2011; Newbery and Bosworth, 2014; Phillipson et al., 2011). Despite its significance, rural entrepreneurship as a subject of study has a strong tendency to concentrate on the developed world (Pato and Teixeira, 2014). International development's realm is, in turn, the developing globe. History has seen the development of the two areas diverted into separate academic compartments. Just 20% of people reside in rural areas in OECD nations, compared to 63% in Sub-Saharan Africa (OECD, 2015), which shows how strange this is. From the perspective that this division represents an academic structural hole (being two networks with very little exchange between them), the Special Issue called for

articles to bridge the gap and enable positive knowledge flows between the silos. In order to apply theory to both the developing and developed rural contexts, authors were invited to submit articles and case studies. From among the many submissions we received that made an effort to do this, we selected seven that stood out for their emphasis on both the significant similarities and distinctions across the situations. The significance of networks, communities, and the supply chain is highlighted in papers from Wales and Ghana. Providing access to resources and markets, networks are seen as essential to rural entrepreneurial company here. Although trust was vital to both parties (Davies and Mason-Jones, 2017), the evolving Ghanaian environment produces varying findings, suggesting that theoretical nuances need to be further investigated (Acheampong et al., 2017). The effects of marginality and uneven development on frequently ignored rural areas are illustrated in papers from Scotland and Israel. In this situation, the developed can include the developing setting, successfully hiding them from political consideration and resulting support (Burnett and Danson, 2017; Farja et al., 2017). On the other hand, studies from India and other nations show the scope of extremes in emerging environments, where abject absolute poverty levels are difficult to compare to relative poverty in developed rural areas (Ladd, 2017; McKague et al., 2017).

## **CHALLENGES FACED BY RURAL ENTREPRENEURSHIP**

Although there are a lot of opportunities for rural entrepreneurs, they must also overcome a number of obstacles:

- **Family Challenges:** People in villages prioritize employment over jobs, which is a great attitude. The ability of rural residents to make money from owning and operating rural industrial units is a major source of concern for them. Parents won't be excited if their children choose entrepreneurship over a family-run career or job. Even if someone is eager about launching a business, unfavorable remarks (from family members) will prevent them from doing so (Bhushan, 2018; Patel and Chavda, 2013; Vedanthadesikan and Pathmanathan, 2016).
- **Financial Obstacles:** For ambitious entrepreneurs, obtaining business financing in rural areas is a major obstacle. If visionaries intend to operate online enterprises in rural areas, the issue multiplies. Obtaining early company capital from small and medium-sized rural entrepreneurs becomes a monumental challenge because venture funding is not readily available to them (Bhushan, 2018; Jayadatta, 2017; Vedanthadesikan and Pathmanathan, 2016; Patel and Chavda, 2013).
- **Social Challenges:** New entrepreneurs are under a great deal of pressure from social challenges. Sometimes, these obstacles prevent potential business owners from reaching new heights. New and small business owners are put under a lot of pressure when compared to successful friends, siblings, coworkers, and relatives based on their income and social status, and this is where the social challenge starts (Bhushan, 2018; Sundar and Srinivasan, 2009; Vedanthadesikan and Pathmanathan, 2016).

- **Policy Obstacles:** Because of changes in government policies, there are numerous changes occurring in the corporate environment. There are many changes that must be made in strategies for rural industrialization as a result of the implementation of GST (Goods and Services Tax), TRIPS (Trade-related Aspects of Intellectual Property Rights), and TRIMS (Trade Related Investment Measures), which poses a challenge (Bhushan, 2018; Vedanthadesikan and Pathmanathan, 2016; Patel and Chavda, 2013).

**Mall Culture:** As a result of globalization and western culture, Indian consumers are heavily impacted by shopping malls and shop-in-shops. Shopping centers provide services of unparalleled excellence. Shopping centers give customers more choices, which increases foot traffic compared to traditional stores (Saxena, 2012). • **Poor infrastructure and power outages** are the main issues that prospective rural entrepreneurs must deal with. India is not a developed country; rather, it is a developing one (Sundar and Srinivasan, 2009). To hasten the rise of rural industrialization, significant investments must be made in infrastructure, including power and water supply systems, buildings, roads, bridges, etc. (Saxena, 2012; Sharma et al., 2013).

- **Rural areas have technology difficulties** since they are not technologically savvy. In urban India, new innovations and technologies are adopted at a higher pace than in rural India. Even though the government has launched some program, the average person is yet to engage with it. When potential entrepreneurs seek to launch an internet business, the issue is exacerbated. (Bhushan, 2018; Vedanthadesikan and Pathmanathan, 2016; Patel and Chavda, 2013; Jebadurai, 2013) They lack knowledge about the best technology and how to use it efficiently.

## **METHODOLOGY**

The study used an exploratory research approach to fill in the knowledge gaps about rural entrepreneurship in northern Taraba State. For the purpose of understanding the hypotheses put forth in this study, data were elicited using the qualitative research method. Respondents were selected from Karim Lamido, Lau, and Zing local government areas of the state using a combination of convenient and purposive sampling techniques. 30 rural entrepreneurs with at least five years of experience as business owners made up the study's population. Once more, the requirement for these conditions was to justify the hiring of young rural entrepreneurs because the majority of Nigeria's population is under 40 and makes up the country's greatest cluster of unemployed people (NBS, 2018).

It was made sure, in terms of the usefulness of the purposive recruitment method, those only respondents who fulfilled the criterion of having at least five years of experience as entrepreneurs were recruited for the study. This was made possible by the three local governments of the study's chosen three rural dwellers, who identified and referred respondents who fit into these categories. However, it was further shown that only identified entrepreneurs who were convenient with the date



and type of the study were ultimately recruited for the interviews (Saunders, Lewis, & Thornhill, 2009).

To provide an uninterrupted interview process, in other words, is the basis for the use of the handy sample technique (Sekeran & Bougie, 2016). The various groups of rural entrepreneurs interviewed run a range of businesses, including but not limited to those that sell household goods like furniture and electronics, necessities like groceries and other food items, clothing, and other agricultural produce like farm produce. The key is to comprehend the difficulties and opportunities that come with becoming an entrepreneur, particularly in the rural sector of society. Using a semi-structured interview format, respondents were asked to provide qualitative information with the intent of evoking more responses as needed. To maintain consistency in the questions asked of each respondent, the study used an interview guide. The process of gathering data begins when each identified respondent is informed of the study's purpose. All interviews were audio-recorded. Two weeks passed throughout the interview process. The information was then provided in text form, and the qualitative approach was utilized to group the data into distinct themes that complemented the study's objectives. As a result, the formation of these topics enables a thorough examination of the issues and opportunities crucial to rural entrepreneurship. In terms of ethics, full protection was given to the respondents' right to anonymity and the secrecy of the data.

## **RESULTS/CONTENT ANALYSIS**

### **Understanding rural entrepreneurship challenges**

Undoubtedly, both historically and recently, the Nigerian state has experienced a number of economic recessions (Afolabi, 2016). Unsurprisingly, many of these economic downturns have had an impact on government efforts to maintain the conditions necessary for the viability of entrepreneurial endeavors. The scourge of corruption continues to be a significant barrier to the realization of a working society, even though the issue of economic recession cannot be totally disproved as the primary culprit. The majority of respondents agreed on the issues that pose obstacles to rural entrepreneurship's expansion. Most of the perceptions that were expressed accurately depicted the status of Nigeria today. For instance, it was specifically stated that the issues with inadequate or decaying infrastructure and other necessary amenities are crucial to the poor development of rural entrepreneurship in Taraba State. The argument for inadequate infrastructure is supported by the fact that many rural businesses are unable to transport their finished goods to metropolitan centers for further sale due to the poor condition of Nigeria's roadways. In other words, numerous rural entrepreneurial inventions in Nigeria have been continuously destroyed by the country's long-standing infrastructure deficiency. One of the responses describes this experience in these words:

*I am a rural business owner who specializes in farming and agricultural products. Urban areas make up the majority of my target market, yet getting these products to*

*them has proven to be very difficult. I'm trying to convey that this area's network roads are in terrible shape, which has a significant impact on our turnover return. Sometimes, when we harvest our crops, getting them out of this place presents a challenge. Other times, our car may be damaged and some perishable items may be ruined due to the poor condition of the road. The magnitude of these difficulties is beyond my estimation. Simply put, it is gigantic (Auwal isa didango Karim LGA, 2023).*

In many regions of the country, the environmental and social circumstances of many rural entrepreneurs continue to pose a danger to their ability to survive and grow their businesses. In the case of Taraba State, the vast majority of respondents agree that the frequent social unrest between farmers (rural entrepreneurs) and the Fulani-Herders unmistakably signifies a development barrier to the growth of entrepreneurial ventures, particularly as much of the produce of these farmers is left in destruction. As a rural entrepreneur, one of the respondents describes his losses as follows:

*I can readily list the variety of difficulties we rural entrepreneurs encounter, particularly those of us who are engaged in the farming industry. You know, these pastoral migratory practices have turned into a nightmare for us and the expansion of our business. They frequently feed their cows on our products while leaving nothing behind, leaving us in a confused position and occasionally leading to confrontations with them. Normally, we count this as our loss (Joel Anthony Lama Zing LGA).*

The majority of respondents recalled the difficulties in getting financial support from key government organizations like the Small and Medium Enterprises Development Agency (SMEDAN) and BOI for business expansion and growth. These phrases unequivocally show that Nigeria prioritizes foreign relations at the expense of the growth of indigenous industries. Many of the respondents bemoaned how numerous loan applications they had submitted had been denied by the appropriate agencies, despite proof that these institutions had money set aside for the expansion of entrepreneurial innovation in Nigeria. Undoubtedly, a respondent who works in the electrical and electronic device industry described his dissatisfaction.

*I can confirm that this region of the world lacks an accountable administration. Contrary to other regions of the world, where entrepreneurship growth has been acknowledged as a crucial factor in economic progress, our situation is unique. You see, the organizations put in place to oversee the development and administration of entrepreneurship are still in place. Particularly in regards to helping rural entrepreneurs like us, they are doing nothing. I can count how many times I sent them letters requesting loans, only to have them reject them. As far as I know, they only support urban entrepreneurs. We face a dilemma in that our business can scarcely grow without the required assistance.*

*(Faisal Abdulkarim Mayolope, Lau LGA 2023)*

The inclusion of a second respondent, a butcher, increases the difficulty of obtaining funding. However, the narrator claims that the organizations in Nigeria charged with overseeing and controlling small and medium-sized firms still engage in widespread corruption.

*The fund is present; I can assure you of that. In other words, these government organizations have a budget to promote small businesses, but the level of corruption there has made it difficult for these businesses, particularly rural enterprises, to receive the funds. The opulence in which some of these folks reside will astound you. According to a source close to the situation, the management fills out several loan application forms without actually disbursing any loans, then reports to the government that the recipients have declined to repay their loans. Is it not clear that they are doing nothing to aid our development? (Ismaila Audu Abbare, Lau LGA 2023).*

Most of the respondents expressed concern about the difficulty of market penetration at the rural level. For instance, the fact that rural businesses are always confined by the size of their immediate market due to the low income of their rural residents was confirmed. To put it another way, the argument is based on how to support and expand a rural business that, among other difficulties, faces a lack of customers. The respondents claim that despite a huge number of rural entrepreneurs moving to metropolitan centers with vast markets, market size dilemmas have persisted in discouraging many of them from remaining in business. This stance demonstrates unequivocally many of the claims made about the substandard living conditions prevalent in many rural communities in Nigeria. Poor turnover, uneven business growth, and extinction are problems for entrepreneurs at the bottom rung of society in rural areas. According to one of the respondents,

*I believe that a major obstacle to the development and survival of rural entrepreneurs is the size of the rural market. You must travel to the rural areas of Nigeria to learn about the poor. So how can you expect people in a situation where they are incredibly impoverished to support your business, whether you run a food store or a shop for crafts? Naturally, those who rarely eat three square meals will find it difficult to buy from you, and as a result, the business is slowly dying (Mercy Luka Zing, 2023).*

Many business owners, particularly those in rural areas, have long struggled with having the essential technical and business expertise. This issue is rooted in Nigeria's school system's design and the absence of fundamental instruction in entrepreneurship skills. Because they lack a broad variety of business abilities, many small businesses fail in their first year of operation, according to research. Many respondents who commented on this evidence through the lens of rural entrepreneurial initiatives concurred that they lacked enough technical and business abilities prior to the start of their ventures.

*I recognize how crucial business education and specialized skills are to any business' success, but in my own situation and that of the majority of rural*

*entrepreneurs, we don't actually have those talents when we start our business. For instance, most of the individuals I know are high school graduates, and I doubt that we ever gave entrepreneurship any thought while we were in high school. Therefore, it is clear that we are deficient in that area, and I would concur that this is crucial to the expansion of our company (Ishaya Iliya Lau 2023).*

## **CONCLUSIONS, RESTRICTIONS, AND AREAS FOR ADDITIONAL RESEARCH**

The goal of this study has been to better understand the opportunities and difficulties that rural entrepreneurship presents as a tool for sustainable development. It's significant that the study examines the rhetoric around rural entrepreneurship beyond the brief account of individual business ventures to a more thorough investigation of how rural entrepreneurship might be positioned for economic development. The research revealed several issues that rural entrepreneurs faced in order to survive—issues that rendered many of them unable to work and ultimately caused many of them to go extinct. The findings of previous investigations (Boohene & Agyapong, 2017; Paul & Sharma, 2013) are supported by these results. The multiplicity of these issues is a reflection of the government of Taraba State's and Nigeria's generally subpar reactions to the predicament of rural enterprises, whose operations are unquestionably essential to measuring any economic development. These justifications provide evidence for numerous misappropriations of funds designated for entrepreneurship development as well as the ineffective management of entrepreneurship in Nigeria, particularly among small business owners in rural areas of the country. In this case, the study comes to the conclusion that the government must encourage the expansion and development of rural entrepreneurship in order to fulfill its obligation to create jobs.

Additionally, research (Ngugi, McOrege, & Muiro, 2013; Kolawole & Ajila, 2015) revealed some significant favorable outlooks for rural entrepreneurship. With evidence of rural entrepreneurship performance in Taraba State and Nigeria in particular, this finding's position is still debatable. In Taraba State, for example, which continues to be one of the North Eastern states with high rates of youth unemployment and a continuous influx of youth from the rural to urban centers, the position of employment creation and reduced migration from the rural to urban centers cannot be entirely justified. With the use of Taraba State as an example, it can be inferred that other states can learn from this situation in order to comprehend the performance of rural entrepreneurship in the future. The implication is a request to neighboring states and the nation as a whole to recognize the potential of rural entrepreneurship for the nation's overall social and economic growth.

Overall, the report advises making significant investments in social infrastructure, particularly the building of roads and other facilities, to make it easier for rural entrepreneurs to conduct business. The Taraba State administration needs to understand the importance of assisting rural entrepreneurship for the state's growth.

As a result, efforts must be made to promote rural firms through loan facilitation. The state must also be prepared to eliminate the frequent disputes between farmers and herders in order to provide a safe environment for small-scale farmers, who constitute an excessive number of rural firms. Future research might examine this discourse from the perspective of other local governments in the state to gain a better understanding of the trends, challenges, and opportunities of rural entrepreneurship in Taraba State, Nigeria, despite the study's limitations with a focus on just two local governments in the state.

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