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# Women Entrepreneurship - A Transformational Scripting for Success

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Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category | by UGC

Coimbatore - 641 043, Tamil Nadu, India.

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Published by



## **Women Entrepreneurship - A Transformational Scripting for Success**

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**ISBN 978-93-92537-40-0**

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## Responsibilities and Challenges of Entrepreneurs Producing Areca Nut Leaf Plates

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**Abstract---** The capacity of rural communities to "transform grass into gold" is known as rural entrepreneurship. One of the most significant rural crops with a variety of uses on the global market is the areca nut. Areca nut plates are used for any event, including weddings, banquets, picnics, outdoor catering, events, and food joints. Manufacturing areca leaf plates is one of the best businesses for people in rural areas. The study was conducted in an effort to address about the issues that business owners who are involved in the production of areca plates face. Its goals were to find out what business owners believe about the creation of areca plates and the issues that these business owners face in producing areca plates. Using an interview schedule and purposive sampling, 50 Areca nut plate manufacturers were chosen for the study. The vast majority of entrepreneurs operated on a small scale. Sixty percent of the entrepreneurs had lofty goals for their companies. The majority of respondents (60%) were selling their items locally. 70% of producers viewed the areca leaf plate favourably in terms of it being 100% organic and hygienic to use. 50% of business owners considered the variable cost of acquiring raw materials during the rainy season, when demand is high, to be a challenge. It could be concluded that both governmental and non-governmental organisations must take steps to assist farmers, employees, and entrepreneurs by putting in place welfare plans, stabilising market prices, improving the product, and undertaking initiatives to raise the economic standing of farmers and entrepreneurs.

**Keywords---** Global Market, Economic Standing, Areca Nut Plate, Manufacturing, Organic, Entrepreneurship, Organisations.

### Introduction

India is a land of villages, and its sociology is based on village life and culture. The village determines the economic procession. To India, village means economic success. (Giriappa, 2013). India's economy can be comprised of two sectors namely the rural sector and the composed non rural sector. Rural people are driven to the necessity of working with their own hands under the sun and open air. Most of the rural population belongs to the economically weaker sections comprising landless parturiency, small and marginal farmers, artisans, etc. In order to improve the living standard of the people it is essential that they should be exposed to any entrepreneurship (Reddy, 2013).

Rural Entrepreneurship is the ability of communities "to turn grass into gold". It generates employment opportunities in the rural sector as most of the rural industries are labour intensive. It is also capable of curbing urban migration by developing more and more rural industries. Rural entrepreneurship facilitates the development of roads, street lighting, drinking water etc. In the rural sector due to their accessibility to the main market, it helps in reducing poverty, growth of slums, pollution in cities and ignorance of inhabitants.