

14. Mueller, S., D'Intino, R. S., Walske, J., Ehrenhard, M., Newbert, S. L., Robinson, J. A., & Senjem, J. C. (2014). What's Holding Back Social Entrepreneurship? Removing the Impediments to Theoretical Advancement.
15. Pathak, R. R., Poudel, B. R., & Acharya, P. E. (2018). Social enterprise and social entrepreneurship: conceptual clarity and implication in Nepalese context. *NCC Journal*, 3(1), 143-152.
16. Perrini, F. (Ed.). (2006). *The new social entrepreneurship: what awaits social entrepreneurial ventures?*. Edward Elgar Publishing.
17. Rahim, H. L., & Mohtar, S. (2015). Social entrepreneurship: A different perspective. *International Academic Research Journal of Business and Technology*, 1(1), 9-15.
18. Seda, A., & Ismail, M. (2019). Challenges facing social entrepreneurship. *Review of Economics and Political Science*.
19. Sijabat, R. (2015). The role of social entrepreneurship in enabling economic opportunities for the poor: A synthesis of the literature and empirical works. *International Journal of Business and Social Science*, 6(11), 35-41.
20. Santos, F. M. (2012). A positive theory of social entrepreneurship. *Journal of business ethics*, 111(3), 335-351.
21. Short, J. C., Moss, T. W., & Lumpkin, G. T. (2009). Research in social entrepreneurship: Past contributions and future opportunities. *Strategic entrepreneurship journal*, 3(2), 161-194.
22. Snellman, L. (2016). Social Entrepreneurship: Making change in the world. *Journal of Logistics, Informatics and Service Science*, 3(1), 1-25.
23. Steyaert, C., & Hjorth, D. (2006). *Entrepreneurship as Social Change: a Third Movements in Entrepreneurship Book*.
24. Venkatraman, S. (1997). The distinctive domain of entrepreneurship research. *Advances in entrepreneurship, firm emergence and growth*, 3(1), 119-138.
25. Yunus, M (2010). *Building social business: The new kind of capitalism that serves humanity's most pressing needs*. Public Affairs.
26. Yunus, M. (2011). Vision 2050: A Poverty-Free World. Social Business – A Step toward Creating New Global Economic Order. *Journal of Social Business. Social Business and New Economics Paradigm*, 1(1), 7-23.

27. Zahra, S., Rawhouser, H., Bhawe, N., Neubaum, D. and Hayton, J. (2008) 'Globalization of social entrepreneurship opportunities', *Strategic Entrepreneurship Journal*, Vol. 2, No. 2, pp.117–131.

ISBN: 9798691959554

CHAPTER FIVE

Women Entrepreneurship in the Rural Environment

Mr.N. Durga Prasad

Centurion University of Technology & Management, Odisha

5.1. Introduction

Women represent 50 percent of the world population but they are receiving only 10 percent of the world income and 1 percent of the world's assets. Women shoulder the burden of the world's poverty. This poverty level is worse than that of men as clear gender disparities in education, decision-making power, society regulations and employment opportunities while women constitute half of the world's population. They have been deprived for too long from participating in the opportunities and benefits of economic growth and globalization.

Rural entrepreneurship is considered as one of the most important factors contributing to the economic development of the rural society. Promotion of entrepreneurship among rural women is a major step to increase women participation in rural and economic development. Rural entrepreneurship is today a buzzword in the changing rural economy. It is a purposeful activity initiating, promoting and maintaining economic growth. Rural entrepreneurship is not new to our culture. What it needs today is to nurture this spirit and instill it in the present and coming generations of both men and women. It is said that if a man starts a business venture he only becomes the entrepreneur, while when a woman takes to entrepreneurship the whole family becomes entrepreneurial in its behaviour and outlook. Therefore, if women gain economic strength, they gain visibility and voice. With the economic restructuring and societal acceptance in the modern days, women have started establishing and running enterprises successfully.