Factors Influencing Entrepreneurship Development in Rural Bangladesh: A Study on BSCIC Industrial Estate in Shahjadpur, Sirajganj

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[**Abstract**: This paper is an attempt to identify the factors that influence the development of entrepreneurship in rural Bangladesh. Entrepreneurship is considered as a vibrant factor for productivity, employment, and economic development. The paper also focuses on the aspects of entrepreneurial practices, knowledge, and skills that are required to be successful as entrepreneurs, particularly in a rural area. This study has used a self-administered questionnaire. Secondary data have also been used. Collected data have been analyzed using both descriptive and analytical tools. This paper investigates various factors namely- Idea generation and creativity, Risk taking, Capital and credit facility, Leadership and business management skills, Training opportunities, Government policy etc. those actually influence entrepreneurship development in rural Bangladesh. The findings of the study will create an entrepreneurial mindset and make it more productive through interactive real-life experiences, project work, and innovative leadership. The findings would also assist in getting a comprehensive knowledge and guidelines of entrepreneurial practices both for the existing and potential entrepreneurs within and elsewhere in Bangladesh for the coming decades.]

Key Words: Entrepreneur, Entrepreneurship, Entrepreneurial Skills, Rural Community, Self-employment.

1.1 Introduction

At present, entrepreneurship is considered as an option for individuals seeking a new and better career. It is recognized as a critical aspect of socio-economic development as well. Entrepreneurship is no doubt a great enabler, which can act as support to uniform the playing field between developed and developing countries. The economic progress of a country mostly depends upon the availability of entrepreneurs or people with entrepreneurial skills. A country with an emerging economy like Bangladesh feels the demand of more entrepreneurs for creating jobs. As a result, in many countries, entrepreneurship has become a significant part of their education. Entrepreneurship education and practice can ensure the self-employment and socio-economic development. The low level of industrialization, lower economic growth, and massive unemployment in the country indicate that Bangladesh could not make a remarkable advancement in

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entrepreneurship development. But Bangladesh has a potential economy with enormous entrepreneurial opportunities. Now, it has over 160 million people having around 60 percent young generation (BBS, 2017 – 2018). And people who live in rural areas are facing acute unemployment may be turning to the self-employment. Encouragement and supportability of self-employment and entrepreneurship among individuals of rural areas may help to take initiatives to be interested in the alternatives to traditional employment (The Independent, 2018).

Entrepreneurship is a source of innovation, job creation and economic growth that attract the potential and the educated youth to become entrepreneurs both in rural and urban areas. Entrepreneurship in the rural areas has a lot of potential to drive various endeavors in business, industry, agriculture, etc. and contribute to the economic development of the country. This study tries to find out the answer to the question: "What are the factors influencing entrepreneurship development in rural Bangladesh?" Data collection, data analysis, and the findings have been accumulated based on the question.

1.2 Background of the Study

During recent decades, along with the increasing global competition, technological progress, changing market economy and massive unemployment, the entrepreneurial spirit has become the world's researchers and at the same time governments progressively concerned about the field. As entrepreneurship is increasingly seen as a way to tackle global challenges, it is significant to recognize how young people become entrepreneurs. In some cases, economic development of Bangladesh is interrupted because of not creating jobs proportionately and continuously creating excessive pressure on the government for employment. Due to the job seeking mentality, many people are unemployed and have to live in the vicious cycle of poverty. Reluctance to take self-employment basically nourishes the unemployment problem in Bangladesh. An unemployed man becomes a curse and a burden to him, to the family, to the society as well as to the nation. Entrepreneurial attitudes and mentality among the youths may aid to diminish unemployment that is considered as a social evil. Most developed countries focus on the entrepreneurship education and developing policies and educational contents for creating entrepreneurship-friendly environment. One of the most acute problems in our country is unemployment. Unemployment rate among the people who just completed secondary level education is 4.6% and unemployment rate at higher secondary level is 14.9% (BBS, 2017 – 2018).

According to the global entrepreneurship monitor nascent entrepreneurship is rising in Asia. Global Entrepreneurship and Development Institute in their 2019 report (table 1.2.1) from the perspective of emerging entrepreneur ranked Bangladesh 134 out of 137 countries (Global Entrepreneurship and Development Institute, 2019).

Table 1.2.1 : Country comparison based on Global Entrepreneurship Index, 2018

Country	Rank
China	43
India	68
Philippine	84
Sri Lanka	90
Bangladesh	134

Source: https://thegedi.org/tool/

Bangladesh is now a middle-income country. At present extreme poverty rate is 11.33% (BBS, 2017 – 2018). The vision of Bangladesh is to be a developed and poverty free nation by 2041. In order to reach the goal, there is no substitution than generating employment through various entrepreneurial initiatives.

Though we along with government cannot expect any dramatic change overnight, entrepreneurship and self-employment may accelerate the socio-economic condition. This study considers a possible solution of the unemployment problem might be self-employment for the rural community. Therefore, to mitigate the problem this study proposes to review the factors affecting in entrepreneurship, evaluate the required entrepreneurial skills development training to the rural community to enhance the self-employment capabilities among the rural community, especially among the youths.

1.3 Significance of the Study

A significant part of the educated youths in Bangladesh remains unemployed. Youth unemployment rate in Bangladesh was at 12% (ILO, 2018). Unemployment rate among the youths, those aged 18-24 years is more than 10% and 25-29 years is 6.7% (BBS, 2015 – 2016). The existing socio-economic system does not support to motivate the graduates as well as the semi-literate people to take entrepreneurship as an alternative source of employment. Entrepreneurship education will enable 38% of dropouts at the secondary level to embrace business as their profession or even make them competent to help in various processes of business operations. It will motivate 1.19 million unemployed youth, aged 15–24 years, to be self-employed (BANBEIS, 2016). Among the rural community, employment opportunity is not as available as in urban and city arena. This very study in fact will try to cover the review of the factors affecting entrepreneurship among the rural community, especially, in the stated arena.

1.4 Scope of the Study

Firstly, this study focuses on entrepreneurship among the rural community.
Secondly, it reviews the factors affecting the rural entrepreneurship as well as the existing entrepreneurial skills available among them.
Lastly, it evaluates the required entrepreneurial skills development training for the rural community to enhance the self-employment capabilities among the rural community in particular.

2.0 Theoretical Framework

Entrepreneurship can be described as the willingness to create, develop, organize and manage a business enterprise, with the intention of taking risks for monetary gain and profit. People who actively create businesses by taking risks are called entrepreneurs. There are many basic aspects / determinants of entrepreneurship that need attention. These are as follows—

2.1 Personal Factors

Personal aspects of an entrepreneur deal with a few sub factors- vision and clear perception, customer relationship, creativity, and entrepreneurial Opportunity, learning from experience, Self-efficacy, role of family business. Entrepreneurs who are successful have achieved their goals and objectives by setting a solid and clear vision and perception, and by pursuing it with passion. When the vision spreads across the organization, it interprets into culture. Customer relationship management (CRM) is the application of technology to learn more about customers' needs and behaviors in order to develop stronger relationships with them. It is more of a business philosophy but a technical solution to deal with customers effectively and efficiently (Bamford & Bruton, 2015) ;(Blundel & Lockett, 2011). The capacity of an entrepreneur with which they bring new techniques to run a business is creativity. Therefore, creativity is the prerequisite for innovation. Entrepreneurial opportunity acts as situations where products and services can be sold at a price greater than the cost of their production. Experience is not only about creativity, but also the ability to incorporate results from past performance. Self-efficacy determines an individual's belief in his talent to procure and apply basic personal resources, skills, and competencies to attain the set goals or tasks. Several entrepreneurial success stories are evidence enough that family support can be a huge factor. The biggest motivation probably came from parents, brothers and sisters.

2.2 Psychological Factors

Psychological aspects involved with entrepreneurial thinking/ and idea generation, risk taking, locus of control, desire for autonomy, need for achievement. Entrepreneurial thinking is the ability to see things differently than the rest of the world, but it is not necessarily an inherent trait and can be easily developed or improved. It is more like a state of mind that opens your eyes to new learning opportunities and helps an individual to grow in his role. Entrepreneurs have to have a risk-taking spirit, because not taking risks can kill a

business before it gets off the ground (Katz & Green, 2011). Risks in business can move a business forward. Successful entrepreneurs are convinced that they can control their own destinies. Entrepreneurs display a strong desire for independence and freedom to make decisions often opposing the majority opinion and have the tendency to do things autonomously keeping the desire for independence and self-direction. Need for achievement denotes a person's desire either for excellence or to succeed in competitive situations.

2.3 Financial Factors

Financial aspects included -capital, network with financial organization. Capital which brings lifeblood in the enterprise. Entrepreneurial capital deals with the study of value and allocation of resources applied to new ventures (Katz & Green, 2011); (Blundel & Lockett, 2011). To determine market experts may help to conduct a market analysis. This identifies the customers, and describes their purchasing needs and habits. An individual need to determine a realistic and accurate amount of money needed to start it. This includes all equipment appropriate to business, such as computers, office furniture, manufacturing equipment, communications equipment and the cost of employees. Allocation of funds is also crucial as it details how much each aspect of the business is going to cost. If anyone is not funding it by himself, or if it is not coming from company sales for later-stage growth, he will need to seek outside financing. Outside options include venture capital funds, banks or other finance organization's grants and loans, or a private investor (Leach & Melicher, 2010) ;(Katz & Green, 2011).

2.4 Organizational Factors

Organizational aspects of an entrepreneur basically denote a number of sub-factors -like marketing and operational aspects, entrepreneurial team, entrepreneurial network, basic management or managerial skills, knowledge of accounting, leadership, market of output, peer group assistance, training scope and opportunities, competitors. Entrepreneurial marketing is less about a single marketing strategy and more about a marketing spirit having features of entrepreneurial marketing include innovation, risk taking, and being proactive. Entrepreneurs need to find a team to work at a startup, seek team leaders who can inspire teams in tough times by championing the mission and meaningful contributions of the company. Networking is more than just getting out and meeting people rather a structured plan to get to know people who will do business with you or introduce you to those who will. Entrepreneurs should be able to effectively manage people, a budget, operations and in some instances, investors. Although many entrepreneurs may be fearful of dredging through endless stacks of financial documents, accounting often provides entrepreneurs with the clearest picture of their business' success and serves tax and legal purposes. Leadership is the ability to influence employees to achieve the objectives of the organization (Charantimath, 2016). Peer groups give small business owners opportunities to explore solutions to everyday problems without

the emotional connection that typically serves as a roadblock in decision-making. Entrepreneurship training aims at starting and developing a business. Training should be available for those who are starting a business as well as those who already have one. Knowing who your competitors are, and what they are offering, can help you to make your products, services and marketing stand out. It will enable you to set your prices competitively and help you to respond to rival marketing campaigns with your own initiatives (Samit Jay, 2016).

2.5 Socio-Legal Factors

Entrepreneurs need to be cautious about the socio-legal aspects of the business. There are some sub-factors- such as govt. policy, SME policy, socio-economic factors, ethical Factors of socio-legal aspects. In Bangladesh at the time of initiating enterprise, an entrepreneur faces many problems such as shortage of skilled workers and infrastructural facilities. Entrepreneurship is often considered one of the most effective and flexible strategies for economic development of a country; therefore, conducive govt. policy is essential for the encouragement of entrepreneurship. SME facilitates the growth of entrepreneurship and employment generation as well as curb unemployment (Bamford & Bruton, 2015). The SMEs are playing a vital role in entrepreneurship development, employment generation and increasing economic growth throughout the world. Governments, therefore, are keen to promote SME policy. The success of the entrepreneur depends on the environmental factors such as social, economic, legal, political and technological factors which influence their activities thus leading to successful entrepreneurship. The socio-economic factors are the major key factors influencing the entrepreneurial behavior and operation of the business. Ethical concerns in management are included in CSR concept, and involve duties, morality, integrity, behavior, what is good and bad for the company employees and society as a whole (Blundel & Lockett, 2011).

2.6 Production / Manufacturing Factors

Production and manufacturing aspects of entrepreneurship basically involve resources availability, labor availability, opportunities of entrepreneurship, market of input. Critical factors that influence entrepreneurship include the availability of resources such as capital, human assets, raw materials, infrastructure, and utilities. In every economic field the market of labor is affected by the demand and supply powers. The supply of labor is considered on the basis of population, different age groups, participation of sex ratio and their education. (Katz & Green, 2011); (Charantimath, 2016); (Blundel & Lockett, 2011). Entrepreneurship is itself a process through which the entrepreneur allocates the resources available to the business in a way or in other words in a systematic manner that the entrepreneur can meet the requisites of the business and achieve the objectives of the business as well as of his own. An entrepreneur should have sufficient knowledge of the market as well as finding new markets to expand their business. He should know the geographic, demographic,

psychographics and behavioral changes in the market. Entrepreneurs should be honest in dealing with others.

2.7 Technological Factors

Entrepreneurs have to be updates about technical aspects like- innovation and technological change, and product innovation. Technology and innovations are directly impacting the idea of the traditional workplace. With antiquated concepts of what a successful business looks like becoming a thing of the past, there is an opportunity for startups and small businesses to gain a competitive edge. There are factors affecting the level of product innovation in a small enterprise setting, perspective chosen considers the interaction of management and environmental factors and its impact on product innovation and explores how these factors interrelate to influence small business success and growth (Hisrich, Peters, & Shepherd, 2012).

3. Review of Literature

An entrepreneur is the boss of his own who is regarded as the most value-adding people to society. Nothing in this world is a dominant force that can drive innovation, create social change, and transcend societal barriers, except Entrepreneurship. It denotes the organizing factor in the process of production which embraces activities of entrepreneurs relating to such economic decisions as what to produce, how much to produce, and what method of production to adopt. The progress of the relentless race of humans is considered possible through entrepreneurship. The economic system differs from country to country but there is no difference in making innovation, creating a job in the society, promoting capital formation, increasing the export trade, upholding balanced regional development, developing forward or backward linkage among the industries and even ensuring the equitable redistribution of the wealth of any country.

Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time, and career commitment. In other words, Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence (Hisrich, Peters, & Shepherd, 2012).

In the present economic world, entrepreneurship is considered as the fundamental factor toward economic development. Entrepreneurs create jobs and because new enterprises depend on new ideas, they have to be creative to foster innovations (Charantimath, 2016) ;(Hisrich, Peters, & Shepherd, 2012). Entrepreneurs strive to create more opportunities in the industry, providing more employment options,

and ultimately having a positive impact on per capita income, revenue generation, lifestyle, etc. (Uddin, 2005).

We can notice entrepreneurship everywhere. Experience is not only about creativity, but also the ability to incorporate results from past performance. Traditional business executives fearing disruption or even extinction need to innovate to become entrepreneurial (Bamford, & Bruton, 2015). There are many established companies across the world such as Google, Tesla, and GE can provide a great foundation for future entrepreneurs at the same time gaining new thinking and developing new solutions for the future.

An entrepreneur brings economic development through innovation. Entrepreneurship also helps in increasing the productivity and capital formation of a nation. In short, the development of entrepreneurship is inevitable in the economic development of a country like ours. Entrepreneurs help in promoting a country's export-trade which is significant for economic development. They produce goods and services on large scale to earn a huge amount of foreign exchange from export to combat the import dues requirement. Hence, entrepreneurship development can ensure continued economic independence and development (Mahmud, 2018). Entrepreneurship development is the process to integrate all the entrepreneurial qualities-confidence, commitment, hardworking, flexibility, persistence, independence, determination, initiative, versatility, perceptive, leadership, innovativeness, profit-oriented, foresightedness, and creativity (Chowdhury, 2017).

An increasing number of entrepreneurs are required to meet the increasing demand for goods and services. Thus, entrepreneurship has the scope to improve our national income. The role of entrepreneurship in economic development involves more than just increasing per capita output and income; it involves initiating and constituting a change in the structure of business and society (The Independent, 2018). Moreover, entrepreneurship can be productive, unproductive, or destructive (Baumol, 1990). Consequently, it may affect economic development positively or negatively. Therefore, entrepreneurs need to play a vital role in achieving a higher rate of economic growth. Entrepreneurs can produce goods at lower cost and supply quality goods at a lower price to the community according to their requirements.

Thee are several entrepreneurial aspects like Personal (Vision and clear perception, Creativity, Self-efficacy, and Entrepreneurial Opportunity etc.); Psychological (Entrepreneurial Thinking/ Idea generation, Risk Taking, Desire for Autonomy, and Need for Achievement etc.); Financial (Financial Aspects, Capital, Network with Financial Organization etc.) Organizational (Entrepreneurial Team, Entrepreneurial Network, Basic Management /

Managerial skills, Leadership, Training scope / opportunities etc.); Social-Legal (Socio- economic Condition, Govt. and SME policy etc.); Technological (Innovation/, technological change, knowledge on technology etc.). All these stated aspects or factors actually lead a person to be entrepreneur.

SMEs are playing a vital role in entrepreneurship development, employment generation, and increasing economic growth throughout the world. Governments, therefore, are keen to promote SMEs to facilitate the growth of entrepreneurship and employment generation as well as curb unemployment (Bamford, & Bruton, 2015). At times, small and medium-sized enterprises (SMEs) are the backbone of a country's economy (Abedin, 2018). They represent a larger share of all businesses (Uddin, 2005). In the past few years, they have also created numerous new jobs and provided most of the total private sector employment. Sometimes, for a particular country, it is considered that SMEs and entrepreneurship as key to ensuring economic growth, innovation, job creation, and social integration (Abedin, 2018).

The economic development of a country has a powerful impact on entrepreneurship development. The success of the entrepreneur depends on the environmental factors such as social, economic, legal, political, and technological factors that influence their activities thus leading to successful entrepreneurship (Khan, 2008). The socio-economic factors are the major key factors influencing the entrepreneurial behavior and operation of the business (Katz, & Green, 2011). Recognizing the socioeconomic factors affecting business will help to make better decisions about the future and direction of a business. (Hisrich, Peters, & Shepherd, 2012).

Since national economies are more and more globalized, it is not surprising that rural entrepreneurship is gaining in its importance as a vital force of economic change. Therefore, entrepreneurship demands an enabling environment in order to flourish. A rural entrepreneur is someone who is prepared to stay in the rural area and contribute to the creation of local wealth. For this reason, entrepreneurship in rural areas is usually community-based, has strong extended family linkages and a relatively large impact on a rural community.

Rural development is possible from the introduction of entrepreneurship. Entrepreneurship is viewed as a medium to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment. Basically, entrepreneurial orientation act as the leading force of economic growth and development. Other factors of development may be wasted without it. The main concept of this study is based on the conviction that, in explaining the entrepreneurship it is not sufficient enough to approach only those who for the first time undertake entrepreneurial action. This is the gap in the

relevant literature that this study wishes to address. Therefore, this paper deals with determining the factors influencing entrepreneurship development in Rural Bangladesh as well as entrepreneurial skills available in rural Bangladesh.

4. Objectives of the Study

The intended objectives of the study are as follows-

a. To determine the factors influencing entrepreneurship development in rural Bangladesh with special stress on BSCIC Industrial Estate in Shahjadpur, Sirajgonj.
b. To review the prevalent entrepreneurial skills available in rural Bangladesh.

5. Research Methodology

To achieve the objectives, this study has applied method-both qualitative and quantitative approach.

5.1 Sampling Unit

Based on the nature and objectives of this study, multiple target population have been identified. The target population of this study includes the local small businessman, local entrepreneurs, potential entrepreneurs, graduates, and semi-literate youths, secondary school teachers, business expert, different government and non-government organizations, bank and credit institutions, NGOs, micro finance institutions those are contributing to the development of business environment and patronizing the entrepreneurs in business.

5.2 Sample Size

As the study has chosen BSCIC Industrial Estate in Shahjadpur, Sirajgonj, according to BBS (2017-18) Shahjadpur Upazilla has 5, 56,350 inhabitants at present. A purposive sampling method has been applied to select the sample from the population. Data have been collected from only 50 samples through the structured questionnaire method.

To get more insight into the subject matter qualitative approach such as existing and potential entrepreneur's in-depth interview or Focus Group Discussion (FGD) with relevant stakeholders, Key Informant Interview (KII) have been conducted on the officials of the bank and credit institutions, different government bodies, organizations, business associations, NGOs, and microfinance institutions according to plan within the specified timeframe of research study.

5.3 Data Collection Method

The study is mainly depended on primary data. Secondary data have been also used here. Primary data have been collected through direct survey. A questionnaire has been developed that is consisted of mainly closed-ended

questions. Data collection has been done on a random basis based on purposive sampling method. The questionnaire is generated based on the study with five-point likert scale (having five options/points such as strongly agree/5, agree/4, undecided or neutral/3, disagree/2, and strongly disagree/1). This questionnaire also has open-ended question for better understanding. Secondary data have been collected from the essential books, journals, newspapers, reports, websites etc. Research findings came out through analyzing those data.

5.4 Data Analysis Method

The data have been analyzed through statistical tools such as factor analysis and descriptive statistical tool (Graphs and Charts or percentage may be used) so that it becomes easier to the common audience to understand the outcome of the study. The data have been analyzed through statistical tool and percentage analysis. Such as-

- ✓ STATA as statistical tool for factor analysis.
- ✓ EXCEL for percentage analysis of the survey questions.

6.0 Analysis and Findings

6.1 Analysis

For analyzing the data, factor analysis is conducted by using the statistical tool STATA. This study is mainly based on the primary data collected through the self –developed questionnaire. As all the variables are independent those directly affect the entrepreneurship among the rural community in Bangladesh, factor analysis is done to determine the relationships of variables those affect entrepreneurship among them. By conducting the factor analysis using STATA the following results have been found, through which a scientific, logical, fruitful decision could be made.

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      1.  You are running Small Stata.

. *(11 variables, 50 observations pasted into data editor)

. factor q1 q2 q3 q4 q5 q6 q7 q8 q9 q10
(obs=50)

Factor analysis/correlation                    Number of obs    =         50
    Method: principal factors                  Retained factors =          5
    Rotation: (unrotated)                      Number of params =         40
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Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	2.13703	1.02787	0.6617	0.6617
Factor2	1.10915	0.59286	0.3434	1.0051
Factor3	0.51629	0.20484	0.1599	1.1650
Factor4	0.31145	0.20166	0.0964	1.2614
Factor5	0.10979	0.13825	0.0340	1.2954
Factor6	-0.02846	0.12648	-0.0088	1.2866
Factor7	-0.15494	0.06322	-0.0480	1.2386
Factor8	-0.21816	0.01917	-0.0675	1.1710
Factor9	-0.23733	0.07777	-0.0735	1.0976
Factor10	-0.31511	.	-0.0976	1.0000

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LR test: independent vs. saturated:  chi2(45) =  101.32 Prob>chi2 = 0.0000
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Among the 50 respondents there are 10 variables –Where,

Q1= Idea generation and creativity, Q2= Risk taking, Q3 = Entrepreneurial opportunity, Q4= Socio- economic condition, Q5= Education, knowledge and skills, Q6= Training opportunities, Q7= Government policy, Q8= Capital and credit facility, Q9= Leadership and business management skills, Q10= Innovation and modern technology.

Factor loadings (pattern matrix) and unique variances

Variable	Factor1	Factor2	Factor3	Factor4	Factor5	Uniqueness
q1	0.5854	-0.3184	0.3102	-0.0057	0.0325	0.4586
q2	0.6507	-0.3138	-0.0281	-0.1247	-0.0592	0.4583
q3	0.4334	0.1066	0.4131	0.0712	-0.0952	0.6160
q4	0.2999	0.2858	-0.0443	-0.3178	0.1785	0.6936
q5	0.3356	0.4637	-0.2298	0.1671	-0.0898	0.5836
q6	-0.2720	0.5376	0.2680	0.0940	-0.0183	0.5560
q7	0.3234	0.4918	0.0268	-0.2844	-0.1046	0.5610
q8	0.5466	0.1867	-0.2204	0.1820	0.1034	0.5740
q9	0.5659	-0.1266	-0.2280	0.0518	-0.1005	0.5990
q10	0.4278	0.1399	0.1442	0.1907	0.1555	0.7161

Table 6.1.1: Selection of factors based on the Eigenvalue:

Factors	**Eigenvalue**	**Significance Measurement**
Factor 1	2.13703	Significant
Factor 2	1.10915	Significant
Factor 3	0.51629	Insignificant
Factor 4	0.311.45	Insignificant
Factor 5	0.10979	Insignificant
Factor 6	-0.02846	Insignificant
Factor 7	-0.15494	Insignificant
Factor 8	-0.21816	Insignificant
Factor 9	-0.23733	Insignificant
Factor 10	-0.31511	Insignificant

From the factor analysis table 6.1.1 stated above, the factors can be accepted as construct by measuring their Eigenvalue. And here only two factors can be accepted which have significant value as their Eigenvalue is equal to or more than 1.00. Factor 1 and factor 2 have the Eigenvalue of 2.13703 and 1.10915 respectively. Others have insignificant Eigenvalue so these aren't accepted for further analysis.

The analysis of these two factors under which variables are included and discussed based on the factor loading (pattern matrix) and unique variance. Again, from the factor loading table variables are accepted under the concerned factor which contains the value of (greater than)> 0.5. And values (less than) < 0.5 are not significant and can't be accepted as well.

Before placing the variables under the two factors which are placed on table 6.1.2 based on factor loading. These two factors can be termed as factor 1 and factor 2. Factor 1 stands for "**Personal and Financial Aspects Affecting Entrepreneurship".** Factor 2 stands for **"Institutional Aspects Affecting Entrepreneurship"**

Table 6.1.2: Selection of variables based on the factor loading:

Name of the Factors	Variables	Personal and Financial Aspects Affecting Entrepreneurship	Institutional Aspects Affecting Entrepreneurship
Personal and Financial Aspects Affecting Entrepreneurship	Q1	0.5854	
	Q2	0.6507	
	Q8	0.5466	
	Q9	0.5659	
Institutional Aspects Affecting Entrepreneurship	Q6		0.5376
	Q7		0.5001

Here in the table variables means the following-

Q1= Idea generation and creativity, Q2= Risk taking, Q8= Capital and credit facility, Q9= Leadership and business management skills, Q6= Training opportunities, Q7= Government Policy.

6.2 Findings

The present paper actually investigates the various factors those are responsible for growth and development of entrepreneurship in small-scale business amongst the rural community in Bangladesh. It may help the existing and potential entrepreneurs especially, among the unemployed youths to gain a clear demonstration of the factors that affect entrepreneurship.

Some variables are included in the personal and financial factors of entrepreneurship. These are -

- ✓ Idea generation and creativity,
- ✓ Risk taking,
- ✓ Capital and credit facility,
- ✓ Leadership and business management skills.

And by measuring the cumulative value from the factor table only factor 1 covers the 66.16% of the total observation those affect the entrepreneurship among the

rural community in Bangladesh, especially, in the BSCIC Industrial Estate in Shahjadpur, Sirajgonj.

The response includes the following variables those help the existing entrepreneurs and encourage potentials by arranging the institutional aspects. These are-

- ✓ Training opportunities
- ✓ Government policy

Also, by measuring the cumulative value from the factor table only factor 2 covers the 34.33% of the total observation affects the entrepreneurship as well.

In fact, by measuring the cumulative value from the factor table these two factors cover almost 99.99% of the total observation that affect the entrepreneurship among the rural community in Bangladesh especially in the BSCIC Industrial Estate in Shahjadpur, Sirajgonj. If the variables under the two factors are made available among the existing and potential will motivate the youths to entrepreneurship as well as may encourage women to choose an entrepreneurial career. These stated above variables also support to evaluate the required entrepreneurial skills for creating entrepreneurs as an alternative way of profession to minimize the pressure of seeking jobs especially for rural youths in Bangladesh.

6.3 Percentage Analysis of the Survey Questions

The findings found by the STATA method can also be examined by EXCEL for a percentage analysis.

As this study deals with 50 respondents, the response given by them are shown in the graph given below with % (percentage) based on 50 sample population.

All the 10 questions of the questionnaire are analyzed for determining the crucial factor those affect entrepreneurship among the rural community.

6.3.1. Does entrepreneurship depend on **Idea generation and creativity**?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	14	57	12	12	5

From the respondent table, it can be seen that about (14%+57%) = 71%of the respondents have agreed with the statement that affects in entrepreneurship while 12% respondents are neutral and only 17% have disagreed. Analyzing the percentage, it is clear that entrepreneurship is greatly depended on this factor.

6.3.2. Does **Risk taking** approach helps in becoming entrepreneur?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	40	38	10	12	0

From the respondent table stated above, it is seen that about 78% of the respondents have agreed with the statement that actually influence in entrepreneurship while only 12% have disagreed. Analyzing the percentage, it is clear that this factor is very significant for becoming entrepreneur in the rural community.

6.3.3. Do you think that **Entrepreneurial opportunity** leads to entrepreneurship?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	12	32	31	20	5

The respondent table shows that about 44% of the respondents have agreed with the statement that leads to entrepreneurship whether 31% respondents are neutral regarding the factor and only 25% have disagreed. According to them, this factor is not much crucial as the previous two.

6.3.4. Do you think that **Socio-economic condition** of rural community affects the entrepreneurship?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	20	38	20	20	2

From the respondent table, it is seen that about 58% of the respondents have agreed with the statement that affects the entrepreneurship amongst the rural community while 20% respondents are neutral and only 22% have disagreed. Analyzing the percentage, it is clear that socio-economic condition of rural community affects the entrepreneurship.

6.3.5. Do **Education, knowledge and skills** on entrepreneurship help to become entrepreneur?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	32	31	18	14	5

The respondent table reveals that almost 63% of the respondents have agreed with the statement that actually helps in becoming entrepreneur while 18%

respondents remain neutral and only 19% have disagreed. Analyzing the percentage, it is also significant in becoming entrepreneur.

6.3.6. Do you think that Institutional **Training opportunities** help both the existing and potential entrepreneurs?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	26	22	16	22	14

From the respondent table, it can be noticed that almost 48% of the respondent have agreed with the statement that helps both the existing and potential entrepreneurs while 16% respondents are neutral and only 36% have disagreed. It is clear that, this factor is more significant for the betterment of both the existing and potential entrepreneurs in the rural community.

6.3.7. Does **Government policy** and other institutional supports related to entrepreneurship and SME affect in entrepreneurship?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	8	36	30	8	18

According to the respondent table, it is clearly seen that about 44% of the respondents have agreed with the statement that affects in entrepreneurship while 30% respondents remain neutral and the rest of them have disagreed. Analyzing the percentage, it is clear that government policy and other institutional support related to entrepreneurship and SME affect most in entrepreneurship.

6.3.8. Does **Capital and credit facility** create the favorable condition for entrepreneurs?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	10	46	18	12	14

The stated table of respondents reveals that about 56% of the respondents have agreed with the statement that creates favorable condition for entrepreneurs to work in while only 26% have disagreed. Therefore, it is clear that capital and credit facility create the favorable condition for entrepreneurs in the rural entrepreneurs.

6.3.9. Do **Leadership and business management skills** help the existing and potential entrepreneurs to be successful?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	12	32	36	20	0

It is seen from the table of respondents that about 44% of the respondents have agreed with the statement that helps the existing and potential entrepreneurs to be successful while 36% respondents are neutral and the rest of them have disagreed. Analyzing the percentage, it is clear that leadership and business management skills help the existing and potential entrepreneurs to be successful.

6.3.10. Do you think that **Innovation and modern technology** lead to the success of the entrepreneurs?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Respondent (%)	26	22	26	14	12

From stated respondent table, it can be noticed that about 48% of the respondents have agreed with the statement that leads to success of the entrepreneurs while 26% respondents are neutral and the rest of them have disagreed. Therefore, it can be actually said that innovation and modern technology lead to success of the entrepreneurs in the rural community.

7. Conclusion

The entrepreneurial venture segment is considered a leading factor in productivity, employment, and economic growth for each country. A developing country like Bangladesh requires entrepreneurs to stimulate the economy. However, most rural entrepreneurs in Bangladesh fail due to lack of entrepreneurship education, tools, and techniques as well as training and development program. Though the number of entrepreneurship education program is growing, their impact is under-researched, and studies provide an unclear picture of the influence of entrepreneurship education. Bangladesh has tremendous opportunities for the rapid development of rural entrepreneurship. A level playing field should be created by both the government and the financial institutions through making rural friendly policies and initiatives. This study targeted to contribute to the understanding of the factors leading to entrepreneurship development and the impact of entrepreneurship on the rural community. In this paper, entrepreneurship has been viewed from a rural

perspective. The study reveals rural entrepreneurship influencing factors while starting and doing their business. It also provides significant prospects for further research in the area of rural entrepreneurship in Bangladesh.

8. Ethical Approval

This study did not require ethical approval as no clinical experiment is conducted; data were anonymously collected from the participants who has given their consent and is not harmful to the respondents.

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