

Ugandan Rural Women Entrepreneurs' Business Acumen: Fulfilling Women Entrepreneurial Ambitions in a Dynamic Business Environment. A case of Kagarama Cell, Rugarama Parish, Maziba Subcounty, Kabale District, Uganda.

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Abstract: *The purpose of this study was to investigate how rural Ugandan women entrepreneurs fulfill their business ambitions in pursuit of starting and expanding their enterprises. The study captured the case of one woman's story to entrepreneurship in the remote Kabale area. To investigate several social and economic facets of rural Ugandan women entrepreneurs, a qualitative approach was used. The findings indicated that rural women entrepreneurs in Kabale District, Maziba Subcounty, Rugarama Parish, Kagarama Cell face four major connected challenges and two major opportunities. This study is one of the few studies in response to calls for greater research on rural women entrepreneurs, especially in developing nations, and for demonstrating the significance of context in influencing individual women entrepreneurial choices. The case provided a deeper knowledge of rural women entrepreneurs and laid the groundwork for future study on rural development, entrepreneurship contextualization, and rural women empowerment. women business owners in Kagarama Cell.*

Keywords: Entrepreneurship, Rural women entrepreneurs, Ambition, Business environment.

1.1 INTRODUCTION

According to Cobbinah et al. (2015) rural entrepreneurship is viewed as a means of enhancing rural people's standard of living and attaining sustainable development. However, merely accepting entrepreneurship as a major driving factor is insufficient to bring about the desired development; entrepreneurship also needs a supportive environment. Therefore, creating a supportive environment for entrepreneurship necessitates a detailed examination of the difficulties, potential advantages, and actual socioeconomic setting of rural entrepreneurs (Muhammad et al., 2017). This socioeconomic context comprises important elements, such as customs and traditions, the availability of financial resources, the cost of doing business, and entrepreneurial motivation, that have an impact on rural women entrepreneurs in starting and running their businesses (Tahi & Tambunan, 2017).

The distinctive qualities of the rural business environment (tightly constrained and complex environment, heterogeneous activities, remote location, poor infrastructure, and lack of business networks) continue to act as barriers to entrepreneurship in these areas, making entrepreneur activities more challenging and less alluring compared to urban areas (Burnett & Danson, 2022). This is possibly one of the reasons why a lot of entrepreneurship study is more urban-centric. Bhan (2019) posits that there is no distinction between entrepreneurship practiced in rural and urban areas because the process is the same; rather, it is the external context that makes this process more difficult in rural as opposed to urban places. The obstacles faced by rural entrepreneurs are increased by the rural context, but neither the entrepreneurial mechanisms nor the structure of the country or urban contexts are significantly different.

On the other hand, rural settings are distinct contexts that demand a specific kind of research. In addition to this controversy, some scholars (Baù et al., 2019) suggest that for entrepreneurship to thrive in rural places, connected thoughts and behaviors that are locally owned are necessary. Gender is one factor that may make rural entrepreneurship more difficult. In this regard, the study coincides with Meoli et al. (2020) who argue that understanding how different contextual elements interact in a particular environment may be very helpful in understanding how entrepreneurship develops in that context and how gender can affect its consequences.

Although women play an essential role in rural environments, the topic has not received enough attention in previous studies on rural entrepreneurship, and Muñoz & Kimmitt (2019) asserts that there isn't much literature that looks at women's entrepreneurship, according to the statement. Similarly, Moletta et al. (2021) argues that the majority of rural studies place less emphasis on women entrepreneurs and emphasize the scarcity of studies investigating women's entrepreneurship in Uganda. In rural areas of developing nations, women make up on average more than 40% of the agricultural labor force, but dwell almost 70% of the world's poorest communities (Bandiera et al., 2022). Also Ngema et al. (2018) observes that without taking into account the role of women in rural areas, neither food security nor rural development can be achieved.

According to Gour Scientist Krishi Vigyan Kendra et al. (2021) , if women had equal access to agricultural resources as men, agricultural output would increase from 2.5% to 4%, providing improved nutrition for between 100 and 150 million people worldwide. However, due to the shortage of statistics and constrictive conventions and traditions that refuse to recognize the contribution of rural women, their position is underrepresented. In addition, (Gumucio et al., 2020) majority of rural women's jobs are unpaid, and these women frequently face blatant gender disparities in resources, inputs, and services, such as control over and access to land, financial services, productive resources, and extension or marketing services. For both women and rural communities as a whole, removing the obstacles that most rural women entrepreneurs confront and encouraging entrepreneurship among them can have various benefits. (Uddin, 2021) argue that rural entrepreneurship gives rural women the chance to work within their own social systems and improve their quality of life while taking care of their family, related responsibilities.

Similarly, Reuschke (2019) relates the high likelihood of women becoming self-employed and their better level of job satisfaction despite the lower salary to the adaptability of working hours and schedules. Also (Khodzhaevich Abdurakhmanov et al., 2019) notes that the amount of money spent on establishing jobs for rural residents as well as the current unemployment rate can be significantly reduced with the support and expansion business to rural women.

Gavigan et al. (2020) explains how targeted entrepreneurship training might help to resolve such challenges in their study of rural Ugandan women entrepreneurs.

This study investigated the socioeconomic circumstances of rural women entrepreneurs in Uganda and in order to encourage rural women fulfil their entrepreneurial ambition in a dynamic business environment.

The study will be guided by the following questions:

- What are the key opportunities faced by rural Ugandan women business owners?
- How does the rural environment of Uganda (Maziba Sub-county in Kabale) affect the growth of entrepreneurship among rural women?

The study adds to the body of knowledge on rural women entrepreneurs in general, with an emphasis on a less-studied setting, particularly the rural Ugandan setting, and how it supports or inhibits entrepreneurship.

2.0 LITERATURE REVIEW

2.1 Challenges and Opportunities in rural areas.

The 'rural' is defined from different perspectives in literature, (Rosner & Wesolowska, 2020; Wang et al., 2020) using a multi-criteria approach to define the 'rural', the first is related to the place of residence and land settlement patterns, and the second to the type of work that residents engage in. Most rural areas are open areas with few constructions and comparatively low population density, where most of the land area is used for primary production; e.g. agriculture, livestock, forestry and quarrying. The type of residents depends largely on those primary production types, leading to relative homogeneity across peoples' values, attitudes and behaviours in rural areas; such homogeneity is regarded as a characteristic of those areas. Other characteristics distinguish rural areas including the prevalence of higher than average levels of poverty (Tempesta & Vecchiato, 2019) where nearly 70% of the developing world's 1.4 billion extremely poor people exist in rural areas. Mungai et al. (2022) identify additional characteristics of rural areas including low population densities, distance from urban centres, remoteness, and dominance of agriculture.

This study agrees that while there is a common understanding of what rural is, no universal definition exists, and different criteria can be used to identify its unique features. Promoting rural entrepreneurship requires accurate identification and analysis of basic challenges, conditions and opportunities facing rural areas and, hence, rural women entrepreneurs.

This study agrees with Elkafrawi & Refai (2022) that businesses in rural and remote areas face the same obstacles as those faced by small enterprises and early start-ups generally, yet, with more intense and different challenges. Elkafrawi & Refai (2022) list some barriers facing rural entrepreneurship, for example, a declining population, which is considered a barrier to achieving economies of scale; the low level of skilled workers due to the increasing rate of illiteracy; difficult access to financial resources; poor infrastructure and transport difficulties.

Similarly, applying the categorization of Adamowicz & Zwolinska-Ligaj (2020), they identify three main obstacles facing rural entrepreneurship, including the small size and low density of rural communities, the social and economic composition of rural societies, and the nature of internal and external linkages. They clarify the internal links in rural communities as dependent on family relationships, which can help in selling family products or gaining business advice, yet similarly hinders business expansion as decisions become dependent on subjective and emotional considerations than on objective ones. External links, on the other hand, are those between rural areas and the outside world, including remoteness from highways, which increases difficulty in accessing

urban markets. Garcia-Alvarez-Coque et al. (2021) consider the presence of a knowledge gap in rural areas, lack of access to technology and difficulty in recruiting highly skilled workers as major barriers to entrepreneurship in the rural. Despite these manifold barriers, rural areas still offer some opportunities to entrepreneurs.

The accessibility of low-cost business premises compared to urban areas may be a major advantage encouraging entrepreneurs to establish themselves in rural markets. Rural areas can also benefit from entrepreneurship through introducing more job opportunities to rural people, especially the young, supporting and encouraging education, helping to narrow the gap in development between urban and rural areas, and achieving a general improvement in overall living standards (Deller et al., 2019).

2.2 Empowering rural women

According to (Okeke-Uzodike & Obianuju Okeke-Uzodike, 2019), women's contribution to economic development will increase if they are given access to jobs that are economically productive. Microcredit initiatives offer small loans to women for small-income self-employment ventures and enable them to support themselves and their families. Also, education may be a powerful weapon for the empowerment of women, since it makes it possible for rural women to pick up the modern skills and information needed to advance and expand their work in all disciplines (Spooner et al., 2019).

Also, along with credit for self-employment, there should be a combination of services and resources available. The transmission of timely entrepreneurial information for rural women entrepreneurs is also not given the attention it deserves in the approach to technology transfer that primarily uses the mass media (Cooke & Xiao, 2021). Therefore, it is crucial to provide women's programs appropriate publicity, and they must be exposed to the media to develop their mediation and communication skills, which will increase their ability to interact with and communicate with the outside world Kapoor, (2019). Training is a crucial part of developing human resources since it improves knowledge, aptitude, and attitude. Training programs focused on fundamental skills are required to help rural women develop their technical ability and support their engagement in entrepreneurship. The training programs should be initially structured around the trainees' felt needs before shifting to their unfelt but crucial requirements (Hardicre et al., 2021). Women-specific technologies should be created in order to meet the technical needs of rural women. Additionally, there is a need to improve connections between the many research and extension organizations involved in technology transfer. Rural women's empowerment is influenced by their economic independence, education, increased competence, willingness, confidence, and self-motivation, as well as support from their families and community (Su et al., 2020).

3.0 METHODOLOGY

The study used a qualitative methodology to investigate several social and economic facets of Ugandan rural women entrepreneurs' ambition and acumen. The case study approach was useful because it is chosen when questions about how or why are being asked and when the attention is on a phenomenon within real-life context, a situation that aligns with this study (Su et al., 2020). A single case study was applied; while this restricted the study to a single instance of interest, it was convenient when the goal of the study was to get basic understanding of a phenomenon rather than to generalize findings. Additionally, it was challenging to identify additional interesting cases to study in this area due to the conservative mentality that dominates the rural Kabale context and the constraints placed on women entrepreneurs.

The interviewee, Nyambibi (a pseudonym, as are all other names referred to in this case study), was the subject of a multi-method approach that included both face-to-face semi-structured interview and observations. This approach helped in offering an opportunity to investigate the views, reactions, feelings, and perceptions of interviewee and to show how she was able to cope with various obstacles in her life. Additionally, the techniques used allowed for a smooth conversational flow and a more thorough understanding of the study setting.

Nyambibi, the main unit of analysis for this study, a woman entrepreneur, lives in a small village called Kagarama, Rugarama Parish, Maziba Sub-county, one of the sub-counties in Kabale District, south western Uganda. Kagarama, is naturally endowed with fairly good soils and is famous for growing bananas and other food crops. This encourages residents to engage in various entrepreneurial activities for survival at the household, and a little more for sale to earn a living. The interview was conducted in Nyambibi's homestead (which is also her main business premise) by the researchers due to familiarity with the interviewee, because one of the researcher's comes from this place. However, she did not allow pictures to be taken from inside the house.

Nyambibi's house is characterised by its simplicity, and it barely accommodates the basic family needs as reflected in Figure 1.



Figure 1: Nyambibi's house/business premise

Nyambibi's house is similar to most houses in Kabale rural areas. A one floor house with two small bedrooms, one room for Nyambibi and her husband and the other for all the kids. Just between the rooms is space used for sitting room and dining. Conducting the interview in Nyambibi's house helped in melting the ice between the researcher and Nyambibi, and offered an opportunity for noting several observations that were relevant to this study. At the beginning, Nyambibi refused to audio record the interview, however, after going through the ethical considerations, which had been approved for this research and given to Nyambibi beforehand, she happily agreed. The interview lasted about 60 minutes and enabled in-depth understanding of Nyambibi's lifestyle. This interview was followed by two phone calls to allow Nyambibi and the researchers to clarify some points that were not clear in the recording.



Fig 2: Some of Nyambibi's sheep

Case study

Nyambibi is a 48-years old Mukiga (tribe) rural woman who has been married to her husband Kakwangire for 23 years. She has three children: two sons and a daughter. Mwesi, her eldest son (20years), completed Primary seven and now rides a bodaboda (hired). Julius, 17 years old, completed Senior two and is training as a Mechanic in some Kabale town garage. Miria their daughter is a, is 14 years old and in Senior one in a neighbouring secondary school. She is a day girl. Nyambibi clarifies this point by saying: "Most of the families in our village prefer to encourage their children not to study beyond Senior four because it is a wastage of resources, since formal jobs are not easily available for Ugandan graduates."

Nyambibi's husband, Kakwangire, is a tailor and hires some small shop in the trading centre where he specializes in women fabrics called "ebitengye". He used to earn some income to contribute to family upkeep, and also pay school fees for Miria who is still in school, until last year, when Nyambibi learnt that her husband Kakwangire had married a second wife and withheld all the support he was giving to her family. Nyambibi confesses that the responsibility of taking care of her self and paying fees for Miria in the absence of their father was so huge; Initially, the husband was giving them support occasionally to cater for household expenses.'

Four main turning points played a role in changing Nyambibi's life from being a mother and housewife to becoming an entrepreneur.

The first turning point was when her son Mwesi was involved in a motorcycle accident and was bed ridden for a long time, and by the time they returned from hospital, her husband had sold off part of the small piece of land they had, and this meant that she could not even afford to have sufficient food for the family, since this was part of the land they used to get food. Nyambibi was left with the responsibility of providing for her family, and for the first time in her life she started thinking about working. Nyambibi clarified this period by saying: 'I never thought that one day I might need to work to entirely feed my family without waiting for my husband's support since at the moment he has settled with his new wife. I felt obliged to start thinking of a small business that does not require high skills (because I am only a Primary six drop out).'

Being part of a patriarchal rural community, the expectation was that Nyambibi would not start any economic activity before obtaining permission from her husband. She requested his permission to be allowed to start a small pan cake making business for distribution in the local shops. At first, Kakwangire, the husband totally rejected the idea of his wife hawking pan cakes and told her she would ashame his image as a man. "The whole village knows me as a respectable tailor, how can my wife become this cheap by walking around selling pan cakes." Nyambibi complied with her husband's wishes at the start, but shortly, they almost failed to get

what to eat. Apparently, Miria's school term was mid-way and the school was demanding school fees, meanwhile Mwesi their son was also at home depending on the mother since he was sick.

Expenses were increasing everyday, and Kakwangire her husband was not supporting them at all. He only passed by to greet them and occasionally demanding for "conjugal rights" from Nyambibi, without providing any financial support. Nyambibi confessed that she, together with her children were challenged so much, until one evening when she was discussing with one of her friends, Katushabe, and she advised her to stealthily borrow some money from their women association and engage in some business, since she was a member in two local savings and credit associations. Without hesitation, she, in the company of her friend Katushabe went to one of the associations to borrow. The chairperson told them that they needed the signature of her husband or else provide a collateral security of an asset written in Nyambibi's names. This was not possible, as Nyambibi knew that her husband would not allow. So, together with her friend Katushabe, they went to the other association where she explained her ordeal to the association executive members, and they allowed to lend her some money, 400,000/= Ugandan shillings to be repaid within one year.

On the evening when she was coming from collecting the money, she met one of her neighbours who was selling a sheep with its two kids, and Nyambibi decided to buy it at 180,000/=. She used another 100,000 to pay partial school fees for Miria her daughter. The remaining 120,000/= Nyambibi used it to buy sorghum from the locals (at a relatively low price), and would carry it to the market far from her village in Bukinda on market days on thursdays, and she realized she would make some reasonable difference, and she did this every market day.

From the proceeds, she would buy household requirements, and soon, she began making some more profits to help her begin to pay back the loan. By the end of the first two months, she was able to return the first instalment, and meanwhile, the sheep were also growing. After about three months, the mother sheep was already on heat, and she took it to the neighbour for mating, it was pregnant again, and it gave her triplets. By the time Miria's other term was ending, Nyambibi sold of the first sheep kids and she was able to pay fees for her daughter. Nyambibi continued to collect sorghum from farmers in the village at a reasonably lower price and taking it to Bukinda Market on Thursdays for a slightly higher price.

Along the way, she was able to collect the sorghum and keep it in her small house, and the traders that needed it came to collect the sorghum themselves without her carrying it to the market place, moreover, she at the same time was responsible for the household chores. She was then able to get time to tend to the sheep in the afternoons when she would not be moving around looking for sorghum for business.

The sheep dung brought for Nyambibi another fortune as organic manure, which she used to grow vegetables in the small piece of land next to her house. These vegetables, (cabbage) she agreed with the Head teacher where Miria was going for school, and she supplied it to the school to cater for her school fees. Nyambibi was able to pay the twelve loan installments in a period of fourteen months, instead of the loan period of 12 months that were given to her. She, by the time of interview, was so grateful to God that she was able to pay the loan, but most especially grateful to her friend Katushabe who introduced to her the idea that she ought to have borrowed some money, and also to the association executive that trusted her and gave her a loan without her husband's consent, and without any collateral, but trusted her friend as a guarantor. At this point, she observed;

"ebibiina by'abakazi tibishemereire kugumisa ebyetengo by'okutunga loan z'abakazi, ahabw'okuba, obumwe, abasheija baabo nibabagumisiza kugira ngu batatunga loan bakashuubura, bakatunga esente bakabarema"

Meaning: Women groups should not deny fellow women loans even when they lack collateral, because some men feel insecure when their wives engage in business, they fear they (men) may lack control over their wives when they trade. Men refuse to sign for their wives to access loans from associations, which they moreover have subscribed to, in their own means.

At the time of the interview, Nyambibi's co-wife had died and her husband returned with illness (HIV Aids) he was currently at home, he has lost command in the home, but Nyambibi confidently says, she is ready to take care of her husband, because she cannot compromise the vows she made in church with her husband. Unfortunately, the husband has lost grip of control, and he cannot now instruct Nyambibi with regard to how she should conduct business. Nyambibi is able to take care of her family, and is hopeful that she will be able to take good care of herself, since she has also contracted HIVAIDs. Her business is expanding slowly, she hopes she will earn more from it, and she will be able to expand their small house, and support Miria her daughter until she completes school, since her other children can now survive on their own.

4.0 DISCUSSION AND ANALYSIS

This study demonstrated how the rural context can simultaneously function as a barrier and an incubator for small rural enterprises in response to discussions about whether rurality should be considered an opportunity to exploit or a problem to overcome (Elkafrawi & Refai, 2022b). With regard to women's entrepreneurial aspirations in Kabale rural communities amid economic problems, the case study highlighted here demonstrates significant developments. This is mirrored in Nyambibi's way of life, Nyambibi's fears for the

survival of her family, and the fact that none of her first three children finished school because she and her husband could not afford to pay for them to do so.

Results from the case study demonstrate two major possibilities for Kabale rural women entrepreneurs and four major connected constraints. Restrictive conventions and traditions, a lack of business opportunities, and a lack of financial resources are some difficulties. Low business costs and strong interpersonal (kinship) relationships in rural communities are two opportunities that are highlighted.

Regarding the first obstacle, culture, it has been noted in various studies (Jabeen et al., 2020) that rural conventions and traditions have a key role in impeding the entrepreneurial activities of rural women. In this case study, patriarchal culture is expressed by the requirement that women's economic activities be approved by the man of the house, who is likely to decline even though he is capable of supporting the family (e.g. marrying a second wife and he distributes his responsibilities and commitment to 2 families). In addition to limiting women's entrepreneurial behavior, these customs and traditions also put pressure on men, who must choose between helping their wives support the family financially and appeasing their community because they would likely be looked down upon if they were not the family's primary earners. This study adds to the conversation about the pervasive patriarchal practices and restrictive standards in rural communities (Kumar & Anderson, 2015).

The findings of this study show how a rural woman business owner who applied for a loan at a local association was turned down because she could not provide collateral security (an asset registered in her own name). This suggests that norms and traditions in rural Kabale derive not only from laws, customs, or the predominately male-dominated culture, but also from deeply ingrained moral principles held by rural women, which dictate that the man should be in charge and have ownership of any assets within the family. This finding is consistent with Anderson, 2015) study on women, which highlighted the pervasive patriarchal and restrictive norms in rural areas.

Rural women's desire to start their own businesses. Understanding such motivation is crucial to support women's entrepreneurial activity. This is in agreement with Ramadani (2015) who emphasizes that rural women entrepreneurs are heavily encouraged to start their own businesses, primarily as a result of their dissatisfaction with the economic or social circumstances that may arise from their husbands' incapacity to support the family (society permissiveness that a man can marry more than one woman). Other writers debate the significance of pull factors (independence, autonomy, self-achievement, etc.) in inspiring women entrepreneurs (Cavada et al., 2017; Gopakumar & Prabadevi, 2019).

However, in the case study discussed in this paper, these don't matter very much. The case of a rural woman entrepreneur who finds relief in working from home, Nyambibi, illustrates how the long-standing challenge of juggling family and work responsibilities clearly affects entrepreneurial decisions. When she started collecting sorghum, traders started coming to her house to collect it and pay her more than she would be willing to pay for it. A similar conclusion was made by Campos & Gassier (2017) who claims that family issues heavily influence basic decisions in the lives of female entrepreneurs (Christopher, 2021).

The lack of sufficient education and training provided to rural women is the third difficulty. which is one of the most frequently reported obstacles to women owning their own enterprises (Chinomona & Maziriri 2015). This case study demonstrates how a lack of training opportunities and a low level of education restrict rural women's career options, driving them into low-skilled and thus low-paying jobs (such as seasonal harvesting or bread making). Women's capacity to select suitable business locations is further impacted by their lack of managerial and marketing abilities, increasing the chance of business failure. But this case study demonstrates a learning curve, where mistakes and the accumulation of knowledge over time have led to more wise business judgments.

The fourth challenge women entrepreneurs face is finding the first funding they need, which is one of the biggest obstacles they face (George et al., 2016). Given that rural environments present more obstacles to entrepreneurship than other environments, it is possible to argue that this difficulty is particularly common in the case of rural women entrepreneurs. Rural areas nonetheless have potential despite their difficulties (seasonal harvesting, selling home-baked pan cakes, and taking her animals and sorghum to the market).

As (Goodman, 2017) also emphasizes, there are strong ties of kinship among rural residents that make it possible to get loans from groups and women associations. Such bonds may make it easier to market rural goods, and they can also be used to get business advice (Chui et al., 2016). Physical proximity, in addition to this social intimacy, can help rural businesses succeed by making it easier to deliver items without spending a lot of money. This result is in line with research from (Muhammad et al., 2017b) which suggests that thriving entrepreneurship in rural places is largely the product of the interaction between different environments (social, economic, religious).

The study's conclusions add to the ongoing discussion in entrepreneurship research over whether rural entrepreneurship differs from that of metropolitan settings or whether the same entrepreneurial process is just influenced differently by the environment. (Müller & Korsgaard, 2018) The latter viewpoint is confirmed by the study's findings, which further elucidate on how interpersonal interactions in rural areas significantly influence the type of entrepreneurship. The study concurs with German et al. (2016) that in addition to the difficulties experienced by new businesses generally, most enterprises in rural locations confront more difficult circumstances in terms of both quantity and quality, and further study is required to understand how rural entrepreneurs can cope with those challenges.

5. 0 IMPLICATIONS AND CONCLUSION

Responding to requests for research on female entrepreneurs in African nations, and specifically in the rural South Western Uganda (Komunte & Komunte, 2015) (Sebina-Zziwa & Kibombo, 2020). The study provides a deeper understanding of rural women entrepreneurs and lays the groundwork for future studies on rural development, entrepreneurship in developing nations, and the empowerment of rural women. The case study that is being given clarifies numerous discussions surrounding rural entrepreneurship, for example, why the challenges faced by women entrepreneurs in rural areas are typically more restrictive than in other places, how rural women entrepreneurs can overcome these challenges, and how the basic social relations that predominate in most rural areas can actually support understanding rural entrepreneurial changes and their outcomes (Hota et al., 2019).

The study also emphasizes the significance of promoting the economic activities of rural women, recognizing the difficulties they encounter, and outlining solutions to these difficulties (Harrison et al., 2020). The study recognizes the frequently disregarded advantages provided by rural environments due to the predominance of straightforward and solid relationships that offer the benefits of close proximity to others on a physical and social level, low pay rates, low business costs, etc (Butollo, 2021). Such advantages, if fully utilized, can benefit both rural communities and business owners. The study emphasizes the potential role that women could play in the growth of rural areas. Given the social, economic, and legal restrictions that rural women entrepreneurs must contend with, overcoming these obstacles will require a comprehensive strategy that takes into account the unique needs of rural women (Gomez et al. 2020).

Although this case study focuses on rural Kabale district, the challenges faced by other rural women entrepreneurs - particularly those in developing nations that experience similar social and economic conditions to Kabale - are arguably closely related to those faced by Kabale rural women entrepreneurs. The results of this study confirm Gromada et al. (2020) assertion that women in African nations have many obligations that must be met in order to care for their families, leaving little time for them to concentrate on developing new ideas or their jobs. Having said that, this study suggests that rural women's roles are evolving in ways that provide them with greater chances for employment and self-employment, which will ultimately increase both the overall and female employability/self-employment rates.

Different policy ramifications are possible here, government and non-government organizations ought to work harder to support women's education and the development of managerial abilities among rural residents in general and women in particular. Opening managerial training facilities to teach fundamental marketing, financial, and human resource concepts would be extremely beneficial in preventing business failure. Along with specially designed programs to help, such as low interest rates and long-term loans, clear and straightforward financial procedures are advised for lending to rural residents, by encouraging rural women's voices and their access to the public, Ugandan labor groups can enable these recommendations.

This study presented with some limitations;

First, the study was based on a single case study—was minimized by our ethnographic multi-method approach, but it still affected how broadly the findings could be applied. To further understanding of the experiences and challenges faced by rural women entrepreneurs in developing economies, this study therefore calls for a broader spectrum of cross-sectional and longitudinal research.

Secondly, in order to increase the validity of future research, it was necessary to conduct additional research involving a variety of stakeholders, such as local government officials, agribusiness professionals, non-governmental organizations, and rural women's unions. This is because relying on a single source of data, namely rural women entrepreneurs, may not be comprehensive enough.

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