

**THE CHALLENGES OF ENTREPRENEURSHIP AS AN ECONOMIC FORCE  
IN RURAL DEVELOPMENT:  
A CASE STUDY OF KYADDONDO EAST CONSTITUENCY,  
WAKISO DISTRICT IN UGANDA**

**Kirabira Andrew**

**Independent institute of Lay Adventists of Kigali, Department of Rural  
development**

**Abstract**

This paper investigates the challenges related to developing entrepreneurship in rural areas. It had the specific objectives of: identifying the reasons for promoting entrepreneurship as a force of economic change in rural areas, analyzing the constraints involved in creating a conducive environment for rural areas to embrace entrepreneurship and suggesting solutions to generic constraints that entrepreneurs in rural areas face. Qualitative and quantitative approaches were used in the study. The findings pointed to the lack of sufficient education, development financing, market and clear government policy as key factors that retard rural entrepreneurship. The conclusion is that to accelerate entrepreneurial orientation in rural areas, it is necessary to stimulate local entrepreneurial talent through encouraging indigenous entrepreneurs. This in turn would create jobs and add economic value to regions and add to national GDP.