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## Problems as avowed by Agri-preneurs and suggestions to overcome them in social entrepreneurship

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### Abstract

Social entrepreneurship has become the buzz word in India and around the world. People have found this concept of philanthropy a bit intriguing in nature. It has the best mixture of social service and entrepreneurship; this combination makes it most attractive and so unique in nature. The study has examined the problems as avowed by agri-preneurs and suggestions to overcome the problems in social entrepreneurship South Gujarat. For, study primary data were collected on various parameters by using personal interview method for the period of 2021-2022 from seven districts of South Gujarat by survey method using interview schedule. It was found that the Youth prefer government job rather than social entrepreneurship, Lack of awareness amongst the agri-preneurs and farmers about social entrepreneurship is a great concern, It is not financially affordable the right people for social entrepreneurship, Less opportunity for reward in social entrepreneurship is a problem, Conveying the Business Idea of Social Entrepreneurship is a problem, Acquiring Technologies for Social Entrepreneurship is not an easy task, Availability of dedicated sales team is a problem in social entrepreneurship, Sustaining employees for Social Entrepreneurship is not so easy, Improper marketing of product produce by social entrepreneurs and Lack of financial self-sufficiency due to limited income generation is a problem were major problems as avowed by agri-preneurs in social entrepreneurship. Orientation programmes for the youth regarding opportunities in social entrepreneurship, Organization of regular and continuous awareness/interactive programmes about social entrepreneurship, More skilled personnel should be trained to make available the financially affordable personnel for social entrepreneurship, Exploring more and more rewardable and awardable aspects of social entrepreneurship, Developing and promoting site specific and local technologies for social entrepreneurship, Inspection and channelization of business ideas of social entrepreneurship among the agri-preneurs and farmers, Engagement of well trained and knowledgeable sales person in social entrepreneurship, Assurance of financial security to the employees for sustaining them in social entrepreneurship, Easy credit facility should be provided to start a new social enterprise and Development of proper marketing channels for products produced by social enterprises were major suggestions avowed by agri-preneurs in social entrepreneurship.

**Keywords:** Problems, suggestions, social entrepreneurship, agri-preneurs

### Introduction

Social entrepreneurship is the process of pursuing innovative solutions to social problems. Most of the times, social entrepreneurship is used in synonymous with social service/work. The similarities are there, but the biggest difference is existence of profits. In social work, NGOs or social workers only focus on work which is being done for the poor or deprived section; it is not for profits, but for service. On the contrary, social entrepreneurship includes profits in social service together and puts non personal benefits in focus. The Indian Diasporas actually needed something like this where the society gets maximum of benefits from entrepreneurial traits. Social entrepreneurship is a very beneficial phenomenon as it addresses the bottom of the pyramid of market by offering products and services, which are both innovative and cheap. Making the goods available to deprived section of the market and earning profits from them. The consumers of social enterprises are very low-income people, who have minimum income but maximum demands, social entrepreneurs' device such a product or services which can address both the criteria of this market segment which is generally referred to as bottom of the pyramid market. In a nutshell, social entrepreneurship fills the gap which is left unattended by economic entrepreneurship. It makes its profits as against to social work/services by selling a unique and innovative product/services to neglected section of customers, helping them grow and develop the standards of living. Social entrepreneurship is just another type of entrepreneurship with certain characteristics, including

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making profits, selling and innovation. Every entrepreneurship has so many problems. Problems in social entrepreneurship are difficulties faced by the social entrepreneurs in social entrepreneurship. So, keeping in view the present study attempts to examine the various problems as avowed by agri-preneurs and their suggestions to overcome the problems in social entrepreneurship in southern region of Gujarat.

### Objective

To identify the problems as avowed by Agri-Preneurs in social entrepreneurship and suggestions to overcome the problems.

### Materials and Methods

The study was conducted in all the seven districts of South Gujarat during 2021-2022. An Ex-post-facto research design was used in present study. List of all Agri-Preneurs were collected from concern agencies/officers of all the selected districts and out of these 210 Agri-Preneurs were selected following proportionate random sampling method. The responses avowed by agri-preneurs about problems in social entrepreneurship and suggestions to overcome the same were collected from each agri-preneurs by personal interview method for the period 2021-2022. Obtained problems and suggestions were expressed in terms of frequency and percentage. Later on, rank was assigned. Both the aspects

were arranged in descending order for ranking.

### Results and Discussion

#### Problems as avowed by agri-preneurs in social entrepreneurship

The data presented in table 1 reveals that the problem “Youth prefer government job rather than social entrepreneurship” was avowed by 99.52 percent agri-preneurs and ranked at first position followed by the problems “Lack of awareness amongst the agri-preneurs and farmers about social entrepreneurship is a great concern (99.05 per cent)”, “It is not financially affordable the right people for social entrepreneurship (95.71 per cent)”, “Less opportunity for reward in social entrepreneurship is a problem (94.76 per cent)”, “Conveying the Business Idea of Social Entrepreneurship is a problem (91.90 per cent)”, “Acquiring Technologies for Social Entrepreneurship is not an easy task (90.95 per cent)”, “Availability of dedicated sales team is a problem in social entrepreneurship (89.52 per cent)”, “Sustaining employees for Social Entrepreneurship is not so easy (87.62 per cent)”, “Improper marketing of product produce by social entrepreneurs (85.254 per cent)” and “Lack of financial self-sufficiency due to limited income generation is a problem (83.81 per cent)” were ranked at second, third, fourth, fifth, sixth, seventh, eighth, ninth and tenth positions according to the responses of respondent agri-preneurs.

**Table 1:** Problems as avowed by agri-preneurs in social entrepreneurship

Sr. No.	Problems	Agri-Preneurs (n=210)		
		Frequency	Percentage	Rank
1.	Raising funds in times of austerity in social entrepreneurship a problem.	153	72.86	XVI
2.	Building and following a ground up business plan is not easy.	161	76.67	XII
3.	It is not financially affordable the right people for social entrepreneurship.	201	95.71	III
4.	Abandoning another career is a problem.	133	63.33	XVIII
5.	Attracting donors and acquire funds is a problem in social entrepreneurship	160	76.19	XIII
6.	Teambuilding takes much time in social entrepreneurship.	163	77.62	XI
7.	Overcoming suspicion is a big concern in social enterprises.	117	55.71	XIX
8.	A social enterprise always fails to attract funding and an audience through a lack of clarity in its message.	156	74.29	XV
9.	Lack of Awareness amongst the agri-preneurs and farmers about social entrepreneurship is a great concern.	208	99.05	II
10.	Availability of dedicated sales team is a problem in social entrepreneurship.	188	89.52	VII
11.	Conveying the Business Idea of Social Entrepreneurship is a problem.	193	91.90	V
12.	Getting required support from Business People for social entrepreneurship is a problem.	107	50.95	XX
13.	Taking Government Approval for establishing Social Enterprises is a problematic task.	159	75.71	XIV
14.	Maintaining product quality in Social Enterprises is not so easy.	151	71.90	XVII
15.	Sustaining employees for Social Entrepreneurship is not so easy.	184	87.62	VIII
16.	Acquiring Technologies for Social Entrepreneurship is not an easy task.	191	90.95	VI
17.	Lack of financial self-sufficiency due to limited income generation is a problem.	176	83.81	X
18.	Improper marketing of product produce by social entrepreneurs.	179	85.24	IX
19.	Less opportunity for reward in social entrepreneurship is a problem.	199	94.76	IV
20.	Youth prefer government job rather than social entrepreneurship.	209	99.52	I

While, “Teambuilding takes much time in social entrepreneurship (77.62 per cent)”, “Building and following a ground up business plan is not easy (76.67 per cent)”, “Attracting donors and acquire funds is a problem in social entrepreneurship (76.19 per cent)”, “Taking Government Approval for establishing Social Enterprises is a problematic task (75.71 per cent)”, “A social enterprise always fails to attract funding and an audience through a lack of clarity in its message (74.29 per cent)”, “Raising funds in times of austerity in social entrepreneurship a problem (72.86 per cent)”, “Maintaining product quality in Social Enterprises is not so easy (71.90 per cent)”, “Abandoning another career is a problem (63.33 per cent)”, “Overcoming suspicion is a big

concern in social enterprises (55.71 per cent)” and “Getting required support from Business People for social entrepreneurship is a problem (50.95 per cent)” were ranked at eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, nineteenth and twentieth, positions according to the responses of respondent agri-preneurs.

#### Suggestions avowed by agri-preneurs to overcome the problems in social entrepreneurship

The suggestion refers as an idea, plan or an opinion about problem which can be used as solution to overcome or to minimize the same. It is necessary to seek the opinion of the respondents regarding suggestions to overcome the problems

in social entrepreneurship. The data presented in table 5.20 and fig. 5.23 reveals that the suggestion “Orientation programmes for the youth regarding opportunities in social entrepreneurship” was avowed by 100.00 per cent agripreneurs and ranked at first position followed by the suggestions “Organization of regular and continuous awareness/interactive programmes about social entrepreneurship (99.05 per cent)”, “More skilled personnel should be trained to make available the financially affordable personnel for social entrepreneurship. (95.71 per cent)”, “Exploring more and more rewardable and awardable aspects of social entrepreneurship (94.76 per cent)”, “Developing and promoting site specific and local technologies for social entrepreneurship (93.33 per cent)”, “Inspection and

channelization of business ideas of social entrepreneurship among the agripreneurs and farmers. (92.86 per cent)”, “Engagement of well trained and knowledgeable sales person in social entrepreneurship (89.52 per cent)”, “Assurance of financial security to the employees for sustaining them in social entrepreneurship (89.05 per cent)”, “ To ensure the accessible credit process for social entrepreneurship as and when required by the agripreneurs and farmers (85.71 per cent)” and “Development of proper marketing channels for products produced by social enterprises (85.24 per cent)” were ranked at second, third, fourth, fifth, sixth, seventh, eighth, ninth and tenth positions according to the responses of respondent agripreneurs.

**Table 2:** Suggestions avowed by agripreneurs to overcome the problems in social entrepreneurship

Sr. No.	Suggestions	Agri-Preneurs (n=210)		
		Frequency	Percentage	Rank
1.	To ensure the accessible credit process for social entrepreneurship as and when required by the agripreneurs and farmers.	180	85.71	IX
2.	Organization of capacity building programmes for social entrepreneurs for better panning of business.	165	78.57	XIII
3.	More skilled personnel should be trained to make available the financially affordable personnel for social entrepreneurship.	201	95.71	III
4.	Exploring the alternative career options in Social Entrepreneurship.	136	64.76	XVIII
5.	Ensure promising future and profit in social entrepreneurship to donors.	163	77.62	XIV
6.	Periodic team building sessions should be organized for social entrepreneurs.	167	79.52	XII
7.	More awareness about social entrepreneurship to eliminate overcoming suspicion in a social enterprise.	120	57.14	XIX
8.	Social enterprises should be prominently exhibited to the audience and donors.	155	73.81	XVI
9.	Organization of regular and continuous awareness/interactive programmes about social entrepreneurship.	208	99.05	II
10.	Engagement of well trained and knowledgeable sales person in social entrepreneurship.	188	89.52	VII
11.	Inspection and channelization of business ideas of social entrepreneurship among the agripreneurs and farmers.	195	92.86	VI
12.	Awareness about scope and profit in social entrepreneurship to the business people.	110	52.38	XX
13.	Liberty in approval process of social enterprises from government.	161	76.67	XV
14.	Process standardization of products developed in social entrepreneurship.	153	72.86	XVII
15.	Assurance of financial security to the employees for sustaining them in social entrepreneurship.	187	89.05	VIII
16.	Developing and promoting site specific and local technologies for social entrepreneurship.	196	93.33	V
17.	Government should generate schemes to give initial and progressive financial support to social entrepreneurs.	176	83.81	XI
18.	Development of proper marketing channels for products produced by social enterprises.	179	85.24	X
19.	Exploring more and more rewardable and awardable aspects of social entrepreneurship.	199	94.76	IV
20.	Orientation programmes for the youth regarding opportunities in social entrepreneurship.	210	100.00	I

Moreover, the suggestions; “Government should generate schemes to give initial and progressive financial support to social entrepreneurs (83.81 per cent)”, “Periodic team building sessions should be organized for social entrepreneurs (79.52 per cent)”, “Organization of capacity building programmes for social entrepreneurs for better panning of business (78.57 per cent)”, “Ensure promising future and profit in social entrepreneurship to donors (77.62 per cent)”, “Liberty in approval process of social enterprises from government (76.67 per cent)”, “Social enterprises should be prominently exhibited to the audience and donors (73.81 per cent)”, “Process standardization of products developed in social entrepreneurship (72.86 per cent)”, “Exploring the alternative career options in Social Entrepreneurship (64.76 per cent)”, “More awareness about social entrepreneurship to eliminate overcoming suspicion in a social enterprise (57.14 per cent)” and “Awareness about scope and profit in social entrepreneurship to the business people (52.38 per cent)” were ranked at eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, nineteenth and twentieth positions according to the responses of respondent agripreneurs.

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