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Constraints faced by first generation Agripreneurs while selecting Agripreneurship as a profession: A study of Haryana

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Abstract

Majority of rural population primarily depends on agriculture and allied activities for their livelihood in India. Lots of efforts are being done to improve the standards of living of these people. One such effort is to give impetus to agri-business and encourage rural youth. In fact, now a day's most of the agricultural activities are being viewed as business activities like organic farming, mushroom cultivation, bee-keeping, poultry farming, value addition, high tech agriculture etc. Actually, agriculture enterprise is a plan that can lead to economic self – sustain of farmers. Agripreneurship is not only helpful in generating employment opportunities for rural people but is good for urban consumers also. In spite of various efforts to upgrade agri-preneurship in rural areas, agripreneurs are very less in number due to several challenges in the area. Lack of technical know-how, lack of institutional support, lack of government and bank support, risk and marketing issues, lack of extension services, inadequate market knowledge, high cost, less government subsidies and policies, lack of better infrastructure facilities are some of the major constraints being faced by agripreneurs and specially first generation agripreneurs. This paper is an attempt to study constraints and barriers faced by first generation agripreneurs of Haryana state.

Keywords: agripreneurship, value addition, self-sustain, allied activities, first generation agripreneurs, agri-business, high tech agriculture

Introduction

Majority of rural population primarily depends on agriculture and allied activities for their livelihood in India. India is the second largest producer of agricultural commodities in the world and enjoys first rank in the pulses, fruits and dairy products. Demand on agricultural and allied products has been rapidly increasing day by day because of increasing population. Hence to fulfil the demand, agriculture is taking new shape. Mostly rural population in India are unskilled and illiterate due to which they cannot easily fit in employment market of private sector in urban areas, hence they all are dependent on agriculture enterprises for living.

Agricultural entrepreneurship helps in shaping the agricultural activities in to new business as well as helps in making new strategy to help rural people to enjoy the benefits of economic growth. It is not only helpful to fulfilling needs of rural people but also bring down migration of rural people to urban areas for employment, make them self- sufficient, provide better quality of nutritious food locally, and decrease dependency of rural people on urban areas for better living.

An Agripreneur is someone who undertakes a variety of activities in agriculture and its allied sectors with an entrepreneurial spirit (Tripathi and Agarwal 2012). Agriculture has several areas of entrepreneurship which include the activities like, dairying, sericulture, goat rearing, rabbit rearing, floriculture, fisheries, shrimp farming, sheep rearing, vegetable cultivation, nursery farming, farm forestry etc.

In spite of various efforts to upgrade agri-preneurship in rural areas, agripreneurs are very less in number due to several challenges. Some of the highest challenging factors are lack of technical know-how, lack of institutional support, lack of government and bank support, risk and marketing issues, lack of extension services, inadequate market knowledge, high cost, less government subsidies and policies, lack of better infrastructure facilities, inadequate management knowledge etc. These all are some constraints and barriers being faced by agripreneurs and are causing hindrance in the growth and development of agri-preneurship. These Agripreneurs deal with lot of problems like in marketing of agricultural products, finance, human resource management, production etc.

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On the other hand, they have very huge potential to grab. This potential will not only help in increasing employment but also transform the agriculture in new ways. In the nutshell, if India has to grow, more youth have to be motivated towards Agripreneurship. Agripreneurship is not only an opportunity but also a necessity for improving the production and profitability in agriculture and allied sectors. Taking this into account, the research work has been done and presented in this paper. The objective is to analyse the constraints and barriers faced by first generation agripreneurs in selecting agri-preneurship as a Profession.

Review of Literature

There is dearth of literature on constraints and challenges faced by entrepreneurs but studies on challenges faced by agripreneurs and that too by first generation agripreneurs are few and far between. However relevant literature review is presented below:

Laxmi Balaganoormath *et al.* (2018) ^[5] researched on constraints faced by agripreneurs and their clients in management and adoption of dairy enterprise activities in Karnataka state. They observed that agri-preneurship in dairy was obstructed by many constraints such as marketing, human resource, finance, technical and social aspects and the major cause of unsuccessful dairy enterprise are inadequate risk-taking ability in future and securing employment from different sectors. Whereas the clients enduring the obstacles in the area like service charges, availability of adequate information on time. So, these constraints should be focused and provided suitable solutions to overcome these constraints.

Rohan John and Wilson Kispotta (2016) ^[3] pointed out the constraints faced by the women entrepreneurs in agribusiness in district of Allahbad, U.P. They observed that the women agripreneurs faced problems in getting loan easily from bank, marketing problems, business and technical problems, non -availability of raw material easily etc. According to their research technical problems, non -availability of raw material obtained first and second rank respectively. The study revealed that mentioned constraints affect most in their agricultural enterprise such as inadequate time distribution, perishability and non- availability of loan facilities.

Sandeep Kaur and V.L.V. Kameswari (2020) ^[1] highlighted the constraints faced by agripreneurs of U.S. Nagar district of Uttarakhand. In their study it was observed that lack of motivation, lack of technical know -how, inadequate marketing knowledge, lack of storage facilities, inadequate knowledge of institutions and KVKs supporting agri-preneurship and traditional society were the major constraints. These barriers and obstacles could be overcome through training programs and extension agencies for rural agripreneurs as well as government should support them by making policies for the development of agri-preneurship.

Sandeep and K.S. Sarala (2020) highlighted opportunities and challenges of agri-preneurship in India. They observed that there is a tremendous scope and potential in agri-preneurship but it can be utilized only through successful management of different agricultural activities. Hence, appropriate planning and policy intervention could be helpful for the improvement

in agricultural sector as well as to find possible solutions for poor rural people.

Research Methodology

The research study was conducted in four geographical zones of Haryana state comprising 22 districts and a total of 180 first generation agripreneur respondents have been taken from these districts, purposively. In the study, first- hand information has been collected with the help of well-structured interview schedule to find out major constraints faced by first generation agripreneurs. The data have been tabulated and analysed using appropriate statistical tools and techniques.

Result and Discussion

The research revealed eight major constraints, which were also ranked. The result has been presented in the table 1 which exhibits eight major constraints faced by first generation agripreneurs, "Lack of financial sources" was the top most constraint, ranked first by the agripreneurs with total score of 998. Majority of respondent agripreneurs had faced lack of financial support while starting agribusiness. They were not much aware about availability of subsidies on different agribusiness and also of loan on agricultural land. The second important constraint faced by agripreneurs was "marketing issues", with total score of 993. Due to unorganised marketing network, small and marginal agripreneurs were forced to sell the products at the prices fixed by traders only. Some of the agripreneurs of dairy farming, bee keeping also experienced obstacles created by police. Migration of livestock's which hikes transportation cost and lack of awareness of processed food, quality and purity of organic agri- products among the consumers were also important reasons.

The third major barrier experienced by first generation agripreneurs was "risk of failure" with total score of 988. Most of the agripreneurs disclosed the reasons: outbreak of disease in livestock and crops, climate change, risk of loss due to fire and other environmental factors etc. Almost all the agri products are of perishable nature like milk products, fish products, processed food, eggs, meat, fruits and vegetables etc. which can deteriorate quickly due to temperature, time etc. so agripreneurs also experienced high risk due to spoilage of agri- products if not sold on time.

The fourth constraint faced by agripreneurs was "Lack of technical know- how" with total score of 862. Most of the small and medium agripreneurs were not aware about availability of various advanced technologies therefore, it increases the cost of production as well as consumes more time.

Other important constraint faced by agripreneurs was "lack of management knowledge" with total score of 816. Some of the reasons were that they faced difficulties in managing risks, managing raw material, not able to procure and manage finance properly, unable to maintain and motivate labour etc. Lack of government support is another problem reported by agripreneurs.

Table 1: Major constraints and barriers in selecting agri-preneurship as a profession

Statements	Rank Response category								Rank Score	Final Rank
	Rank1 Frequency	Rank2 Frequency	Rank3 Frequency	Rank4 Frequency	Rank5 Frequency	Rank 6 Frequency	Rank7 Frequency	Rank 8 Frequency		
Lack of financial sources	47	24	22	28	29	15	8	5	998	1
Lack of family support	9	6	16	12	11	13	49	40	491	7
Lack of technical know how	26	27	26	20	24	29	10	6	862	4
Political issues	13	5	10	11	9	10	29	67	445	8
Risk of failure	21	52	30	24	21	16	9	6	988	3
Marketing issues	49	26	27	20	12	27	12	4	993	2
Lack of government support	14	23	30	23	27	25	13	13	790	6
Lack of management knowledge	12	24	24	37	33	17	14	12	816	5

Relationship between type of ownership and constraints faced by First Generation Agripreneurs to select agri-preneurship as a profession was also determined. It is evident from the table 2 that the sole proprietor agripreneurs found risk of failure as the highest major constraint while running the enterprise with the average value of 5.6 and the least constraint faced by them was political issues with 2.9 average value. Whereas, in case of partnership firms of the first generation agripreneurs the topmost constraint was marketing issues and minimal constraint were political issues with the average values of 5.7 and 2.3 respectively. In the case of private and public limited enterprises the highest constraint was lack of financial resources with the average value of 5.9 and least important constraint was political issues with 3.1 average value. Keeping in view the above results, the association of type of ownership with the major constraints and barriers faced by

first generation agripreneurs in selecting agri-preneurship as a profession has been interpreted and depicted using semantic differential scale.

A hypothesis was also formulated and tested using Friedman test on SPSS.

H₀₁: There is no effect of type of ownership on major constraints and barriers faced by First Generation Agripreneurs in selecting agri-preneurship as a profession.

The calculated value of chi-square at 0.05 percent level of significance was 1.462 while tabulated value 5.991. The calculated value (1.462) is less than tabulated value (5.991) and p value .482 > 0.05 clearly indicates that there is no significant relationship between type of ownership and major barriers and constraints faced by First Generation Agripreneurs as a profession and the null hypothesis (H₀₁) has been accepted.

Table 2: Relationship between type of ownership and constraints faced by First Generation Agripreneurs to select agri-preneurship as a profession

Statements	Average Score			Chi-Square Value	Significance
	Sole Proprietor	Partnership	Pvt & Public Ltd Company		
Lack of financial sources	5.5	5.6	5.9	1.462	*.482
Lack of family support	3.1	3.2	3.2		
Lack of technical know how	5.1	5.1	5.1		
Political issues	2.9	2.3	3.1		
Risk of failure	5.6	5	5.2		
Marketing issues	5.5	5.7	5.6		
Lack of government support	4.7	4.7	4.2		
Lack of management knowledge	4.6	4.9	4.8		

*Significant level at 0.05 per cent

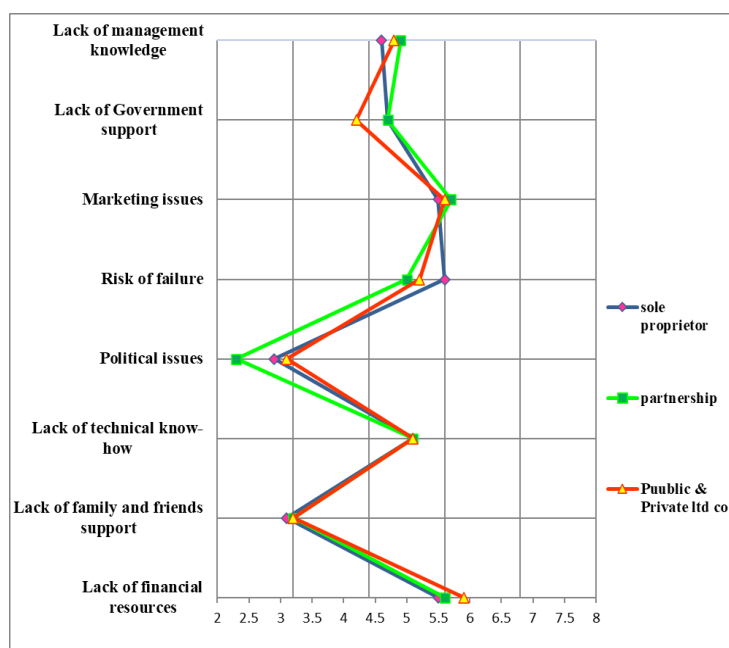


Fig 2: Relationship between type of ownership and constraints faced by First Generation Agripreneurs to select agri-preneurship as a profession

Conclusion

The first generation agripreneurs are the people who are first in their family to start their own business without having business background and who always seek for achievement. The study concluded that major barriers and constraints faced by first generation agripreneurs in selecting agri-preneurship as a profession include lack of financial sources, marketing issues, risk of failure due to perishable nature of agricultural produce, lack of technical know-how and lack of management knowledge, marketing issues, human resource management issues etc. So it is essential to reduce these barriers in order to run business successfully and these challenges can be overcome.

Government should be advocating training program to enhance agripreneurial skills of first generation agripreneurs so that they do not find it hard in establishing their enterprise. Extension officers should be aware about Government policies, financial assistance and developmental organisation for the development of agri-preneurship so that they can help first generation agripreneurs.

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