

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**SOCIO-ECONOMIC PROFILE AND EMPOWERMENT AMONG AGROPRENEURS IN KANNUR DISTRICT**

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**ABSTRACT**

*The present study attempts to explore the socio-economic background and level of empowerment among agropreneurs in Kannur District of Kerala. The Agropreneurs were operationally defined to include three segments, namely, producers of agricultural crops; animal husbandry and Integrated Farming System. Multi stage Stratified random sampling technique was adopted to identify the sample agropreneurs. The study was mainly based on primary data elicited from interview schedules, group discussions and observation. It was revealed that agropreneurs were socially as well as economically in a poor state. Majority of them belonged to the category of middle age and above and they were reluctant to bring their next generation into this field due low economic and social status attributed to agropreneurs. This fact demands immediate attention from the Governments as well as the society. The study focused on economic, social, political, personal, informational and technological empowerment among the agropreneurs. It was found that the agropreneurs were not empowered economically, socially, politically, informationally or technologically. Hence, Entrepreneurship Development Programmes in financial, marketing and strategic management; awareness programmes for the general public on all aspects of agropreneurship; inclusion of theoretical and practical aspects of agropreneurship in the education system; encouragement in the use of Information Technology; formation of Self Help Groups, Cooperatives, Producer Organisations etc are recommended.*

**KEYWORDS**

agropreneurs, agropreneurship, empowerment.

**INTRODUCTION**

Agriculture had been the first form of civilization in the human history. It made man capable of settling down at a location and to put an end to his nomadic life. Thus agriculture was the first occupation of mankind. When they settled at a single location, states were formed and demand for other products and services rose. They exchanged goods and services for goods and services. This later on led to the formation of markets and the system of trade came to be known as barter system. Thus, the first trade ought to have taken place with the exchange of agricultural produce. Around one third of the global population still depends on agriculture to earn a living.

It was Richard Cantillon, an Irish-French economist, who first introduced the term 'entrepreneur' in the context of Economics. He defined entrepreneur as an agent who buys factors of production at certain prices in order to combine them into a product with a view to selling it at uncertain prices in future. He illustrated a farmer who pays out contractual incomes which are certain to the landlords and labourers and sells at prices that are 'uncertain'. The term 'agropreneur' or 'agripreneur' is a combination of two words viz., agriculture and entrepreneur. An agropreneur may be defined as a person who uses agriculture and its allied activities in order to set up a business. All the activities concerned with agriculture including farming, management, financing, processing, marketing, growing of seedlings, manufacturing of fertilizers, implements, transport equipment etc may be termed as agropreneurship or agri business. Modern agropreneurs innovate this business in the following ways also:

- Produce diversification (mixed farming, herbal farming, horticulture and floriculture, organic farming etc)
- Value added ventures (processing fruits and vegetables, farm tourism, farm schools etc)
- Agricultural input industry (agricultural nurseries, hatcheries, pet animal shops, organic fertilizers & pesticides, animal feeds, bio fuel etc)
- Methods of farming (group farming, contract farming etc)
- Innovative marketing (direct selling, using internet, SMS, social media etc)
- Modern techniques for cultivation (polyhouse, drip irrigation, aquaponics, vertical farming etc)
- Agricultural services (agricultural land leasing, agricultural consultation, agricultural equipment renting, repairs, agricultural websites and kiosk)

The futuristic outlook and planning are the two vital attributes of an entrepreneur. Agropreneurs use both these attributes to plan their production. Just like any other entrepreneur, an agropreneur combines all the factors of production like land, labour, capital and organization with a view to generate profits.

**REVIEW OF LITERATURE**

(Sofian & Hamid 2011) focused on assessing the relationship of entrepreneurial personality, entrepreneurial commitment and self-independent of agropreneurs in Pasar Tani, Terengganu, Malaysia. Entrepreneurial personality attributed to factors like achievement motivation, customer relation and grab opportunities. A Path model of Entrepreneurial personality, commitment and self independent were presented in the study. It was found that entrepreneurial commitment assisted to develop entrepreneurial personality among farmers in Pasar Tani. It also brought about innovation in agriculture and ago-based industry and transformation of conventional farmers into motivated agropreneurs. It is also noted that entrepreneurial personality helped agropreneurs in becoming more self-independent in their business, in the context of achievement motivation, customer relation and in grabbing new opportunities.

(Pathak 2012) opined that agriculture should be considered as an enterprise, and that it should have sound management backup. As in any other enterprise, there should be proper planning about demand forecast, choice of technology, inventory of resources, need for external inputs, skill level of the available human resources and their training needs, infrastructure and services needed for carrying out various operations and marketing. The study concludes that there should be a change in the mindset of the farmers and agricultural extension agencies in order to promote successful entrepreneurship in agriculture.

(Hussin, Asaari, & Ali 2012) identified seven factors which encouraged small farmers to undertake entrepreneurship in Malaysia. These were environment, capital, training, customer focus, management knowledge, marketing knowledge and co-operation. They also found that the agriculture sector is still dominated by the older group and involvement of younger generation is required to transform this sector. They recommend inclusion of entrepreneurship and agriculture as core subjects in schools and colleges so as to build up an interest in this field at a tender age itself. The study recognized the need for training the existing agropreneurs in the field of management and marketing.

(Nagalakshmi & Sudhakar 2013) studied the socio cultural background of agri-preneurs in Dharmapuri, Karimnagar district of Andhra Pradesh. Rising income levels, changing consumer habits, enhanced environmental regulations, new requirements for product quality, chain management, food safety, sustainability etc had cleared the way for new entrants, innovation and portfolio entrepreneurship. It was found that agripreneurs were middle aged, literate, having small land holdings but able to avoid intermediaries to a great extent for the sale of their produce. The survey showed that even though agripreneurs depend on government for various needs, they are not fully dependent on the government for financial and marketing assistance. They had formed agripreneurs' associations in order to solve their problems.

(Palanivelu & Madhupriya 2013) attempted to throw light on the socio-cultural background, motivational factors and problems faced by women agripreneurs in the Namakkal district of Tamil Nadu. Some of the areas of successful agripreneurship among women were identified as fish/prawn farming, cultivation of fruits and vegetables, livestock management, mushroom cultivation, floriculture, dairy farming, landscaping etc. The main problems faced by Indian women entrepreneurs are elaborated as absence of definite agenda in life, absence of balance between family and career obligations, poor degree of financial freedom, no direct



ownership of property, lack of entrepreneurial skills and finance, unawareness about one's own capabilities, low ability to bear risk, problems in working with male counterparts, lack of professional education etc. Suggestions were made as to make continuous attempt to inspire, encourage, motivate and co-operate women agripreneurs and to conduct awareness programmes.

(Mujuru 2014) documented the relationship between entrepreneurial agriculture and human development in the context of public policy at Mt. Darwin, Zimbabwe. The study has been initiated after the UNDP (United Nations Development Programme, 2013) embraced the importance of entrepreneurial skills in the agricultural context which has significantly improved the well being of the rural small scale farmers in Egypt. This was achieved after the implementation of the programme, viz., Pro-poor Horticulture Value Chains in Upper Egypt, which aimed at positioning the small scale farmers in value-adding activities. The research revealed that entrepreneurial mindset, strategic leadership skills and strategic management of resources enable farmers to earn more income as well as to create wealth for the nation. Entrepreneurial agriculture results in improved standard of living, employment creation, poverty reduction, empowerment of communities and so on, thereby resulting overall human development. In order to nurture entrepreneurial agriculture, the government should prioritize entrepreneurial agriculture and concentrate on provision of infrastructural facilities, agricultural inputs and creation of markets for agricultural produce.

(Upadhyay, Papnai, Singh, & Nautiyal 2014) looked into agri-based enterprise problems and strategies in Udham Nagar district of Uttarakhand. They studied in detail, the various problems to include technical problems, managerial problems, socio-personal problems, input problems, financial problems and market related problems. Group approach or community organizations, natural resource management, human resource management, use of information technology, promotion of Non Government Organizations and private organizations were recommended.

(Esiobu, Onubuogu, & Ibe 2015) analysed entrepreneurship development in agriculture among arable crop farmers in Imo state, Nigeria. Factors like socio-economic characteristics, entrepreneurship intent, level of entrepreneurship intent and barriers to entrepreneurship development in agriculture were examined. It was found that a reasonable proportion of the farmers identified personal intension, need for autonomy and displacement/disruption in life as the key drive entrepreneurship development among them. However, poor access to entrepreneurship information, inadequate start-up capital and long distance between farms and the markets were identified as the barriers to entrepreneurship in agriculture. They recommended fostering entrepreneurship education at all levels to ensure capacity building for diverse enterprises in agriculture; effective and adequate entrepreneurship programmes and policies address the barriers to entrepreneurship development; government and private sector support fund and support of trained extension agents to guide farmers on technological developments. They opined that sustainable development of agribusiness requires the development of entrepreneurial and organizational competency among farmers.

(Thripathi & Sweta 2015) examined the barriers in the development of entrepreneurial skills in the farming sector of Uttar Pradesh. They had identified various managerial problems along with problems like lack of funds, lack of infrastructure, risk aversion, marketing and competition etc which acts as barriers to agropreneurship. They had suggested establishment of financial cells and provision of concessional rate of interest to solve the financial problems of agropreneurs; and also establishing marketing co-operatives and provision of entrepreneurial training to farmers to overcome other kinds of barriers. They also put forth an alternative model for promotion of agropreneurship which comprises of suggestions like weather-index based insurance, micro insurance, improving financial literacy among farmers, facilitating electronic payment systems and branchless banking.

## NEED/IMPORTANCE OF THE STUDY

According to the FAO (Food and Agricultural Organisation), 805 million people of the 7.3 billion in the world or one in nine were suffering from chronic undernourishment in 2012-2014. As in the case of developing countries it is one in six. The OECD (Organisation for Economic Co-operation and Development)-FAO Agricultural Outlook 2015-2024 Report provides that the demand for agricultural products have been rapidly increasing in developing countries due to steady population growth, rising per capita incomes and continuous urbanization which allowed consumers to diversify their diets. Thus agriculture remains the largest employment sector and the most crucial sector for the world's food security. Thus it is evident that agropreneurs will have immense opportunities in the future worldwide.

## STATEMENT OF THE PROBLEM

It would not be wrong to say that Indian agriculture survives on two factors - monsoon and government subsidies. The burden of subsidy on the exchequer is so heavy that the government is forced to find alternate ways to withdraw it, at least gradually. One way to do this is to encourage entrepreneurship among its farmers. There is reluctance on the part of farmers as well as their next generation to continue in this field. Ironically, there are people who resign very highly paid white color jobs to take up agropreneurship. This fact brings to the light that agricultural ventures, if managed properly could yield profits higher than salaried white color jobs. However, on an average, people are reluctant to choose an agricultural career for various reasons. This may be due to low level of economic and social status attributed to farmers by the society. Hence there is a need to investigate into the commercial feasibility of agricultural ventures, financial and social empowerment of agropreneurs, problems faced by agropreneurs etc.

## OBJECTIVES

1. To document the socio economic profile of agropreneurs in Kannur district.
2. To analyse the level of empowerment attained by agropreneurs in Kannur district.
3. To suggest measures for empowering agropreneurs in Kannur district.

## HYPOTHESES

- To test whether the agropreneurs are economically empowered or not.
- To test whether the agropreneurs are socially empowered or not.
- To test whether the agropreneurs are politically empowered or not.
- To test whether the agropreneurs are personally empowered or not.
- To test whether the agropreneurs have attained informational and technological empowerment.

## RESEARCH METHODOLOGY

Descriptive design is intended for the study based on primary and secondary data sources. Multi stage stratified random sampling technique is used for the study. All agropreneurs pursuing agriculture, animal husbandry and IFS (Integrated Farming System) for commercial purpose in the Kannur district of Kerala state forms the population for the study. A sample block is selected from the district based on the prominence of agricultural activity in that area. From the list of registered agropreneurs in the selected block, not less than ten percent of them in each category, namely, production of crops, animal husbandry and integrated farming was selected. Interview Schedules are used to obtain information from the sample agropreneurs. Data is presented in simple tables and analysed using descriptive statistics such as mean, standard deviation, percentages etc.

## DATA ANALYSIS AND INTERPRETATION

There are eleven blocks in Kannur, viz., Payyannur, Thaliparamba, Kalliasery, Kannur, Iritty, Irikkur, Edakkad, Thalassery, Peravoor, Panoor and Koothuparamba. Among these, Payyannur, Thaliparamba, Iritty, Irikkur and Peravoor blocks were identified as the prominent agricultural blocks with the help of the Principal Agricultural Officer, District Agriculture Office, Kannur. By random sampling technique, one block among the five blocks was chosen. The sample block thus chosen was Iritty block. The distribution of agropreneurs engaged in commercial cultivation of agricultural crops, animal husbandry and IFS is shown in Table 1:

TABLE NO. 1: POPULATION AND SAMPLE DISTRIBUTION OF AGROPRENEURS IN IRITTY BLOCK OF KANNUR DISTRICT

Iritty Block	Number of Agropreneurs commercially involved in			
	Agricultural Crops	Animal Husbandry	IFS	Total
Population	592	227	82	901
Proportionate Sample (10%)	59	23	8	90

Source: Iritty Block Office

## SOCIO-ECONOMIC PROFILE OF SAMPLE AGROPRENEURS

TABLE NO. 2: DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR SOCIO-ECONOMIC CHARACTERISTICS

Socio-economic characteristics	Description	Frequency N = 90	Percentage (%)
Age	Below 18	0	0
	18 years - 36 years	6	6.67
	36years- 54 years	45	50.00
	54years- 72 years	33	36.67
	Above 72	6	6.67
Gender	Male	78	86.67
	Female	12	13.33
Religion	Hindu	42	46.67
	Muslim	39	43.33
	Christian	9	10.00
Community	Forward Caste	42	46.67
	Other Backward Classes	45	50.00
	Scheduled Caste/Scheduled Tribe	3	3.33
Educational level	No formal Education	0	0
	Primary	33	36.67
	Secondary	36	40.00
	Higher Secondary	21	23.33
	Degree/ Post Graduation	0	0
Land usage	Less than 1 Ha (Marginal)	51	56.67
	1 Ha- 2 Ha (Small)	30	33.33
	2 Ha - 4 Ha (Semi-medium)	9	10.00
	4 Ha- 10 Ha (Medium)	0	0
	10 Ha and above (Large)	0	0
Annual Earnings	Below ₹1lakh	15	16.67
	₹1lakh - ₹3lakhs	21	23.33
	₹3lakhs - ₹6lakhs	33	36.67
	Above ₹6lakhs	21	23.33

Source: Survey data

The frequency distribution of age of agropreneurs revealed that fifty percent of them belonged to 36-54years age group and thirty six per cent belonged to 54-72years age group. Six per cent of them belonged to below thirty six years. Similarly, six per cent of them belonged to above seventy three years of age.

There was a clear evidence of male domination among the sample agropreneurs. They constituted about eighty six per cent of the sample agropreneurs. It was also noticed that women who were interviewed formed part of group farming activities in order to solve labour issues whereas the male section opted for sole proprietorship. Around forty six per cent of the sample respondents were followers of Hindu religion, forty three per cent followers of Muslim religion and ten per cent followers of Christianity. Fifty per cent of the respondents belonged to Other Backward Classes, forty six per cent belonged to Forward Caste and three per cent belonged to Scheduled caste/ Scheduled tribe.

The analysis of education level brings out the low level of formal education among agropreneurs with thirty six percent of the sample respondents having only primary level of education. Primary and secondary level educated agropreneurs constitute more than three fourth of the sample respondents.

More than half of the total agropreneurs interviewed were marginal farmers with less than one hectare of land usage. Thirty three per cent belonged to the small farmer category and ten per cent belonged to the semi-medium category. It was worthy to note that there were no agropreneurs under the category of medium and large scale agricultural land use. This finding is in tune with the estimates that in Kerala ninety per cent of the farmers are marginal and small farmers.

Regarding the annual earnings, forty per cent of the respondents annually earned less than Rupees three lakhs; thirty six per cent of them between Rupees three lakhs and six lakhs; and twenty three per cent earned above Rupees six lakhs annually.

TABLE NO. 3: THE AGE OF THE SAMPLE RESPONDENTS

Age	Frequency N = 90	Mean	Standard Deviation
0 - 18	0	52.8	12.88
18 - 36	6		
36 - 54	45		
54 - 72	33		
72 - 90	6		

Source: Survey data

The age of the respondents ranged from thirty to seventy five years. The model class interval was 36-54years, which was defined as the middle aged group for the study. The mean age of agropreneurs was calculated to be 52.8 years with a standard deviation of 12.88 years.

## LEVEL OF EMPOWERMENT OF SAMPLE AGROPRENEURS

Empowerment is operationally defined as the confidence and strength of a person to deal with his surroundings. Questions regarding economic, social, political, technological, personal and informational empowerment bring out the following results.

**TABLE NO. 4: RATINGS ON EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Empowerment	Ratings									
		Very High		High		Moderate		Low		Very Low	
		N	%	N	%	N	%	N	%	N	%
1	Economic Empowerment	9	10	9	10	6	6.7	36	40	30	33.3
2	Social Empowerment	6	6.7	6	6.7	12	13.3	18	20	48	53.3
3	Political Empowerment	6	6.7	9	10	6	6.7	27	30	42	46.7
4	Technological Empowerment	18	20	12	13.3	15	16.7	27	30	18	20
5	Personal Empowerment	45	50	30	33.3	6	6.7	9	10	0	0
6	Informational Empowerment	9	10	15	16.7	15	16.7	21	23.3	30	33.3

Source: Survey data

Fifty per cent of the agropreneurs rated very high for personal empowerment, whereas more than seventy per cent of them rated low or very low for economic, social and political empowerment. With regard to technological and informational empowerment, twenty per cent and ten per cent of them rated very high, respectively. The results confirm the fact that agropreneurs are economically, socially and politically weak.

**ECONOMIC EMPOWERMENT**

**TABLE NO. 4.1: RATINGS ON ECONOMIC EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Economic Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Cover all expenses	20	22.22	10	11.11	16	17.78	34	37.78	10	11.11	90	100
2	Sufficient income to expand business	5	5.56	3	3.33	6	6.67	15	16.67	61	67.78	90	100
3	Savings and Investments	5	5.56	3	3.33	7	7.78	19	21.11	56	62.22	90	100
4	Easy access to credit	8	8.89	10	11.11	11	12.22	34	37.78	27	30	90	100
5	Afford own house and vehicles	4	4.44	4	4.44	0	0	11	12.22	71	78.89	90	100

Source: Survey data

Approximately 68 per cent of them reported insufficient income to expand their existing activities, 62 per cent of them were never able to save or invest and 79 per cent of them could not afford own house or vehicles. Thus overall economic empowerment of agropreneurs was poor.

**SOCIAL EMPOWERMENT**

**TABLE NO. 4.2: RATINGS ON SOCIAL EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Social Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Receipt of Appreciations	11	12.22	14	15.56	16	17.78	2	2.22	47	52.22	90	100
2	Respect from the Society	0	0	0	0	0	0	5	5.56	85	94.44	90	100
3	Family support	82	91.11	3	3.33	0	0	5	5.56	0	0	90	100
4	Membership in Social Organisations	6	6.67	17	18.89	36	40	11	12.22	20	22.22	90	100
5	Leadership positions held	5	5.56	11	12.22	29	32.22	5	5.56	40	44.44	90	100

Source: Survey data

About half of the agropreneurs never received any appreciation for their work in the form of awards, 94 per cent of them felt that they were not respected by the society, most of them did not have regular membership in social organisations and a majority of them did not hold any leadership positions in such organizations. On the positive side, strong family support (91.11%) proved to be their strength. The results show a low level of social empowerment among agropreneurs.

**POLITICAL EMPOWERMENT**

**TABLE NO. 4.3: RATINGS ON POLITICAL EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Political Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Participation in Grama sabha	62	68.89	10	11.11	7	7.78	0	0	11	12.22	90	100
2	Participation in protests	1	1.11	0	0	2	2.22	0	0	87	96.67	90	100
3	Regular at casting votes	80	88.89	5	5.56	5	5.56	0	0	0	0	90	100
4	Confidence in contesting elections	5	5.56	0	0	0	0	5	5.56	80	88.89	90	100

Source: Survey data

Even though the agropreneurs were almost always regular at participating in Grama Sabha meetings (68.89%) and in casting their votes (88.89%), they were reluctant to participate in protests (96.67%) nor had the confidence to contest in elections (88.89%). The overall political empowerment was low.

**PERSONAL EMPOWERMENT**

**TABLE NO. 4.4: RATINGS ON PERSONAL EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Personal Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Personal satisfaction	89	98.89	0	0	0	0	1	1.11	0	0	90	100
2	Health benefits	87	96.67	0	0	0	0	3	3.33	0	0	90	100
3	Dream of expansion	17	18.89	54	60	9	10	10	11.11	0	0	90	100
4	Confidence in conveying matters	16	17.78	12	13.33	21	23.33	15	16.67	26	28.89	90	100
5	Confidence in public speech	5	5.56	16	17.78	25	27.78	5	5.56	39	43.33	90	100

Source: Survey data

It is worthy to note that approximately 99 percent of the agropreneurs are highly satisfied with their activity. Around 97 per cent of them feel that their health is benefitted, 60 percent of them very often dream to expand their business; but highest per cent (28.89%) of them do not have the confidence in conveying their matters to Government officials or the confidence to speak publically (43.33%). An overall high level of personal empowerment is revealed.

**INFORMATIONAL EMPOWERMENT**

**TABLE NO. 4.5: RATINGS ON INFORMATIONAL EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Informational Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Knowledge in legal matters	11	12.22	0	0	0	0	0	0	79	87.78	90	100
2	Knowledge of Government policies	6	6.67	5	5.56	52	57.78	17	18.89	10	11.11	90	100
3	Use of Internet	6	6.67	4	4.44	6	6.67	0	0	74	82.22	90	100
4	Use of mobile phones	5	5.56	11	12.22	4	4.44	7	7.78	63	70	90	100

Source: Survey data

Approximately 88 per cent of the agropreneurs did not have knowledge in legal matters, 82 per cent of them did not use internet for improving their business and 70 per cent of them did not use mobile phones to access information or contact their customers. Roughly 58 per cent of them opined they were aware of Government policies at times only. The overall informational empowerment was observed to be low.

**TECHNOLOGICAL EMPOWERMENT**

**TABLE NO. 4.6: RATINGS ON TECHNOLOGICAL EMPOWERMENT OF AGROPRENEURS**

Sl. No.	Technological Empowerment	Ratings											
		Always		Very Often		At times		No		Never		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Awareness on technological developments	4	4.44	6	6.67	5	5.56	69	76.67	6	6.67	90	100
2	Training latest technologies	2	2.22	18	20	29	32.22	9	10	32	35.56	90	100
3	Ability to operate machines	5	5.56	12	13.33	10	11.11	5	5.56	57	63.33	90	100

Source: Survey data

Approximately 77 per cent of the agropreneurs were aware of the technological developments in the field but around 36 per cent of them never received any training in the latest technologies and 63 per cent of them never operated any machine in the agricultural field. Hence a low level of technological empowerment was revealed.

**FINDINGS**

- The average age of fifty-two years and above with a standard deviation of more than twelve years obtained with regard to the sample respondents, clearly shows that youngsters are not taking up agropreneurial career.
- Another finding was that this sector is male dominated as female participation is only thirteen per cent. It was also found that they undertake agropreneurship more or less as a group venture.
- The maximum level of education attained by agropreneurs was limited to Higher secondary level.
- The land used for agropreneurship was owned by majority of agropreneurs even though most of them came under the category of small and marginal farmers.
- With regard to empowerment, the agropreneurs rated low for economic, social, political, technological as well as informational empowerment.
- Low level of economic empowerment was caused due to inability to meet expenses from income, insufficient income for expansion activities, lack of savings and investment etc.
- Lack of appreciation and respect from society, inability to be a member and leader in social organizations etc attributed to the low social status and empowerment among agropreneurs.
- The agropreneurs were not politically organized and hence did not have the confidence to protest against social evils.
- Lack of penetration of Information Technology lead to low level of informational empowerment.
- Lack of participation in technological trainings and practice was the core reason for low level of technological empowerment.
- Personal empowerment was high among agropreneurs due to factors like mental satisfaction, health benefits and their futuristic outlook toward expansion of their activities.

**RECOMMENDATIONS/SUGGESTIONS**

- Entrepreneurial training for improving managerial competancies in the area of finance, marketing and strategic management would help agropreneurs to achieve better economic and social empowerment.
- Inclusion of theoretical and practical aspects of agropreneurship in the education system would help in attracting youth into this sector and to change the mindset of people towards agropreneurs.
- Formation of Self Help Groups, Cooperative Societies, Producer Organisations etc exclusively for women agropreneurs would help in attracting and maintaining more women in this sector.
- Awareness programmes would be helpful in increasing domestic demand for locally produced goods and in drawing attention of educated youths towards agropreneurship.
- Agropreneurs must be encouraged to use Information Technology for searching latest information on the developments in their field as well as to reach out to their potential customers.

**CONCLUSIONS**

From the results of the survey, the researcher feels that entrepreneurship development among agropreneurs could lead to an improvement in their competencies which in turn would make them capable of exploring new opportunities and thereby become more empowered. The poor plight of agropreneurs require immediate attention of the Governments and the society in order to provide more entrepreneurial trainings and to create an entrepreneurial mindset among the traditional cultivators.

**LIMITATIONS**

The study is mainly based on the response received from the respondents. The doubtful attitude and fear of opening up may affect the accuracy of the study. The study covers only a limited geographical area. The study has excluded the processing sector and service sector of agropreneurship.

**SCOPE FOR FURTHER RESEARCH**

Agropreneurship offers wide scope for further research work in each of its segment like the processing sector, service sector etc.

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## APPENDIX/ANNEXURE

### INTERVIEW SCHEDULE

1. Name :
2. Address or Krishi Bhavan:
3. Gender : Male Female Others
4. Age : yrs
5. Religion : Hindu Muslim Christian
6. Community : FC OBC SC ST
7. Your highest educational level:
 

No formal education	Primary level	Secondary level
Higher Secondary level	Degree level	Post Graduation level
8. Your agropreneurship includes :
 

<b>Agriculture</b>	<b>Animal Husbandry</b>
a) Paddy and pulses	a) Cow
b) Vegetables	b) Goat
c) Fruits	c) Poultry
d) Flowers	d) Pig
e) Cash crops	e) Fish
f) Spices	f) Honey Bee
g) Any other (Specify).	
9. Agricultural land used: Own acres Lease acres
10. a) Last years' annual profit was ₹ \_\_\_\_\_.
- b) Trend of profitability for the preceding years' was:
 

Increasing	Decreasing	Fluctuating	Constant
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11. Rate the following statements regarding the empowerment of farmers.

Sl. No.	Statements	Very High (5)	High (4)	Moderate (3)	Low (2)	Very Low(1)
<b>A</b>	<b>Economic Empowerment</b>					
1	I can meet all expenses from agropreneurship					
2	I can expand my business from the income from agropreneurship					
3	I can save money and make other investments					
4	I can easily access credit facilities					
5	I can afford to have my own house, vehicles and other modern amenities					
<b>B</b>	<b>Social Empowerment</b>					
1	I get appreciations in the form of awards					
2	The society respects me for what I am					
3	I have full support from my family					
4	I am a member in social organizations like clubs, samithis etc					
5	I have been entrusted leadership positions in such organizations					
<b>C</b>	<b>Political Empowerment</b>					
1	I participate in Grama Sabha meetings regularly					
2	I participate in protests					
3	I am regular at casting my votes					
4	I am confident in contesting in elections					
<b>D</b>	<b>Personal Empowerment</b>					
1	I am fully satisfied being an agropreneur					
2	My health is benefitted from agriculture					
3	I always dream to expand my business					
4	I am confident in conveying matters to government officials, bank officials etc					
5	I can deliver public speech without fear					
<b>E</b>	<b>Informational Empowerment</b>					
1	I know the legal requirements for setting up of a farm/taking land on lease					
2	I know the State Government policies & programmes in this field					
3	I use internet for acquiring latest information on agropreneurship					
4	I use mobile phones to access information and to contact customers					
<b>F</b>	<b>Technological Empowerment</b>					
1	I am aware of the latest technological developments in this field					
2	I am trained in most of the latest technologies					
3	I can operate the machines in the absence of skilled labourers					

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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