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Factors inhibit farm women to become entrepreneurs

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Abstract

The present study was conducted in all the five districts of Konkan region of Maharashtra namely Sindhudurg, Ratnagiri, Raigad, Thane and Palghar. The lists with addresses of trained and practicing farm women engaged in value addition of fruits, vegetables production and back yard poultry enterprises were obtained from Regional Agricultural Research Stations and Krishi Vigyan Kendra from all five district. The sample constituted 50 trained farm women from each district. However, at the time of data collection, the researcher was able to interview only 221 practicing trained farm women. Hence, for the present study sample size was 221 trained farm women. The respondents were personally interviewed with the help of specially designed interview schedule. An ex-post-facto research design was used for the present study. The data were collected by personal interview of trained farm women. The factors inhibit women to become entrepreneurs revealed that, in case of value addition of fruits 'limitations in marketing' was the major inhibiting factor expressed by majority of the farm women. Regarding vegetables production 'high cost of inputs' was the major inhibiting factor expressed by farm women followed by 'dependency on middleman' While 'High cost of poultry feed' was the most severe inhibiting factor faced by majority of the farm women in rearing back yard poultry.

Keywords: Farm women, entrepreneur, inhibiting factors

1. Introduction

Since ancient times women have been playing a crucial role in family as well as in farming. But their contribution has not been identified fully and acknowledged. In the present scenario of globalization, liberalization and privatization of agricultural sector, the sustainable development and empowerment of farm women is considered as a key factor for development of any country. Participation of women in economic activities is now emerging as a universal phenomenon. Advancement of information and communication technologies created many opportunities for the development of talents of women in entrepreneurship activities.

In India, the entry of women into business is traced out as an extension of their kitchen activities; mainly 3P's i.e., Pickle, Powder and Papad. But with the spread of education and passage of time, women have started shifting from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to enter into business ventures. Women Entrepreneur is a woman who accepts challenging roles to meet her personal needs and to become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial woman, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing so rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a lay-off. But a new talent pool of women entrepreneurs is forming today, as more women are opting to leave corporate world to chart their own destinies.

2. Materials and Methods**2.1 Selection of District**

All the five districts of *Konkan* region namely, Sindhudurg, Ratnagiri, Raigad, Thane and Palghar were selected.

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2.2 Selection of Enterprises

The following criteria was laid down in the selection of enterprises

- The enterprises technically viable, economically feasible and socially acceptable
- Easily practicable.
- Enterprise directly applicable to the farm women to generate self-employment for increasing their income.
- Respondent had adequate exposure in the enterprises selected.

Based on the above-mentioned criteria, three enterprises namely Value addition of fruits, Vegetables production and Backyard poultry were selected for the present study.

2.3 Selection of respondents

The lists with addresses of trained and practicing farm women engaged in value addition of fruits, vegetables production and back yard poultry enterprises were obtained from Regional Agricultural Research Stations and Krishi Vigyan Kendra from all five district.

While selecting the sample for the study that is trained farm women, it was decided to contact trained farm women in order to know their present status of functioning, accordingly pilot survey was carried out along with KVK's scientist to know the practicing farm women in three selected enterprises. A district wise list of trained farm women was prepared in consultation with programme coordinator of Krishi Vigyan

Kendra's in respective five districts. By observation method 250 trained farm women were selected from all five districts of konkan region that is 50 trained farm women from each district. However, at the time of data collection, the researcher was able to interview only 221 practicing trained farm women. Hence, for the present study sample size was 221 trained farm women

2.4 Research design

The ex-post-facto research design was adopted for the present study

3. Results and Discussion

3.1 Factors inhibit women to become entrepreneurs.

The development of the country would be incomplete unless women are fully involved in the process of development. Women entrepreneurs are facing various problems while running the enterprise such as shortage of raw material, finance, power, and marketing of the produce. The present study was designed with the objective to know the factors which inhibit farm women to become entrepreneur

3.1.1 Factors inhibit farm women in value addition of fruits

The data pertaining to inhibiting factors experienced by farm women in value addition of fruits was worked out and converted in to percentage elucidated in Table 1

Table 1: Distribution of the respondents according to inhibiting factors in value addition of fruits

Sr. No.	Problems/Constraints	Respondents (N=80)	
		Number	Percentage
1.	Limitations in Marketing	79	98.75
2.	Seasonal availability of fruit	71	88.75
3.	Lack of financial assistance	68	85.00
4.	Difficulty in getting license	59	73.75
5.	Lack of trainings	56	70.00
6.	High cost of fruits	52	65.00
7.	High cost of packaging	50	62.50
8.	Lack of general exposure	46	57.50
9.	Competition from already established and larger units	45	56.25
10.	Dependency on labour	42	52.50

The results presented in Table 01 revealed that 'limitations in marketing' was the major inhibiting factor expressed by majority (98.75 per cent) of the farm women. It might be due to that, in rural area the demand for this processed product is very less as compare to urban areas and most of the women not having brand name for their produce. Hence the women entrepreneur needs to travel to nearby cities to sell their produce which is usually not possible for them this might be the reason for the such results.

More than three-fourth (88.75 per cent) of the farm women expressed 'seasonal availability of fruit' as the next inhibiting factor in value addition of fruits followed by 'lack of financial assistance' (85.00 per cent), 'difficulty in getting license' (73.75 per cent each), 'lack of trainings' (70.00 per cent), 'high cost of fruits' (65.00 per cent), 'high cost of packaging' (62.50 per cent), 'lack of general exposure' (57.50 per cent), 'competition from already established and larger units' (56.25 per cent) and 'dependency on labour' (52.50 per cent), The need for training and guidance at all stages could be one of the most effective way of dealing with issues of farm women. The factors like unavailability of raw material, limited general exposure, lack of credit and marketing facilities needs to be

tackled through suitable means. In order to improve the present situation special follow-up support to women entrepreneurs is quite needed further farm women may be encouraged to go for co-operative group activities.

3.1.2 Factor inhibit farm women in vegetables production

The data pertaining to factor inhibit farm women in vegetables production is presented in Table 2

Table 2: Distribution of the respondents according to inhibiting factors in vegetables production

Sr. No.	Problems/Constraints	Respondents (N=105)	
		Number	Percentage
1.	High cost of inputs	98	93.33
2.	Lack of knowledge about pests and diseases	88	83.80
3.	Dependency on middleman	86	81.90
4.	Shortage of labour	84	80.00
5.	Physical abuse	82	78.09
6.	Lack of finance	80	76.19
7.	Insufficient technical guidance	74	70.48
8.	Vagaries of the weather	70	66.67
9.	Non-availability of quality seeds	61	58.10

10.	Wild animals menace	60	57.14
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From Table 2, it could be noticed that, 'high cost of inputs' (93.33 per cent) was the major inhibiting factor expressed by farm women followed by 'dependency on middleman' (81.90 per cent), 'shortage of labour' (80.00 per cent), 'physical abuse' (78.09 per cent), 'lack of knowledge about pests and diseases' (83.80 per cent), 'wild animals menace' (57.14 per cent), 'insufficient technical guidance' (70.48 per cent), 'vagaries of the weather' (66.67 per cent), 'non-availability of quality seeds' (58.10 per cent) and 'lack of finance' (76.19 per cent)

3.1.3 Factors inhibit farm women in back yard poultry

The data regarding factors inhibit farm women in back yard poultry is given in Table 3

Table 3: Distribution of the respondents according to inhibiting factors in back yard poultry

Sr. No.	Problems/Constraints	Respondents (N=65)	
		Number	Percentage
1.	High cost of poultry feed	62	95.38
2.	Non-availability of day-old chicks	54	83.08
3.	Incidence of diseases	52	80.00
4.	Lack of ready access to medicines/vaccines	51	78.46
5.	Lack of knowledge about improved practices	48	73.85
6.	Absence of veterinary infrastructure facilities	45	69.23
7.	Lack of family support	42	64.62
8.	Involvement of risks and uncertainties	40	61.54
9.	Fear of wild animals	38	58.46
10.	Disorganized market system	35	53.85

The contents of Table 3, indicated that, 'high cost of poultry feed' was the most severe factors faced by majority (95.38 per cent) of the farm women followed by 'non-availability of day-old chicks' (83.08 per cent), 'incidence of diseases' (80.00 per cent), 'lack of ready access to medicines/vaccines' (78.46 per cent), 'lack of knowledge about improved practices' (73.85 per cent), 'absence of veterinary infrastructure facilities' (69.23 per cent), 'lack of family support' (64.62 per cent), 'involvement of risks and uncertainties' (61.54 per cent), 'fear of wild animals' (58.46 per cent) and 'disorganized market system' (53.85 per cent)

The problem such as high cost of poultry feed felt by majority (95.38 per cent) of the respondents. The respondents had to depend on the traders for branded feed and feeding is the daily input in poultry unit, which takes the lions share in the production cost. It could be affordable for those who are maintaining a large poultry unit but small and marginal farmers could not afford it due to requirement of heavy capital investment.

The next important factor was the non-availability of day-old chicks it might be because in rural area rarely having hatchery units to avail the chicks so farmers need to go distant place to buy the chicks. Another important inhibiting factor was incidence of diseases; however, several diseases are very common in poultry birds and these diseases could be prevented by timely vaccination which requires frequent contact with livestock supervisors as well as training programmes to update knowledge.

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