



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

AGROPRENEURSHIP PERCEPTION AMONG WOMEN IN KERALA

Dr ANIL P V, Assistant Professor, Department of Commerce, Pazashi Raja NSS College, Mattanur 670702, Kerala, India.

Abstract: Agriculture is one of India's key economic sectors. Kerala's distinctive agro-climatic characteristics make it possible for it to grow a wide variety of crops. Agriculture and entrepreneurship have a lot in common. The capacity of farmers to adopt new technology is impressive, enabling them to reorganize their fields in new ways. Global Forum for Rural Advisory Services (GFRAS) defines "Agripreneurship means the entrepreneurship activities practiced by individual who aims to create wealth by applying innovative skills within the agriculture industries". Female entrepreneurs are the core sectors in society that needs more concentration for development through financial and legal assistance. This study mainly aims to find out the women's perception towards Agripreneurship, the factors that lead them to enter the agro-business, and the legal support provided to them by the government in Kerala.

INTRODUCTION

The importance of women in agricultural growth and their important contribution to food security, horticulture, processing, nutrition, sericulture, fisheries, and other related industries have become gradually more apparent over time. After China and the United States, India is the world's third-largest producer of food grains, and it is the second-largest producer of fruits and vegetables after China. However, India is now ranked second to China due to inadequate post-harvest facilities and 30 to 40 percent to 60 percent food grain, fruit, and vegetable wastage. Because agriculture entails not only the cultivation of food grains but also their processing, storage, and packaging, women are essential to the production of agriculture. Therefore, greater focus has to be given to the growth of female entrepreneurship in food processing, preservation, and product packaging. Food processing has the potential to add value to basic agricultural products and dairy, which will eventually improve the small-scale women producers' and entrepreneurs' ability to earn an income. This will allow for better use and control of local resources and contribute to the creation of jobs for rural women. It would further aid in the socio psychological and economic empowerment of rural women. This study will examine potential business opportunities for rural women in the food sector in Kerala, obstacles they encountered, and solutions for the fast expansion of female entrepreneurs.

REVIEW OF LITERATURE

Buragohain, Rinumoni, and Nivedita (2018) describe mushroom production, vermin-compost production, and floriculture businesses as some of the agripreneurship ventures through which women can economically empower themselves in Assam. The paper argues that a shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture.

Kaur et al (2018) revealed that there is a pressing need to identify more women who are motivated, skilled, and strong-willed and who have the will and potential to launch, run, manage, and take the risk of launching an organisation and to achieve something worthwhile. Additionally, the growth of entrepreneurship in Keeping a competitive environment alive in the context of the globalization of the economy requires women.

Sreelakshmi (2021) studied that Sustainable agriculture is the best option for creating a robust framework for agriculture that should be productive, community-focused, and multifunctional. The concept of agribusiness gives adequate opportunities in agriculture and operates dynamically at all levels of farming.

Sanjayaswale (2015) Reviewing the idea of agripreneurs and examining their performance, innovations, and creativity in agribusiness are the major goals of the study. Using simple random selection, 50 prosperous Agripreneurs were chosen as a sample. Age and return on investment had a weakly negative, non-significant relationship with agripreneurs' performance, as well

as a standard degree of creativity and innovation, according to the analysis's findings and discussion. In order to succeed, agripreneurs need to be innovative and creative.

OBJECTIVES OF THE STUDY

- 1) To determine the factors leading women to enter agropreneurship.
- 2) To find out the entrepreneurial opportunity for women in agriculture,
- 3) To explore the government schemes which promote agropreneurship in Kerala

SCOPE OF THE STUDY

Due to the intense rivalry that exists in the agriculture sector to produce innovation, the field of research is expanding quickly. The purpose of the study is to determine how women see the role of entrepreneurship in agriculture sustainability in Kerala.

SIGNIFICANCE OF THE STUDY

The study investigates how women in Kerala's agriculture sector perceive agripreneurship. As a result, the current study is useful for future references and aids scholars in the field of agricultural innovation and business management. Future scholars will also benefit from this study's insights as they continue to examine various aspects of agripreneurship. The focus of this study is only on women in a few Keralan areas. Therefore, future researchers can do research in other areas as well in order to generalize results.

METHODOLOGY OF THE STUDY.

Population

The population of the study includes women from selected districts in Kerala

Sources of data

The present study incorporates the collection of both primary and secondary data for in-depth investigation. Primary data are collected with the help of a structured questionnaire and personal interviews from a sample of 150 women from selected districts in Kerala. Secondary data are also used in the study which consists of journals and magazines, reports of projects, and studies conducted by many experts and researchers.

Sampling Method

Convenience sampling is being used

Tools used

The study used simple percentage analysis and Karl Pearson correlation is used.

SCHEME OF THE STUDY.

The study is arranged into five systematic chapters.

CHAPTER 1 INTRODUCTION

Chapter 1 includes an introduction, objectives, methodology, the scope of the study, and the significance of the study.

CHAPTER 2 REVIEW OF LITERATURE

Chapter 2 deals with a review of previous literature in order to identify the literature gap.

CHAPTER 3 THEORETICAL FRAMEWORK

Chapter 3 covers the theoretical framework related to women's agropreneurship, factors leading to agropreneurship, limitations, and studies related to various government schemes that promote agropreneurship among women in Kerala.

CHAPTER 4 ANALYSIS AND INTERPRETATION

Chapter 4 includes the analysis and interpretation of collected data using determined statistical tools and techniques.

CHAPTER5 FINDINGS AND CONCLUSIONS

Chapter 5 deals with findings, conclusions of the study conducted, and suggestions for future improvements.

REFERENCES

- 1) Buragohain, Rinumoni; Deka, Nivedita (2018, January). Agripreneurship - A Way for Women Empowerment in Assam, India. *EBSCO Information Service*, 22(1), 33-42.
- 2) manjot, sukhdeep, & kanwalijith. (2018). Agripreneurship – A Tool to Empower Rural Women. *Asian Journal of Agricultural Extension, Economics & Sociology*.
- 3) Sreelakshmi, C. 2021. Agripreneurship in India: Challenges and Way Forward. *Vigyan Varta* 2(12): 56-61.
- 4) Baitaineh, A., and Zecca, F. (2016). Challenges and potential of future agricultural development in Jordan: Role of education and entrepreneurship. *Academic Journal for inter-disciplinary studies*, 2281-3993.
- 5) Birthal, P., Joshi, A. K., and Singh, D. K. (2006). Agricultural Diversification in North Eastern Region of India: Implications for growth and equity. *Indian Journal of Agricultural Economics*, 61 (3), 328-340. Carsrud, A., and Brannback, M. (2011). Entrepreneurial motivation: what do we still need to k.

