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AGRICULTURAL CHALLENGES AND SUSTAINABLE DEVELOPMENT TOWARDS WOMEN AGRIPRENEURS

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Abstract

Indian agriculture has to be more commercialized and diversified in order to increase income per unit of time and space and to create jobs based on agriculture. In order for this to occur, agribusiness must be formed from agriculture. For increased earnings, agriculture must transition from a subsistence culture to an entrepreneurial one. It was discovered that with the coordinated efforts of appropriate training of not only technical skills but also behavioural attributes, it is possible to build entrepreneurial competencies of farm women and mobilize women for group action to take up food processing and value addition agriprenerus for maximizing farm profits. There was a noticeable uptick in the drive for achievement and the instillation of an entrepreneurial spirit of taking risks. The article discusses the challenges and sustainable development opportunities available to women entrepreneurs in the agricultural sector.

***Key words**: Sustainable development, business Challenges, women Agripreneurs, Satisfaction, responsible factors.*

Introduction

Women-led Agribusiness: A promising future Agriculture has long been perceived as a low-tech, dynamic sector run by tiny, marginal farmers that primarily focus on providing for their families and selling what's left over to neighbouring markets for lower prices.

Future generations found agriculture unappealing as a result, according to Women Empowerment via Agripreneurship 1331. Due to economic liberalization, this situation has drastically changed during the past ten years. Nowadays, agriculture is viewed as a profitable endeavor that may be achieved by altering its traditional methods. There has been a significant impact in this sector from educating farmers about crop diversification, integrated farming, farm mechanization, market intelligence, value addition, post-harvest processing, new requirements for product quality, chain management, food security, sustainability, and other topics.

These changes have made room for portfolio entrepreneurship, innovation, and new participants. "Entrepreneur whose main business is agriculture or agriculture-related" is the definition of an agriprenerus. Agriprenerus: Agriculture plus Entrepreneurship. "Generally, sustainable, community-oriented, directly-marketed agriculture" is the definition of agripreneurship. A comprehensive, systems-oriented agricultural method that emphasizes the interactions between social, economic, and environmental processes is known as "sustainable agriculture." Once more, women's entrepreneurship is high on the government's agenda for empowering women and achieving better societal balance. A number of actions were required in order to accomplish this.

Statement of the Problem

Stakeholders have been debating the value of Indian women farmers and the myriad of cultural and economic obstacles they face for a long time. Although policies, awareness campaigns, and seminars have been conducted to emphasize the value of female entrepreneurs in promoting national development and reducing poverty, Indian women entrepreneurs continue to confront a number of obstacles that stand in their way. These women, who are primarily small-scale farmers, are vital to the industry's expansion but are rarely recognized as significant economic forces because of prejudice and other obstacles that prevent them from realizing their full potential.

The rural market is governed by the values of women, who are the backbone of the economy. Since they frequently start and grow new agricultural business ventures, farm women are crucial to the agripreneurship movement. Even though they play a crucial role in ensuring household food security and reducing poverty in their communities, rural women entrepreneurs are rarely seen as powerful forces behind economic growth. Due to its labour-intensive nature, agriculture is the foundation of any nation's economic growth and provides women with business and employment options. The rural market is governed by the values of women, who are the backbone of the economy. Rural women entrepreneurs continue to face numerous obstacles from their counterparts. The primary goal of this article to examines the current circumstances and obstacles faced by rural women entrepreneurs in order to maximize their potential within the Indian economy.

Objectives of the Study

1. To analyze the Sustainable development and Production Challenges faced by women Agripreneurs
2. To Present Women Agripreneurs and your Level of Satisfaction towards Contribution to Sustainable development
3. To identify the factors responsible for determines the Sustainable Development of Women Agripreneurs

Research Methodology

The stratified random selection method was used to select 350 rural women farmers in Coimbatore as study subjects. Thirty-five of the 350 rural women agriprenerus are selected from each of the district of Coimbatore's ten taluks. For the study, the interview schedule method will be employed. Respondents will be contacted via interview schedule in order to obtain primary data. A variety of books, journals, periodicals, newspapers, and online sources will be used to gather secondary data. After being carefully examined, the original data will be fitted into the appropriate parametric and non-parametric statistical techniques.

Data Analysis

Table 1

Sustainable development and Production Challenges faced by women Agriprenerus

Ho1: There is no association between Sustainable development and Production Challenges faced by women Agriprenerus

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Small Holding of Land	Between Groups	3.359	1	3.359	8.978	.003
	Within Groups	130.196	348	.374		
	Total	133.554	349			
Lack of Water	Between Groups	9.756	1	9.756	12.406	.000
	Within Groups	273.684	348	.786		
	Total	283.440	349			
Adverse Weather Condition	Between Groups	1.967	1	1.967	1.522	.218
	Within Groups	449.748	348	1.292		
	Total	451.714	349			
Lack of Adequate Labour	Between Groups	.674	1	.674	.732	.393
	Within Groups	320.244	348	.920		
	Total	320.917	349			
High Input Cost	Between Groups	.061	1	.061	.049	.825
	Within Groups	433.908	348	1.247		
	Total	433.969	349			
Lack of Quality Inputs	Between Groups	14.690	1	14.690	20.235	.000
	Within Groups	252.628	348	.726		
	Total	267.317	349			

Source: Computed data

There is no association between individual farm based business activity and small holding of land. The value of F (8.978) at low p-value of (0.003) indicates that the null hypothesis accepted at 1 percent level of significance. Hence it may be concluded that there is no association between individual Sustainable development and small holding of land.

There is no association between individual farm based business activity and Small Holding of land lack of water. The value of F (12.406) at low p-value of (0.000) indicates that the null hypothesis accepted at 1 percent level of significance. Hence it may be concluded that there is no association between Sustainable

development and Small Holding of land lack of water.

There is no association between individual farm based business activity and adverse weather condition. The value of F (1.522) at high p-value of (0.218) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between Sustainable development and adverse weather condition.

There is no association between individual farm based business activity and lack of adequate labour. The value of F (.732) at high p-value of (0.393) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between Sustainable development and lack of adequate labour.

There is no association between individual farm based business activity and high input cost. The value of F (.049) at high p-value of (0.825 indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between Sustainable development and high input cost.

There is no association between individual farm based business activity and lack of quality inputs. The value of F (20.235) at low p-value of (0.000) indicates that the null hypothesis accepted at 1 percent level of significance. Hence it may be concluded that there is no association between individual Sustainable development and lack of quality inputs.

Table 2

Sustainable Development of Women agriprenerus Activity

Ho: There is no association between where you obtained the source of fund and Sustainable Development of Women agriprenerus Activity

ANOVA					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	2.927	2	1.363	.317	.259
Within Groups	1216.470	347	3.606		
Total	1219.397	349			

Source: Computed data

There is no association between where you obtained the source of fund and who inspired you to start this women agriprenerus. The value of F (.317) at high p-value of (.259) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between where you obtained the source of fund and Sustainable Development of Women agriprenerus activity.

Table 3

Women Agriprenerus and your Level of Satisfaction towards Contribution to Sustainable development

H0: There is no association between Women Agriprenerus and your Level of Satisfaction towards Contribution to Sustainable development

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Formal structure	Between Groups	11.492	5	2.298	.627	.679
	Within Groups	1260.625	344	3.665		
	Total	1272.117	349			

Finance	Between Groups	30.442	5	6.088	3.140	.009
	Within Groups	666.932	344	1.939		
	Total	697.374	349			
Government	Between Groups	2.560	5	.512	.442	.819
	Within Groups	398.297	344	1.158		
	Total	400.857	349			
Association	Between Groups	.622	5	.124	.162	.976
	Within Groups	263.267	344	.765		
	Total	263.889	349			
Trade websites	Between Groups	7.472	5	1.494	2.466	.033
	Within Groups	208.496	344	.606		
	Total	215.969	349			
Legal	Between Groups	25.717	5	5.143	1.857	.101
	Within Groups	952.880	344	2.770		
	Total	978.597	349			

Source: Computed data

There is no association between where you women agriprenerus and formal structure. The value of F (.627) at high p-value of (.679) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between where you women agriprenerus and formal structure.

There is no association between where you women agriprenerus and finance. The value of F (3.140) at low p-value of (.009) indicates that the null hypothesis accepted at 1 percent level of significance. Hence it may be concluded that there no association between where you women agriprenerus and finance.

There is no association between where you women agriprenerus and government. The value of F (.442) at high p-value of (.819) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between where you women agriprenerus and government.

There is no association between where you women agriprenerus and government. The value of F (.162) at high p-value of (.976) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between where you women agriprenerus and government.

There is no association between where you women agriprenerus and finance. The value of F (2.466) at low p-value of (.033) indicates that the null hypothesis accepted at 5 percent level of significance. Hence it may be concluded that there no association between where you women agriprenerus and finance.

There is no association between where you women agriprenerus and formal structure. The value of F (1.857) at high p-value of (.101) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is an association between where you women agriprenerus and formal structure.

Table 4

Factors that determine the Sustainable Development of Women Agripreneurs

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.788

Bartlett's Test of Sphericity	Approx. Chi-Square	11538.010
	df	91
	Sig.	.000

Source: Computed data

The above table indicates that KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate that factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate.

From the above table, it is seen that Kaiser-Meyer-Olkin measure of sampling adequacy index is .788 and hence the factor analysis is appropriate for the given data set. Bartlett's Test of Sphericity is used to examine the hypothesis that the variables are uncorrelated. It is based on chi-square transformation of the determinant of correlation matrix. A large value of test statistics will favor the rejection of null hypothesis. In turn, this indicates that 225 factor analyses are appropriate. Bartlett's test of Sphericity chi-square statistics is 11538.010, showing ten statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

Table 5

Sustainable Development of Women Agripreneurs

Component Matrix					
	Component				
	1	2	3	4	5
Decision making skill	.610				
Motivation from family members	.881				
Availability of finance	.726				
Social recognition	.568				
Economic independence		.626			
availability of more information about women agriprenerus	.	.863			
Easy access to agri marketing		.756			
Reasonable amount of return/profit		.755			
self confidence			.597		
Risk bearing capacity			.511		
Technical skill			.742		
Time management				.609	
More business opportunities				.098	
Inheritance					.886
Complete awareness about government schemes					.801
Incentives from government, NGO					.778
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

Source: Computed data

Requesting principal component analysis and specifying interpretation obtained output of factor analysis. There are five stages in factor analysis.

Stages I is the factor extraction process, wherein the objective is to identify the number of component analysis in prospects and factors that determine the Sustainable Development of women

agriprenerus. In stage II, there is also a true of thumb based on the computation in eign value, to determine how many factors to extract. The higher the eign value of a factor, the higher the amount of variance explained by the factor. The three factors were extracted as 11.38 per cent of the variance.

The next issue of measurement was to examine the 16 adaptive prospects and factors that determine the Sustainable Development of women agriprenerus. A principal component analysis with varimax rotations was undertaken. Ten factors emerged. All factors loading were over 0.5 with the exception of three which were below 0.5.

Factor I consisted of four (1) decision making skill, (2) motivation from family members (3) availability of finance and (4) social recognition.

Factor II consisted of four (1) economic independence (2) availability of more information about women agriprenerus (3) easy access to Agri marketing and (4) reasonable amount of return/profit.

Factor III consisted of three factors (1) self confidence, (2) risk bearing capacity, (3) training programmes are provided to enhance my skills and (3) technical skill.

Factor IV consisted of two factors (1) time management and (2) more business opportunities.

Factor V consisted of three factors (1) inheritance, (2) complete awareness about government schemes and (3) incentives from government, NGO.

Conclusion

In small-scale farms, women are the foundation of subsistence farming. They generate a large amount of food worldwide, especially in developing nations. In tiny farms, women handle a variety of jobs such as planting seeds, pulling weeds, harvesting, and selling the produce. However, their production and income are constrained because they frequently do not have access to resources like land, water, and seeds. In addition, there are customary and cultural restrictions that keep women from owning land and taking part in decision-making. For life to continue on Earth, women's contributions to agriculture are essential. Achieving sustainable development and food security requires empowering women in agriculture, advancing gender parity, and boosting the number of women in leadership and innovation in the field. A global as well as local strategy encompassing governments, the commercial sector, civil society, and women themselves is needed to address gender disparity in agriculture. Human rights development, poverty reduction, and decarbonisation can all result from promoting gender parity in agriculture.

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