

# Level of Entrepreneurial Success Among Women in the Agribusiness

T. Subhalatha, S. Mari, K. Thiyagarajan

**Abstract:** *Entrepreneurship has been identified as an important component of economic growth. Very high poverty rate and lack of job opportunity cleared the way for many unemployed young people, which include women, to enter small business units. In this study, the Business Success Index (ESI) was created to assess the success rate of women in agribusiness and the informants were categorized into four classes of very higher success, moderate success, average success and lower success.*

**Keywords :** *Agribusiness, entrepreneurial problems, entrepreneurship, success index.*

## I. INTRODUCTION

The present study was undertaken in this context. The Business Success Index (ESI) was created for the analysis and used to understand the extent of the success of entrepreneurship. Also, an attempt was made to study the major problems faced by the women entrepreneurs to understand the difficulties faced by women to succeed in agribusiness. [1]-[4]

## II. AREA OF STUDY

The research was done in Kerala, Kozhikode, Palakkad and Thrissur. Participants were identified with the help of growth institutions such as the District Industries Center (DIC), the Small Industries Service Institute (SISI), commercial banks and key informants in the districts referred to above. The recognized undertakings were classified mainly into seven groups: floriculture, food production units, handicraft units, textile units, coir production units and bee-and rubber-product units. In order to examine the scale of entrepreneurship and to assess the level of entrepreneurial success (ES) among women entrepreneurs ESI has been developed.[5]-[9]

## III. RESEARCH METHODOLOGY

Through relevancy rating of potential attributes/dimensions obtained from review of literature and discussion with experts and known Businesspeople, eight parameters, i.e., feasibility and level of debt, social approval, user satisfaction, brand or name recognition, customer satisfaction, quality of the product, industrial output and diversification of goods have been selected and included in this report.[10]-[14]

### C. Statement of problem

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**T. Subhalatha**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India. Email: subhalatha.thavasikannan@gmail.com

**S. Mari**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India. Email: maripalani09@gmail.com

**K. Thiyagarajan**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India. Email: thiyagu768@gmail.com

Entrepreneurship is a concept that is assumed to be gender-neutral. Even then, in India, female entrepreneurs are still in their infancy. This is because female entrepreneurs are not readily accepted by Indian society (Moitra, 2001). In the case of Kerala, although the measures of the intellectual development of women are notable, the same degree of development is not reported on the financial front as that of employees. (Koshy and Joseph, 2000). In the 1990s, many women took advantage of economic competence and autonomy in the field of entrepreneurship, but many of them were found not to succeed as they had expected. Main reasons are often given to the lack of enabling and maintaining entrepreneurial environment facilities in particular. Even then, there are success stories of female-run business units, specifics of which can inspire women entrepreneurs on the scene.

## IV. OBJECTIVE OF THE STUDY

1. The major factors hindering the success of women units
2. Significant problem perceived by women entrepreneurs in agribusiness.
3. To know the technical knowledge of the women entrepreneur.
4. To know the success criteria of the women entrepreneurs.
5. Factors which enable them to develop their entrepreneurial skill.[15]-[19]

## V. RESULTS & DISCUSSION

1. The study restricted only with the agri business women.
2. Due to time constraints the sample size is restricted to 200
3. The study is made within a period of one month, so the findings will not be applicable for more years.

Problems faced by women entrepreneurs

On the basis of the study of previous studies and conversations with entrepreneurs, major problems of entrepreneurship have been established. The responses towards the identified problems were obtained from respondents through rating on a four point continuum. The total score obtained for each problem was calculated and based on the scores, ranks were assigned. Summary, findings and conclusions The major factors hindering the success of women units were also studied and are presented. The issues faced by the administration of companies were the lack of raw materials, capital, labor, power supply, sales, entrepreneurship problems and political and cultural factors. The main problem identified was the fair price of manufactured goods, the lack of intellectual-financing for productive capital and working capital and its higher interest rate.

The major problem identified was rivalry from other units in the



sector.. This is partly due to the current pattern of entrepreneurship promotion and training programs for female businesspersons. It is a case that the HRD's efforts to promote entrepreneurs remain restricted mainly to certain select areas or subjects, and this is done unreasonably. This ultimately has led to the mushrooms of similar enterprises thereby increasing competition in the market. This emphasize The need for business advice and development with well-planned business studies. It needs a lot of experience on the part of policymakers to evaluate local resources and job opportunities, to focus on areas and to prepare learning plans properly.. Another important problem perceived by women entrepreneurs in agribusiness was low benefit cost ratio. The major cause identified was the ever fluctuating/increasing prices of raw materials in comparison to the more or less fixed price of the products. Due to this, majority of the respondents were reluctant to invest further. Other important problems identified were the Low quality of raw materials, lack of management training courses, lack of regular contact with development agencies and lack of appropriate financial assistance from the structured credit system. All the above-mentioned factors retard the functioning of agribusiness. The entrepreneurship developmental agencies should take these factors into account and enable an encouraging environment of entrepreneurship.[20]-[25]

## VI. CONCLUSION

Results have shown that the significant proportion of People would prefer traditional industries, such as livestock production, and those that have launched creative ventures have mostly come from the upper social strata. Such a concerted HRD strategy to accustom the target group with innovative avenues and entrepreneurial traits for sustaining the enterprises only can encourage women to progress as successful entrepreneurs. The potentials of agribusiness avenues like pet animal shops, flower shops, farm camps, tours, farming machinery services etc. are still to be utilized in Kerala.

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## AUTHORS PROFILE



**T. Subhalatha**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India.



**S. Mari**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India.



**K. Thiyagarajan**, Assistant professor, Department Of Science & Humanities, Bharath Institute of Higher Education and Research, Chennai, India