

## Role of Women Entrepreneurship In Agriculture-A Case of Agropreneur

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### Abstract

*Agropreneur is defined as an entrepreneur who uses agriculture to build a business. The term 'agropreneurship' reminds us that even the smallest-scale farmers are business-people. Dollinger (2003) defines entrepreneurship in agriculture as the creation of innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. Women have very hectic life. Her work starts from dawn and ends at dusk. The daily routine work begins from house cleaning, fetching drinking water, dish washing, laundry, preparing food for family, care of children, tailoring and sewing clothes. She manages these activities very smartly and actively." This paper attempts to find the mettle power of women as a agropreneur Ms.Sivaranjanithe promoter of, Amoto – A handmade organic skincare products followed with direct interview method, to identify the interest of women in carrying out a own enterprise with the factor inducing her to start a business in agricultural components, and to recapitulate her socio-economic status. The sampling design used for the study is, Expert sampling is a type of purposive sampling technique that is used when your research needs to glean knowledge from individuals that have particular expertise. At the end of the report the researcher concluded the study as agropreneurs who can work on preeminence can be encouraged more to show the taste of agropreneurship.*

**Key words:** Agropreneur, inducing factor, socio-economic status.

### Introduction

Women entrepreneurship is the process in which women initiate business, gather all resources, bear risks, face obstacles, provides job opportunities to others and manages the business independently. Approximately 1/3<sup>rd</sup> of the entrepreneurs in the world are women entrepreneurs. According to Government of India – “A women entrepreneur is defined as an enterprise owned and controlled by woman having a minimum financial interest of 51% of the capital and giving at least 51% employment generated to women” This paper is a study on entrepreneurial capacity and contribution in cultivation passion as agropreneur. The paper totally focuses on successful young agropreneur who wanted to come out of her ignorance and wanted to achieve in this male chauvanated society. This passion pushed her towards her dream, as agropreneur all raw materials needed are cultivated in her farm, also as a young spirit and being updated she chose the E-tailing mode as distribution channel.

## Literature Review:

1. T. Lans a, M.A. van Galenb, J.A.A.M. Verstegeb, H.J.A. Biemans a, M. Muld in their study “Searching for entrepreneurs among small business owner managers in agriculture” state the relationships between entrepreneurial competence, competence development and entrepreneurial performance in small firms represent an area that has fascinated researchers for decades. It elaborates on the importance of moving towards more sophisticated views on human capital that make it possible to consider the situational, complex and idiosyncratic nature of competence development in small firms. Usually and traditionally the sector of agriculture is considered to be low-tech, with limited dynamics, dominated by small family firms, who focus on doing things better rather than doing new things.
2. Vakili, K., M. Eyvazlou and A. Jamshidi, explains the entrepreneurship corporation is less and also explains rational factors of work, effort, time, stock necessity in “Investigating Factors Affecting Entrepreneurship in Agricultural Corporations of Shirvan and Chardavol Towns”
3. Yousoff et al., (2015), define agriprenurship as agricultural entrepreneurship activities which are regulated to produce, distribute, market, or transport agricultural products to generate income,
4. In the paper ,”Factors That Influence the Interest of Youths in Agricultural Entrepreneurship” the authors Abdul Aziz Abdullah Faculty of Business Management & Accountancy, NorhlilmatunNaem Sulaiman International Islamic Univeristy Malaysia Gombak elucidate on three factors that influence the youth to involve in agricultural entrepreneurship; attitudes, acceptance and knowledge, it has also investigated the relationship between these factors with the interest of youths to become entrepreneurs. The study also has analysed agriculture entrepreneurship is not only confined to attitude, acceptance and knowledge but is also determined by the other factors such as support of the families , government Schemes and the density of promotional activities.
5. “An Agro-Climatic Zoning Approach to Achieve Optimum Agricultural Production in the Kurdistan Region, Iraq” by Mr.Serwan M. J. Baban Vice Chancellor, University of Cihan result states that by using the Agro-Climatic Zoning approach, mapping the geographical locations containing the optimum growing conditions for strategic crops, including wheat and barley, with the view to achieve maximum yields from available lands. Farmers’ adapting to the new conditions will result in successful agriprenurship. Full-fledged knowledge on changes in management practices, such as timing of sowing and harvesting, the intensification of inputs, and changes in the crop mix will reap high produce..
6. Lans et al., (2013) states that earlier agro based sectors are more traditional and lack the technical surface, totally dominated by small agriculture families that crux on being better farmers rather than being techie introducer to agro based products. But in the emerging liberalized agricultural markets and dynamic scenario has giver steer to the entrepreneurial indulgence in the agricultural market with crucial impact of technology in

agricultural produce. Entrepreneurship development in rural and agricultural communities is a multi-phased and a complicated process.

## **Scheme of the Study**

1. To analyse the inducing factor to start business using agricultural components.
2. To identify the societal responsibilities of agropreneur.
3. To find her socio economic status of business.
4. To draw conclusion and offer suggestion.

## **Methodology**

The present study is to be based both on secondary as well as primary data. The direct interview method was adopted by the researcher with a single sample to develop the case. The area of the study is Tuticorin. The study was carried out in January 2020 for primary data. The secondary data are to be collected from published, unpublished reports, handbooks, action plan in addition Journals, books, websites and magazines have also been used. The sampling design used for the study is, Expert sampling is a type of purposive sampling technique that is used when your research needs to glean knowledge from individuals that have particular expertise. Purposive sampling, also known as judgmental, selective or subjective sampling, is a type of non-probability sampling technique. Non-probability sampling focuses on sampling techniques where the units that are investigated are based on the judgement of the researcher the data collected through the well-structured interview schedule with framed questionnaires. The analysis was done based on respondent opinion about the study.

## **Case Analysis - Discussions**

### **Respondent profile**

Ms. Sivaranjini Ganapathy has a passion for creating tempting cakes and natural quality skin care products, she is a young and energetic 28 year old agripreneur who has graduated in B.tech (Aerospace Engineering) but with a view to emerge in entrepreneurship identified the side effects of using chemical made products, which inspired her to start up a chemical free cosmetic product which is solely owned and run by her in the name "Amato", to garnish her passion she also completed diploma in Aroma therapy. Now she is a successful agopreneur with more than 1500 regular customers online and is with a view to widen the stream to enrich more women society. She is a true one women army to run a manufacturing unit of her own. The vision of business is to promote chemical free products for the welfare of society, to deliberate unique and quality product to the consumer and to attain reputation in society. The mission is to support the environment by providing chemical free products to prove the mettle results of eco friendly products to and to take the business into higher level and as an agropreneur.

### **Profile of the Product:**

The business budded earlier with producing skin care, haircare, baby care, mom care. In skin care products alone she is producing more than 12 products as face wash, serums, face

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mists,deodorants,lotions andoils, balms& gels,soaps,surubs,facepacks,bath salts etc., Amato take special care in providing best experience for skin. Every product of Amato is researched and tested well in advance before brought to market. Most of the raw materials are locally sourced from their own farms, where they are grown organically. They refrain from using artificial fragrance.The products are made in small batches to ensure a better shelf life and more effective result. The company also does import few essential oils as compromising in the quality is considered against her business ethics. The promoter faced many obstacles in and around society to withstand in this field, but the quality and taste of their product found recognitions among the society. 100% transparency policy with regards to the ingredients we use in our products. Core mantra of Amota is “customers are the King and Queen and they need to know everything”.Amato are ardent ‘Pet Lovers’ and we value their emotions equally. Our products are not animal tested (as the Husband & family takes care of lab rat procedures) unless they are specially made for pets.



BABY CARE



Baby powder  
Sold out



Baby Soap  
Rs. 140.00



Baby Body Butter  
Rs. 440.00



Diaper Rash Balm  
Rs. 280.00



Baby Moisturising Lotion  
from Rs. 270.00



Baby Wipe Lotion  
from Rs. 300.00



Baby hair oil  
from Rs. 200.00



Basic Baby Hamper  
Rs. 1,600.00



Super Baby Hamper  
Rs. 2,100.00



Baby Massage Oil  
from Rs. 200.00

## Observation Made:

- The motivational factor for her to start the business is to carry on eco-friendly business that promotes health and skin care facilities.

- The secondary reason is to deliberate unique and quality product to the consumer.
- The promoter is Agropreneur with investment needs met by her and family's financial stake.
- Regular planning prompted her to maximize business profitability and brought focus and dedication to work. Her dedicated work improved the sense of professionalism and consensus of distraction was defeated by her adhesion, which her to maximize the output and minimize the distractions.
- The uninterrupted income flow raised her financial status.
- The product life is in the stage of growth, since it deals in updated E-Tailling.
- Her future goal is to introduce varied product by researching on all agricultural produce.
- The reason behind sustainability of business is their concern towards health of consumers.

## Conclusion

Women are proving that they are bankable and if they are in group which serves as a collateral which could be encouraged in future to enhance empowerment. Women have dual responsibilities to their businesses and to their families, and finding ways to devote time to both is key to truly achieving that elusive work-life balance. Women have potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur as a part of mainstream of national economy and they can contribute to the economic process as well as health of consumers. Intellectual frustration and technical education can be highly motivated to develop the business.

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