

# **DAMPENERS OF BUSINESS INNOVATION AMONG WOMEN AGRIPRENEURS**

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**Abstract.** “You can tell the condition of a nation by looking at the status of its women “—Pandit Jawaharlal Nehru. The female agripreneurs constitutes one third of the agripreneurs in India. Women agripreneurship are a meaningful solution across the agricultural value chain. In today’s ultra-competitive world, women agripreneurs are facing large competition and challenges in their innovative business. Considering these factors study on dampeners of business innovation among women agripreneurs is conducted. Women agripreneurs are often held back from bringing in innovation due to various dampeners namely psychological, market and resource barriers. Among them psychological barrier is the most significant dampener of business innovation.

**Key words:** Women agripreneurship, Dampeners, Women agripreneurs, Innovation.

## **INTRODUCTION**

“Empowering women is a prerequisite for creating a good nation, when women are empowered society with stability is assured. Empowerment of women is essential as their value systems lead to the development of a good family, good society and ultimately good nation”-Dr. A.P.J Abdul Kalam. The female agripreneurs constitute one third of the agripreneurs in India. Women agripreneurship are a meaningful solution across the agricultural value chain. In today's ultra-competitive world, women agripreneurs are facing large competition and challenges in their innovative business.

Innovation is fast becoming one of the most important factors for an organization's success and growth. Many organizations face internal challenges which hinder the progress of innovation. Challenges faced by agro innovators include Psychological barriers, market barriers and resource barriers. Women agripreneurs are often held back from bringing in innovation due to various dampeners namely psychological, market and resource barriers. Among them psychological barrier is the most significant dampener of business innovation

## **REVIEW OF LITERATURE**

**Saili, Jaili and Hamzah(2018)** conducted study on dissecting factors causing active behaviour associated with continuity of youth participation in agripreneurship. Quantitative study carried out among the departments revealed that two major group of behaviour namely psychological and economic factors dictated the acceptance of youth towards agripreneurship.

**Ngowi, Mauki and Mpenda(2018)** carried out a study on challenges faced by agro business in business plan development, trade policies, comparing challenges across the three African countries of Uganda, Kenya, and Tanzania and the study revealed that AAA entrepreneurs face number of challenges which hinder their business development. Studies further indicate that business planning as a key strategy for business success is clearly understood but entrepreneurs are not aware of information to be used in developing a sellable business plan. They also found that co funding windows are a suitable alternative financing source across countries. Banks are named as most favorable financial provided but challenged by unequal interest rate.

**M.Machini and Done(2017)** carried out a study on opportunities and challenges of private sector driven agricultural innovation in Kenya. The result of the study throws light on the fact that there exist untapped latent agricultural innovations in the Kenyan landscape which if identified and supported to grow as business could contribute to improved livelihood among smallholder farmers and enhanced economy. But private sector driven innovation faces many challenges.

**Shin(2017)** carried out a study on effects of agriculture as a family business on agriculture college students with the aim to develop agro-entrepreneurial education program me for agriculture college students in order to investigate the relationship between the types of agricultural start-up business and the entrepreneurial intention. The results revealed that college students majoring in agriculture have very low interest in establishing agricultural business. Secondly, there is a difference in the perception of agricultural entrepreneurship between agriculture college students who are engaged in farming as farming business. Third, in terms of entrepreneurship, the lower the challenge the greater to start agricultural business.

**Muthomi(2017)** conducted a study on challenges and opportunities for youth engaged in agribusiness in Kanya with the general purpose to determine the challenges and opportunities that the youth encounter in agribusiness ventures in Kanya and the study indicates that business knowhow and access to affordable employees are the most challenging issue that they face.

**Makate( 2016)** carried on a study to understand the relationship between the farm types and adoption of innovative practices in smallholder bean farming in Angonia district of Mozambique and to typify farm households in Angonia based on socio economic characters. He identified five farm types namely female land owners with small farm size, educated farmers with access to credit, rich male land owners with large farm size and low education, youthful inexperienced and poor male farmers and experienced female farmers with high labour endowments.

**Baitaineh and Zecca(2016)** conducted a study on challenges and potential future agricultural development in Jordan and analyzed the role of entrepreneurship in forecasting agricultural development in Jordan. The study confirmed that water scarcity is major challenge facing agricultural development in Jordan and the sector is less developed than other sectors in the country.

**Jd and Rajandran(2016)** in their study on challenges faced by the farmers in direct marketing in rural business series aims to explore the challenges faced by the farmers in direct marketing of vegetables and to bring out an overview on farmer's direct marketing of vegetables. The test shows that competition and lack of cold storage are factors that highly affect farmers in direct marketing.

**Diedern, Mijl and Bijak(2015)** carried out a study on innovation adoption in agriculture regarding innovators, early adopters and laggards with the aim to analyze the choice with regard to adoption behavior in agriculture at farm level. The study found that innovators and early adopters differ from laggards with regards to structural characters and structural characters do not distinguish innovators from early adopters. They also found that innovators differ from early adaptors with regard to behavioral characters.

## **OBJECTIVES OF THE STUDY**

1. To analyze the dampeners of business innovation among women agripreneurs

## **HYPOTHESES**

1. *H<sub>0</sub>: There is no significant difference in dampeners of business innovation in agripreneurship among income group of women agripreneurs.*

## **RESEARCH METHODOLOGY**

The present study incorporates the collection of both primary and secondary data for in depth investigation. Primary data are collected with the help of structured questionnaire and personal interview. 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. The population of the study includes various women agripreneurs in the Pathanamthitta district. 60 samples are drawn from the population including people engaging in different agricultural business. The sampling technique adopted for the study is convenience sampling considering the time factor available for the survey and the population. Primary data collected using structured unbiased questionnaire is analyzed using the tools such as percentage analysis and Kruskal Wallis H Test supported by tables, MS Excel and SPSS 20 is used for analyzing the data.

## **RESEARCH GAP**

There are limited study related to this area of Women agripreneurship. So there is a gap between the future and present. The present study conducted fills the gap between dampeners of business innovation among women agripreneurs.

## **DATA ANALYSIS AND RESULTS**

### **1. PROFILE ANALYSIS**

**Table No: 1**

**Demographic Profile of the Respondents**

<b>Demographic Factor</b>		<b>Frequency</b>	<b>Percentage</b>
Age Group	Below 20	5	8.30
	20-35	12	20.00
	35-50	29	48.30
	Above 50	14	23.30
Income	Less than 2 lakhs	41	68.30
	2-5 lakhs	12	20.00
	5-10 lakhs	7	11.70

Source: Primary Data

From the table No:1, 8.3 per cent of the respondents belong to the age group below 5, 20 per cent of the respondents belong to age group 20-35, 48.3 per cent of the respondents belongs to age 35-50 and 23.3 percent of the respondents belong to age 50 and above. 68.3 per cent of the respondents have income less than 2 lakhs, 20 per cent of the respondents have income between 2-5 lakhs, 11.7 per cent of respondents have income between 5-10 lakhs.

## **2. HYPOTHESES TESTING**

### **HYPOTHESIS 1**

**H<sub>0</sub>:** There is no significant difference in dampeners of business innovation in agriprenurship among income group of agripreneurs.

**H<sub>1</sub>:** There is significant difference in dampeners of business innovation in agriprenurship among income group of agripreneurs.

**Table No: 2**  
**Mean Table – Dampeners of Business Innovation in Agriprenurship and Income of Agripreneurs**

<b>Income of Agripreneurs</b>		<b>N</b>	<b>Mean Rank</b>
Psychological barriers	less than 2 lakhs	41	29.20
	2-5 lakhs	12	28.96
	5-10 lakhs	7	40.79
	Total	60	
Market barriers	less than 2 lakhs	41	30.41
	2-5 lakhs	12	31.92
	5-10 lakhs	7	28.57
	Total	60	
Resource barriers	less than 2 lakhs	41	30.07
	2-5 lakhs	12	34.33
	5-10 lakhs	7	26.43
	Total	60	

Source: Primary data

**Table 2a**

**Test Statistic - Dampeners of Business Innovation in Agripreneurship and Income of Agripreneurs.**

	<b>Psychological Barriers</b>	<b>Market Barriers</b>	<b>Resource Barriers</b>
Chi-Square	2.830	.167	.997
Df	2	2	2
Asymp. Sig.	.243	.920	.608

a. Kruskal Wallis Test

b. Grouping Variable: Income

Source: Table 2a

From tables 2 and 2aa it is observed that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis is accepted. It means that there is no significant difference in dampeners of business innovation in agripreneurship among income group of agripreneurs.

### **LIMITATIONS OF THE STUDY**

The limitations of the study are,

1. The respondents are from Pathanamthitta district only. So the results may not be generalized to all districts.
2. Only few studies have been conducted in this area till date and hence paucity of literature review also affect the study to a certain extent.
3. The inherent limitations of statistical tools also affect the study.

### **FINDINGS OF THE STUDY**

The following are the summary of findings of the profile,

- It is found that 8.3 per cent of the respondents belong to the age group below 20, 20 per cent of the respondents belong to age group 20-35, 48.3 per cent of respondents belongs to age group 35-50 and 23 per cent of respondents belongs to the age group 50 and above.
- It is evident that 68.3 per cent of respondents have income less than 2 lakhs, 20 per cent have income between 2-5 lakhs and 11.7 per cent have income between 5-10 lakhs.

## **RESULTS OF HYPOTHESES TESTING**

### **HYPOTHESIS 1**

**H<sub>0</sub>: There is no significant difference in dampeners of business innovation in agripreneurship among income group of agripreneurs.**

**H<sub>1</sub>: There is significant difference in dampeners of business innovation in agripreneurship among income group of agripreneurs.**

In order to test the significance of difference in the mean values of dampeners of business innovation in agripreneurship among income group of agripreneurs, hypothesis is formulated and tested using Kruskal Wallis H Test. It is found that at 5 per cent level of significance, as the p values are greater than 0.05 null hypothesis is accepted. Therefore there is no significant difference in dampeners of business innovation in agripreneurship among income group of agripreneurs.

## **CONCLUSION**

The female agripreneurs constitutes one third of the agripreneurs India.. Unfortunately, the enthusiasm of women agripreneurs are not always fruitfully channelized towards the adoption of business innovation. They are often held back from bringing in innovation due to various barriers namely psychological, market and resource barriers. Among them psychological barrier is the most significant dampener of business innovation.

## **SUGGESTIONS**

- Government must provide incentives and rewards for innovation.
- Additional resources must be made available to those who are willing to go for innovation in future.

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