

# **A STUDY ON EXTENT OF ADOPTION OF AGRO- ENTERPRISES BY WOMEN AGRIPRENEURS AND CONSTRAINTS FACED DUE TO THE CLIMATIC SEVERITY IN COASTAL ODISHA, INDIA**

## **ABSTRACT**

Women agripreneurship development became an essential part of human resource development. It makes the women financially independent and enhances the self esteem of them. The present study has been conducted with the objective to know the extent of adoption of agricultural enterprises by women agripreneurs of Coastal Odisha and it also determine climatic constraints. The study has been conducted in two districts of Odisha that are Balasore and Jagatsinghpur. Total 210 women agripreneurs were included in the study. Total sample size for the present study was 210. Result shows that in the research area Crop production enterprise is the highly adopted enterprise with a mean score of 2.00 and gap percentage of 33.34 where the fishery enterprise is the least adopted enterprise with a mean score of 1.19 and gap percentage of 60.15 . Among the constraints incidence of flood and cyclone emerged as the main constraint.

**KEYWORD:** Agripreneurship, Extent of adoption, Gap percentage, Climate

## **INTRODUCTION:**

Agriculture sector provides diversified opportunities like Organic farming, Agro based industries, farm mechanization, post- harvest processing, synthesis of bio fertilizers like vermi composting, medicinal plant farming, pickle production, floriculture, mushroom cultivation so on. Furthermore, an important allied sector of agriculture i.e. Veterinary and Animal Husbandry Sector provides opportunities for dairy farming, poultry farming and other livestock farming along with other allied sectors like honey bee rearing, fishery etc. These are the innovative ways to take agriculture as a means of commercialization and profitable venture. Opportunities are not lacking, concern is proper implementation of those. Women farmers needed to be aware, motivated and trained about these various agripreneurial opportunities and skilled to manage those, which will solve the purpose of women empowerment in terms economic and socio-cultural aspect as well as will make agriculture more attractive and lucrative.

Women agripreneurship is an economic activity of those women who think of a business enterprise related to agriculture, initiate it, organize and combine the factors of production, operate the enterprise and undertake all the risks associated with that enterprise and handle economic uncertainty involved in running a business enterprise.

Coming to the aspect of extent of adoption of Agro enterprises, Meena et al. (2004) said that majority (61.67 per cent) of the farm women were observed in the category of medium level of

adoption , followed by 35.00 per cent in low and 3.33 per cent in high level of adoption of improved practices of animal husbandry.

Roy et al. ( 2007) stated that the 70.00 percent of the respondents were found lying in medium level of adoption. 12.00 percent in high and 17.50 percent in low level extent of adoption of gladiolus cultivation.

## **MATERIALS AND METHODS:**

The objective of the study was to analyse the extent of adoption of agricultural enterprises. The study was conducted in two district viz. Balasore and Jagatsighpur of Odisha. 210 women from the above two coastal districts were included in the study. Purposive sampling method and random sampling method were used in the study. Here the ex-post facto research design was followed.

### **Hypothesis:**

H0: The agro enterprises are not adopted in the study area.

H1: The agro enterprises are not adopted in the study area.

Data were collected through personal interview method using semi structured interview schedule

Measurement of variables:

Statements were formed from review of literature and by consulting the experts on the management practices that should be practiced in the agricultural related enterprises. Then score was given ( 0 if the respondent do not follow the practice and 1 if she is following the practice). Then they are divided to 3 categories that were not adopted, adopted and partially adopted on the basis of mean and SD.

Then mean score and gap percentage was calculated.

MS=

$\Sigma$

Where, M.S. = mean score

$\Sigma x$  = Sum of total score obtained by the individual

N = Total no. of items / respondents

Gap percentage= (Maximum score- obtained score)/Maximum score \*100

Constraints faced due to the climatic condition for adoption of Agro enterprises were studied using the 3 point continuum scale from **mostly severe to severe**. Then rank was given according to the mean score.

## RESULT AND DISCUSSION

Table 1 Distribution of respondents according to their extent of adoption of agricultural enterprises

Name of the enterprise	Not adopted		Partially adopted		Fully adopted		Mean score	Gap percentage
	F	P	F	P	F	P		
Dairy	105	50	60	28.57	45	21.43	1.71	42.86
Poultry	80	38.09	82	39.05	48	22.86	1.84	38.42
Fishery	176	83.80	27	12.86	7	3.34	1.19	60.15
Mushroom	140	66.67	48	22.86	22	10.47	1.44	52.06
crop	52	43.34	106	50.48	52	43.34	2.00	33.34
Horticulture	71	33.80	94	44.77	45	21.43	1.87	37.46
Value added	138	65.71	60	28.57	12	5.72	1.40	53.33

Adoption of the agro enterprises depends on the feasibility, compatibility, sustainability and profitability of the enterprises.

From the table it was observed that in the research area Crop production enterprise is the highly adopted enterprise with a mean score of 2.00 and gap percentage of 33.34 where the fishery enterprise is the least adopted enterprise with a mean score of 1.19 and gap percentage of 60.15 . The mean score of Dairy enterprise, Poultry Mushroom enterprise, Horticultural enterprise and value added enterprise is 1.71,1.84, 1.44,1.87 and 1.40 respectively with a gap percentage of 42.86,38.42,60.15,52.06,37.46 and 53.33 respectively

From the above table it was observed that, availability of huge water resources is the most favourable factor among the 4 factor.

**Table 2 Climatic constraints (n=210)**

Particulars	Mostly severe	Moderately severe	Not severe	Mean score	Rank
Incidence of flood,	150	20	40	530	I

cyclone every year					
Increase in the temperature	100	50	60	460	II
Decreasing rainfall quantity	90	50	70	440	III

From the table, it was observed that the most severe constraints was incidence of flood and cyclone every year among the four constraints enlisted here.

## CONCLUSION:

Adoption of the agro enterprises depends on the feasibility, compatibility, sustainability and profitability of the enterprises. In the research area , most of the respondents adopt all the practices of crop production enterprises followed by horticultural enterprise and poultry enterprise. T o increase the extent of adoption more training programmes should be conducted and the women farmers should be supplied with the necessary inputs.

## Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

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