



Marketing practices of Agripreneurs: An analytical study with special reference to Coimbatore district

S Soundarya¹, Dr. M Deepalakshmi²

¹ Phd Research Scholar, Department of Commerce, PSGR Krishnammal College for Women, Peelamedu Coimbatore, Tamil Nadu, India

² Assistant Professor, Department of Commerce, PSGR Krishnammal College for Women, Peelamedu Coimbatore, Tamil Nadu, India

Abstract

Agripreneur defined as “entrepreneur whose main business is agriculture or agriculture-related” Agriculture + Entrepreneur = Agripreneur. Agripreneurship defined as “generally, sustainable, community-oriented, directly-marketed agriculture. Agriculture remains as the backbone of Indian economy, though science and technology has developed rapidly. The farmers at large need to imbibe and exhibit the agripreneurship values and traits in farming. Agripreneurship has been recognized as an effective means for economic transformation. In present times, when the viability of small and marginal scale farming is dampening due to the rising cost of cultivation, declining market returns and degradation of natural resources, entrepreneurship development in agriculture has become an important area of research investigation as well as policy and development initiative. Though the farmers have excelled in technology adoption and in improving the farm productivity level, they have not been successful in commensurate enhancement of their profitability. Considering the importance of agriculture in economic upliftment of poor, it is essential to devise and operationalize mechanism for enhancing profitability of farm through market linkage and agripreneurship development in agriculture. It calls for infusing entrepreneurial culture in farming. Since marketing is one of the major stumbling blocks for small entrepreneurs. In this context, it is necessary to identify how the agripreneurs market their product and survive in the business scenario and therefore a study on agripreneurs was conducted.

Keywords: analytical, Agripreneur, entrepreneur, agripreneurs

Introduction

India's economic reforms that began in 1991 have barely scraped the surface of agricultural policy in the country. This in a context where over 700 million Indians directly depend on agriculture for a living is not just a drag on the economy but also raises fundamental questions on the “inclusiveness” of the economic policies of the country. Many of the government interventions, policy barriers and market distortions in agriculture that came into force between the 1940s and 1960s, continue to exist till this day hindering resource use efficiency even as value addition remains low in the sector. For instance, input subsidies for fertilizer, irrigation, fuel and electricity, that played a useful role in the early days of Green Revolution, have become very large and fiscally unsustainable over time. Increasingly, their continuance has only underwritten unscientific and unsustainable use of fertilizers and water, resulting in large-scale soil degradation and dangerous reduction in the water TABLE in several parts of the country. The environmental degradation in agriculturally important states raises serious questions about the long-run sustainability of agriculture and overall food security of the country. The need to improve resource use efficiency, protect the environment and ensure sustainability of agriculture has become all the more acute due to the rising competition of alternate use of land and water outside agriculture due to the rapid growth of non-agriculture sector and urbanization. Amidst this situation, rising income levels in the country has driven a diversification of Indian diets with several “high value agricultural commodities”

such as dairy products, fruits and vegetables, meat and poultry products, etc., gaining importance in consumer expenditure. Supply of these high value commodities has grown significantly in response to the changing demand patterns despite the constraints faced by the Indian farmers with regard to input and infrastructure availability and marketing arrangements. Farmers have taken several initiatives to address some of these constraints, and have come up with innovative strategies to deal with the many problems they face such as credit and marketing arrangements, accessing new technologies, etc. These “agripreneurs” have demonstrated that given a fair chance they could transform Indian agriculture to meet the emerging challenges and needs of the country and perhaps the world.

Objectives of the study

1. To study the socio-economic factors of agripreneurs in Coimbatore district.
2. To study the marketing practices of agripreneurs.

Scope of the study

The scope of the study is that analyzing the factors that are having an effect on agripreneurs. The statistical data shows that the major factor which affects the agripreneurs. A degree in agribusiness offers opportunities to be involved in areas such as production, finance, sales and land management. Agribusiness is concerned with the financing, marketing, and management of food production. It is a growing industry that provides wide

range for agriculture. These industries create value-added products from raw agriculture products. Value-added products are improved through processing or manufacturing.

Limitations of the study Percentage Analysis

The following are the limitations

- The survey is based on the respondents chosen at random from Coimbatore city. Hence, the results of the study cannot be generalized.

Table 1: Percentage Analysis

		No of Respondents	Per cent
Ownership of the enterprise	Sole proprietor	72	72
	Partnership	22	22
	Limited company	6	6
Location of the enterprise	Urban	20	20
	Semi urban	40	40
	Rural	40	40
Nature of business	Manufacturing	66	66
	Service	34	34
Years of operation	Up to 5 years	32	32
	6 years -10 years	26	26
	11 years – 15 years	17	17
	Above 15 years	25	25
Investment level	Upto 25 lakhs	32	32
	26 L - 50 L	26	26
	51 L - 75 L	17	17
	76 L - 1 crores	25	25
	Above 1 crore	7	7
Annual turnover	Upto 25 lakhs	63	63
	26 L - 50 L	10	10
	51 L - 75 L	13	13
	76 L - 1 crores	3	3
	Above 1 crore	11	11
Mode of reaching customers	Advertisement	15	15
	Personal selling	66	66
	Sales representative	13	13
	Showroom and outlets	4	4
	Exhibition and trade fairs	2	2
If through advertisement	Newspaper and Magazines	3	10
	Banners and Posters	13	43.33
	Notices and Pamphlets	4	13.33
	Internet	8	26.67
	Television	2	6.67

Source: Computed

Findings

- Majority (72 %) of the respondents are sole proprietors.
- Most (40 %) of the respondents belongs to semi urban and rural areas.
- Most (32 %) of the respondents are in business up to 5 years.
- Most (32 %) of the respondents invests 25 lakhs in the business.
- Majority (63 %) of the respondents have annual turnover of 25 lakhs.
- Majority (66 %) of the respondents have reached the customers through personal selling.
- Most (43.33 %) of the respondents have used banners and posters as the source of Advertisement.

Anova

Years of operation VS levels of problems faced

Table 2 and 3 indicates the problems faced by the respondents based on the years of operation, its mean value and ANOVA results

Table 3: Descriptive Statistics- Years of operation and levels of problems faced

S.no	Years of operation	N	Mean	Std. Deviation
(a)	Up to 5 years	32	1.8125	.82060
(b)	6 years to 10 years	27	1.8462	.83390
(c)	11 years to 15 years	17	1.7059	.98518
(d)	Above 15 years	24	1.3333	.63702
	Total	100	1.6900	.82505

Table 3: ANOVA Results- Years of operation and levels of problems faced by the Respondents towards business

S.no		Sum of Squares	Df	Mean Square	F	Sig.
(a)	Between Groups	4.268	4	1.067	1.606	.179
(b)	Within Groups	63.122	95	0.664		
	Total	67.390	99			

- The ANOVA results shows that there is no significant difference among different years of operation of the respondents and their levels of problems faced.

Suggestions

- More co-operative establishments
- Government assistance
- Research institutes
- Agri support service centres in many places of the districts.
- Effective sales promotion strategies.

Conclusion

Agripreneurship is the need of hours to make agriculture a more attractive and profitable venture. It is clear that there is a great scope for entrepreneurship in agriculture and this potentiality can be tapped only by effective management of agri elements such as – soil, seed, water and market needs. An individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneurs.

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