Original Research Article

# Problems Perceived by Agripreneurs of Varanasi District (U.P.)

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## A B S T R A C T

The present investigation was carried out to elucidate the problems perceived by flower agripreneurs of Varanasi district of Uttar Pradesh. The findings of the study revealed that cent percent agripreneurs indicated unorganized entrepreneurs as the main socio-economic problem, non availability of quality planting material in nearby market as the main technological problem, distant location of KVK as the main institutional problem, unavailability of timely information about different governmental schemes as the main management problem and lack of price regulating agency as the main marketing problem.

## Introduction

Indian economy is basically an agrarian economy. On 2.4 per cent of world land, India is managing 17.5 per cent of world population. At the time of independence, more than half of the national income was contributed by agriculture along with more than 70 per cent of total population depending on agriculture (Pandey, 2013). Activities like diversification, value addition, precision farming, high-tech agriculture, *Agripreneurship,* global marketing, organic farming etc., are gradually getting due attention of people involved on redefining agriculture. Growing of flowers and ornamental crops is a rapid expanding global enterprise in today's world (Prasad and Kumar, 2010).

Like all other sectors, agripreneurs also have to face certain problems which decide the effectiveness of their agripreneurial ability and success. These problems may be related to different dimensions of agriprenurial activities ranging from socio-economic to marketing including technological, institutional and management problems. The present investigation is an attempt to explore the same.

## Materials and Methods

The study was conducted in Varanasi district of Uttar Pradesh. Out of eight blocks of the district, two blocks with maximum area under flower cultivation were selected. Top ten villages in terms of area under flower

cultivation were identified from each block and thus, in total twenty villages were selected purposively. The respondents from each village were selected randomly by means of proportionate random sampling. In total 200 respondents were selected (75 from Kashi Vidyapeeth blok and 125 from Chiraigaon block).

## Results and Discussion

### Problems faced by the agripreneurs

Table 1 reveals that cent percent of the respondents indicated unorganized agripreneurs as the main socio-economic problems followed by high initial cost of flower cultivation (29.00 %), complex procedure of loan (27.00 %), dominance of a particular caste in the government development schemes (25.00 %), lack of credit and insurance facilities (20.50 %), high cost of interculture operation, low prestige with flower cultivation (17.00 %), unavailability of loan (15.00 %), higher capital investment (12.50 %), high cost of

flower cultivation (6.00 %) while none of the respondents indicated promptness of payment as the one of the socio-economic problems.

Majority (31.50 %) of the respondents indicated non availability of quality planting material in nearby market as the main technological problems followed by lack of awareness regarding new updates in floriculture (25.00 %), non availability of recommended insecticides and pesticides in the market (23.50 %), non availability of subsidised fertilizers in required quantity (22.00 %) and lack of knowledge about scientific cultivation (8.00 %). Majority (33.50 %) of the respondents indicated distant location of the KVK as the main institutional problems followed by distant location of DHO (30.50 %), complications in government subsidies (26.00 %), lack of training on scientific flower cultivation (25.50 %), complication in claiming and securing sum assured (23.50 %), distant location of Agricultural institute/college (23.50 %) and lack of extension support and services (22.50 %).

**Table.1** Distribution of agripreneurs faced by the agripreneurs (n=200)

| Problems | F | % |
|---|---|---|
| **A. Socio economic problems** | | |
| **Unorganized agripreneurs** | 200 | 100.00 |
| **Low prestige with flower cultivation** | 34 | 17.00 |
| **Lack of credit and insurance facilities** | 43 | 21.50 |
| **Higher capital investment.** | 25 | 12.50 |
| **High initial cost of flower cultivation** | 12 | 6.00 |
| **High cost of insecticide and pesticide** | 58 | 29.00 |
| **High cost in transportation** | 20 | 10.00 |
| **High cost of intercultural operation** | 41 | 20.50 |
| **Promptness of payment** | 0 | 0.00 |
| **Dominance of a particular caste in the government development schemes** | 50 | 25.00 |
| **Unavailability of loan** | 30 | 15.00 |
| **Complex procedure of loan** | 54 | 27.00 |
| **B. Technological problems** | | |

| | | |
|---|---|---|
| Non availability of quality planting material in nearby market. | 63 | 31.50 |
| Lack of awareness regarding new updates in floriculture | 50 | 25.00 |
| Non availability of recommended insecticides and pesticides in the market. | 47 | 23.50 |
| Non availability of subsidised fertilizers in required quantity. | 44 | 22.00 |
| Lack of knowledge about scientific cultivation. | 16 | 8.00 |
| **C. Institutional problems** | | |
| Lack of extension support and services | 45 | 22.50 |
| Lack of training on scientific flower cultivation. | 51 | 25.50 |
| Complications in government subsidies. | 52 | 26.00 |
| Complication in claiming and securing sum assured. | 47 | 23.50 |
| Distant location of DHO | 61 | 30.50 |
| Distant location of KVK | 67 | 33.50 |
| Distant location of Agricultural institute/college. | 47 | 23.50 |
| **D. Management problems** | | |
| Unavailability of timely information about different governmental schemes | 70 | 35.00 |
| Inadequate input availability | 60 | 30.00 |
| Insufficient availability of labour | 40 | 20.00 |
| Insufficient technical knowledge about scientific cultivation. | 67 | 33.50 |
| High crop damage due to insect/pests | 50 | 25.00 |
| Difficulty in maintaining records | 62 | 31.00 |
| Shrinking area under cultivation due to dominance of nuclear family | 60 | 30.00 |
| **E. Marketing problems** | | |
| Too much fluctuation in price. | 81 | 40.50 |
| Lack of price regulating agency | 85 | 42.50 |
| Exploitation by middlemen | 67 | 33.50 |
| Distant location of market. | 79 | 39.50 |
| Unsteady demand of flowers in the market | 70 | 35.00 |
| Costly means of transportation | 26 | 13.00 |
| Lack of proper market forecasting | 70 | 35.00 |

**Table.2** Distribution of agripreneurs according problems faced by the agripreneurs (n=200)

| Category | Kashi Vidyapeeth (n₁=75) | | | Chiraigaon (n₂=125) | | | Overall (n₁+n₂=200) | | |
|---|---|---|---|---|---|---|---|---|---|
| | Value | F | % | Value | F | % | Value | F | % |
| Low | <8.02 | 12 | 16.00 | <6.48 | 17 | 13.60 | <6.91 | 22 | 11.00 |
| Medium | 8.02-14.91 | 51 | 68.00 | 6.48-12.47 | 92 | 73.60 | 6.91-13.53 | 150 | 75.00 |
| High | >14.91 | 12 | 16.00 | >12.47 | 16 | 12.80 | >13.53 | 28 | 14.00 |
| | Mean= 11.47 SD=3.45 | | | Mean=9.47 SD=3 | | | Mean= 10.22 SD=3.31 | | |

Majority (35.00 %) indicated unavailability of timely information about different governmental schemes as the main management problems followed by insufficient technical knowledge about scientific cultivation (33.50 %), difficulty in maintaining records (31.00 %), inadequate input availability (30.00 %), shrinking area under cultivation due to dominance of nuclear family (30.00 %), high crop damage due to insect/pests (25.00 %) insufficient availability of labour (20.00 %).

Majority (42.50 %) of the respondents indicated lack of price regulating agency as the main marketing constraint followed by too much fluctuations in price (40.50 %), distant location of market (39.50 %), unsteady demand of flower in the market (35.00 %), lack of proper market forecasting (35.00 %), exploitation by middlemen (33.50 %) and costly means of transportation (42.50 %).

Table 2 reveals that majority (76.00 %) of the respondents of Kashi Vidyapeeth block belonged to medium category of problems followed by equal percentage (16.00 %) of respondents who belonged to low and high category of problems. Majority (73.60 %) of the respondents from Chiraigaon belonged to medium category of problems followed by low category (13.60 %) and high category (12.80 %) of problems. Overall, majority (75.00 %) of the respondents belonged to medium category of problems followed by high category (14.00 %) and low category (11.00 %) of problems.

In conclusion the order to make the farming community more strong and economically sound, it is very necessary that their agripreneurial characteristics should be motivated. All the possible reasons that are affecting agripreneurial behaviour must be taken into account and resolved timely. This will motivate other farmers to take agripreneurship and become self sufficient in long run.

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