

# Constraints faced by rural women in running the Agri-based enterprises

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**Abstract-** The present study “Constraints faced by rural women in running the agri-based enterprises” was conducted in all the five districts of konkan region of Maharashtra namely Palghar, Thane, Raigad, Ratnagiri and Sindhudurg and in each district 50 trained rural women were selected. Thus, total 250 trained rural women were selected from all five districts of konkan region. Majority (79.20 per cent) of the rural women had faced lack of market and market information followed by the constraints such as non-availability fruits throughout the year (61.60 per cent), lack of storage facility of agri-based products (48.40 per cent), lack of advertisement of product (43.20 per cent), lack of financial assistance (40.80 per cent), delay in loan sanctioning (35.20 per cent), lack of transport facility (30.40 per cent), difficulty in getting license (25.60 per cent), post-harvest losses (21.20 per cent), overloaded household activities (14.40 per cent), natural calamities (12.80 per cent), lack of packaging and grading facilities (9.60 per cent) and electricity problem (8.40 per cent). The study concluded that it is crucial to implement targeted interventions such as providing access to market information through mobile technology, establishing local market information centres, offering capacity-building programs and improving infrastructure that enable and empower rural women in agri-based enterprises.

**Keywords:** Rural women, agri-based enterprises, lack of market, suggestions, agri-based products.

## Introduction

In the realm of agri-based enterprises, rural women play a pivotal yet often overlooked role in the cultivation and sustenance of these ventures. The integration of women into the agricultural value chain is not only essential for economic growth but also for achieving sustainable development goals. However, despite their significant contributions, rural women encounter a myriad of constraints that impede their ability to successfully run agri-based enterprises.

The multifaceted challenges faced by rural women in the agricultural sector, exploring the barriers that hinder their entrepreneurial endeavours. These constraints range from socio-cultural factors to economic limitations and inadequate access to resources, education and technology. Understanding and addressing these challenges are crucial steps towards fostering an inclusive and equitable environment that empowers rural women to thrive as entrepreneurs in agri-based enterprises.

This exploration will delve into the intricacies of the constraints faced by rural women, examining their impact on business sustainability and personal development. By unravelling these challenges, pave the way for informed interventions, policies and initiatives that not only uplift rural women but also contribute to the overall growth and resilience of agri-based enterprises in rural communities. So, uncover the barriers hindering the entrepreneurial spirit of rural women in agri-based enterprises and explore actionable strategies to create an enabling environment that catalyzes their success.

## Objectives

1. To study the constraints faced by rural women in running the agri-based enterprises
2. To obtain their suggestions for improving the performance

## Methodology

Five districts of konkan were selected for the current study. The survey was carried out in five districts namely Sindhudurg, Ratnagiri, Raigad, Thane and Palghar of the Konkan region to know the actual status of engaged of rural women in agri-based enterprises. Each district's Krishi Vigyan Kendra, Mahila Arthik Vikas Mahamandal, Panchayat

Samiti and Department of Agriculture provided a list of rural women involved in agri-based enterprises. Each district chose 50 trained rural women at random. Thus total 250 trained rural women were selected from all five districts of konkan region. The information was gathered through personal interviews with trained rural women.

### Result and Discussion

Constraints faced by rural women in running the agri-based enterprises were ranked as I, II, III, IV and V respectively, on the basis of maximum weighted score and their frequency distribution along with percentage are given in Table 1.

**Table 1: Constraints faced by rural women in running the agri-based enterprises**

Sl. No.	Constraints	Frequency	Percentage (*)	Rank
1.	Lack of market and market information	198	79.20	I
2.	Lack of storage facility of agri-based products	121	48.40	III
3.	Lack of transport facility	76	30.40	VII
4.	Non- availability fruits throughout the year	154	61.60	II
5.	Lack of advertisement of product	108	43.20	IV
6.	Electricity problem	21	08.40	XIII
7.	Overloaded household activities	36	14.40	X
8.	Labours Problem	15	06.00	XIV
9.	Post-harvest losses	53	21.20	IX
10.	Lack of packaging and grading facilities	24	09.60	XII
11.	Natural calamities	32	12.80	XI
12.	Difficulty in getting license	64	25.60	VIII
13.	Lack of financial assistance	102	40.80	V
14.	Delay in loan sanctioning	88	35.20	VI

\*The sum of total is more than 100 due to multiple responses.

The result presented in Table 1 depicted that majority (79.20 per cent) of the rural women had faced lack of market and market information which is ranked first followed by the constraints such as non- availability fruits throughout the year (61.60 per cent) ranked second, lack of storage facility of agri-based products (48.40 per cent) ranked third, lack of advertisement of product (43.20 per cent) ranked fourth, lack of financial assistance (40.80 per cent) ranked fifth, delay in loan sanctioning (35.20 per cent) ranked sixth, lack of transport facility (30.40 per cent) ranked seventh, difficulty in getting license (25.60 per cent) ranked eighth, post-harvest losses (21.20 per cent) ranked ninth, overloaded household activities (14.40 per cent) ranked tenth, natural calamities (12.80 per cent) ranked eleventh, lack of packaging and grading facilities (9.60 per cent) ranked twelfth, electricity problem (8.40 per cent) ranked thirteenth and labours Problem (6.00 per cent) ranked fourteenth.

### Suggestions for improving the performance of agri-based enterprises

Suggestions for improving the performance of agri-based enterprises were ranked as I, II, III, IV and V respectively, on the basis of maximum weighted score and their frequency distribution along with percentage are given in Table 2.

**Table 2: Suggestions for improving the performance of agri-based enterprises**

Sl. No.	Suggestions	Frequency	Percentage (*)	Rank
1.	Proper marketing channel should be available	210	84.00	I
2.	Transport facilities should be available	78	31.20	IX
3.	Time management should be proper	40	16.00	XI
4.	Storage facilities for product should be available	174	69.60	II
5.	More training should be conducted	64	25.60	X
6.	Government should provide subsidies for agri-based enterprises	162	64.80	III

7.	Availability of advertisement facilities for agri-based products	114	45.60	VI
8.	Need of social and financial support	106	42.40	VII
9.	Alternative livelihood options during off season	156	62.40	IV
10.	Need of skilful labours in agri-based enterprises	22	08.80	XII
11.	Machineries related to agri-based product should be available	145	58.00	V
12.	Loan should be sanctioned in proper time	93	37.20	VIII

\*The sum of total is more than 100 due to multiple responses.

It is observed from table 2 indicated that majority (84.00 per cent) of the rural women suggests that proper marketing channel should be available which is ranked first followed by storage facilities for product should be available (69.60 per cent) which is ranked second, government should provide subsidies for agri-based enterprises (64.80 per cent) which is ranked third, alternative livelihood options during off season (62.40 per cent) which is ranked fourth, machineries related to agri-based product should be available (58.00 per cent) which is ranked fifth, availability of advertisement facilities for agri-based products (45.60 per cent) which is ranked sixth, need of social and financial support (42.40 per cent) which is ranked seventh, loan should be sanctioned in proper time (37.20 per cent) which is ranked eighth, transport facilities should be available (31.20 per cent) which is ranked ninth, more training should be conducted (25.60 per cent) which is ranked tenth, time management should be proper (16.00 per cent) which is ranked eleventh and need of skilful labours in agri-based enterprises (8.80 per cent) which is ranked twelfth.

### Conclusion

There is lack of market and market information. So, it is crucial to implement targeted interventions such as providing access to market information through mobile technology, establishing local market information centres, offering capacity-building programs and improving infrastructure that enable and empower rural women in agri-based enterprises. Additionally, fostering supportive networks and partnerships that provide access to finance and technology can help overcome the constraints related to market access and information. There also access to appropriate marketing channels enables rural women to reach a broader consumer base, ensuring that their agricultural products reach the market in a timely and efficient manner. Proper channels can also help them secure fair prices for their produce, ensuring that their efforts yield appropriate economic returns. Also access to suitable storage facilities helps minimizes post-harvest losses, preserving the quality and quantity of agricultural produce.

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