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Agri-Entrepreneurship a Study on Agri-Entrepreneurship with Reference to the Entrepreneurs of Maravanmadam Village, Thoothukudi

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Abstract

Now a days the entrepreneurship is growing faster with the help of our government. Many schemes like MUDRA, are utilized by many entrepreneurs and build their business in progressive nature. This study is mainly focused on the entrepreneurs of Maravanmadam area of Thoothukudi district who are using agriculture as their base and earning profits from it. The products produced from agricultural units are now getting more demand in the market as now people are getting awarded about the dangerous of plastic. This study also absorbed on the area that to suggest the entrepreneurs to produce different products and attract the market to them by way of advertisements and other products which are having more demand and also which are unique from others.

Keywords: Products, Schemes.

Introduction

The word Agri-entrepreneurship is a new for every entrepreneurs that it has been defined in general terms as when the products produced by persons, which are relating to agriculture and those products producer is called as Agri-entrepreneur. This study will gives you a brief knowledge about the entrepreneurs who are producing products from agriculture. In the olden days the agriculture based industries are not came into force but now a days they are playing a most prominent role in the market. The products from agriculture are getting more and more demand. For instance in houses may people are awarded about terrace gardening, for that they are in need of coco bricks, therefore there is a need of an entrepreneur to generate the coco brick.

Objectives

- To know the products produced by them.
- To grasp the schemes availed by Government.
- To suggest the entrepreneurs regarding the different scopes in Agri-entrepreneurship.

Research Methodology

Sample Size

The size of the sample selected here is the number of sampling units. Sample of 50 respondents were obtained from the population.

Area of Study

The area taken for study is Maravanmadam Village of Thoothukudi Town.

Sampling Procedure

Samples are collected at the convenience of the researcher using convenience sampling technique.

Sampling Technique

To analyse the data, percentage analysis have been used.

Research Gap

The research gap for this project is about more than a year

The limitations of the study are as follows:

- The facts was collected through questionnaire, and the responds from the respondents may not be accurate.
- The population taken for the study is only 50 and the results drawn may not be accurate.
- There may be personal bias of the Reader.
- The results cannot be generalised.

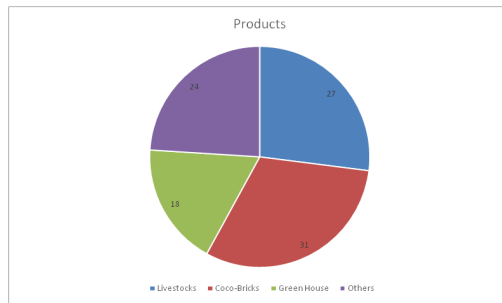
Review of Literature

- Indicators of agri entrepreneurship and evaluation of business planning and development unit a diagnostic study Thilagam J. J. Venkatapirabu had explained that how the entrepreneurs are getting evaluated their business proposals and ideas in the market where Agro-products are new to the public
- Evaluation of fluoride toxicity in fresh water fish heteropneustes fossilis bloch with special reference to biochemical and molecular indices Singh Neelam Tripathi Madhu had detailed that how the fresh water is suitable to the fishes according to the monsoon and other factors which are included.

Analysis and Interpretation

Chart 1

Based on the products produced by the entrepreneurs

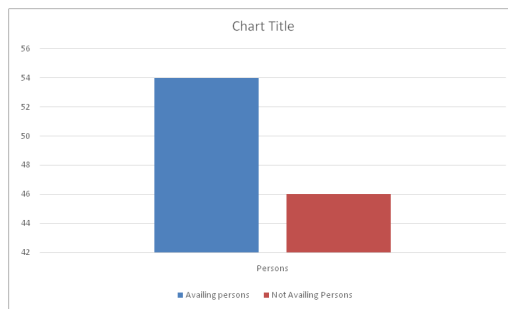


Interpretation

It has been founded that Majority of the entrepreneurs are producing Coco-Bricks in Maravanmadam area, followed by live-stocks and other agriculture based products then some of the entrepreneurs are producing products from green houses.

Chart 2

Based on the persons who are availing benefits from government

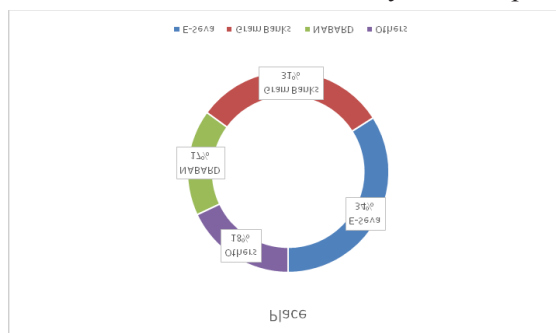


Interpretation

Even though Maravanmadam is a village most of the entrepreneurs are availing their benefits which are allocated by the government.

Chart 3

Based on the place by which the schemes are availed by the entrepreneurs



Interpretation

This chart shows that majority of the entrepreneurs are availing benefits through E-Seva and next by Gram Banks and the rest are nearly closed by NABARD and other ways.

Findings

- It has been founded that Majority of the entrepreneurs are producing Coco-Bricks in Maravanmadam area, followed by live-stocks and other agriculture based products then some of the entrepreneurs are producing products from green houses.
- Even though Maravanmadam is a village most of the entrepreneurs availing their benefits which are allocated by the government.
- The study finds that the entrepreneurs are aware about the technologies but they can't able to avail it in the prompt manner.
- The majority of the schemes provided by government are availed by the entrepreneurs as subsidy are claimed as early as possible by the government.
- This chart shows that majority of the entrepreneurs are availing benefits through E-Seva and next by Gram Banks and the rest are nearly closed by NABARD and other ways.

Suggestions

For the Entrepreneurs

- They have to develop themselves for the modern world, so that they have to bind themselves with the technologies.
- Entrepreneurs have to discuss with other entrepreneurs by attending many workshops or conferences, so develop their idea in their field.
- They have to improve themselves, so that they can able to compete in today's world.

For the Government

- The government has to conduct more conference and workshops for the purpose of merging of entrepreneurs.
- They have to create awareness about the schemes and benefits available to the entrepreneurs in villages and panchayaths.
- They can avail the loans in lower rate of interest and also the credit of subsidy as early as possible.

Conclusion

This study gives you a brief idea about the entrepreneurs of Maravanmadam village, who are producing products using agriculture. This study states that how the entrepreneurs are availing benefits from the government. Even though the entrepreneurs of our study are using computerised technologies it is not sufficient for them to compete in this modern world. This study mainly focused on the entrepreneurs of Maravanmadam village so that future researchers are advised to select either outside of Maravanmadam or full of Thoothukudi district.

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