



ENTREPRENEURSHIP IN AGRICULTURE SCIENCE THROUGH HOME – SCIENCES

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Many definitions of entrepreneurship can be found in the literature describing business processes. The earliest definition of entrepreneurship, dating from the eighteenth century, used as an economic term describing the process of bearing the risk of buying at certain prices and selling at uncertain prices. Other, later commentators broadened the definition to include the concept of bringing together the factors of production. This definition led others to question whether there was any unique entrepreneurial function or whether it was simply a form of management. Early this century, the concept of innovation was added to the definition of entrepreneurship. This innovation could be process innovation, market innovation, product innovation, factor innovation, and even organizational innovation. Later definition described entrepreneurship as involving the creation of new enterprises and that the entrepreneur is the founder.

Considerable effort has also gone into trying to understand the psychological and sociological wellsprings of entrepreneurship. These studies have noted some common characteristics among entrepreneurs with respect to need for achievement perceived locus of control, orientation toward intuitive rather than sensate thinking and risk-taking propensity. In addition, many have commented upon the common but not universal, thread of childhood deprivation, minority group membership and early adolescent economic experiences as typifying the entrepreneur.

Creativity is often not a prerequisite for entrepreneurship either. Many successful entrepreneurs have been good at copying others and they qualify as innovators and creators only by stretching the definition beyond elastic limits.

There are similarly many questions about what the psychological and social traits of entrepreneurs are. The same traits shared by two individuals can often lead to vast different results. Successful and unsuccessful entrepreneurs can share the characteristics commonly identified. As well, the studies of the life paths of entrepreneurs often show decreasing 'entrepreneurship' following success, which tends to disprove the centrality of character or personality traits as a sufficient basis for defining entrepreneurship.

CONCEPT OF ENTREPRENEUR

An entrepreneur is basically an innovator who introduces something new into the economy. He is a person who is capable of taking investment decisions, calculate risks under condition of uncertainty, can plan and innovate, take prompt and wise decisions in selection of product or product mix and marketing.

An entrepreneur is a dynamic agent of change or catalyst who transforms the physical natural and human resources into corresponding production possibilities.

CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is the creative and innovative response to the environment which can take place in variety of fields of social endeavor, business industry, agriculture, education, work and the like, and it is the potent limiting factors in economic development. It is an act of assuming risk of business ownership. In fact, it is the mental urge to take risk in the face of uncertainties and an initiation and capacity of being things in a way afterwards proves to be true. And it is an individual set up in managing things in a proper manner. It is multi-dimensional encompassing financial, managerial and functional aspects.

Need for Entrepreneur

The disabilities of women workers in agriculture resulted from their occupational immobility and certain social factors. The majority of rural women preferred in the villages seeking occasional employment available within short distance. Besides the fact that rural women prefer to work in the familiar habitat, they did not have any decision-making powers and they continuously engage themselves in farm labour, with the limited opportunities available to them. They have always worked and they understand, that without work, they cannot survive. What is needed for women in economy like ours is the restoration of the social balance which has been upset by developmental processes.

Now, there is a need to emphasize that what could be the avocation for rural women in the allied fields through which women can increase their earning opportunities. Next to agriculture, in view of their inherent large employment potential due to their labour-intensive character, cottage industries play a pivotal role in providing work opportunities to women and using their skills. The low literacy

rate of women compared to men also contributed to the limited employment opportunities for women

As far as possible the entrepreneur should be labour –intensive and capital-saving. Capable of creating self-reliance, and perpetuate the emotional attachment of the farmwomen to their jobs and vocations. They should be ecologically sound and should be in complete harmony and conformity with the local environments. As far as possible they should be within the means of the community to mobilize resources for its operations. They should be able to utilize renewable sources of raw material so that it can permit continuous progress rather than being halted due to non availability of raw material if properly planned, they can definitely help the masses in improving their socio-economic structures under the local environments and ensure better quality of life.

Development of Organizational, Managerial and Marketing Skills

In course of time the people get stimulated in organizational managerial and marketing skills. The generations to come can get acquainted with skills involved in those particular operations. They can able to manage their affairs efficiently and can handle bulk purchases and marketing of the finished product in a more systematic and organized manner by keeping themselves informed of the market trends and price structure ,there by ensuring that they are able to sell their products at reasonably attractive prices and at appropriate times.

Entrepreneurs

There is a wide choice for the rural women to take up entrepreneurship. This may taken up based on the local need available skills available local resources and marketing avenues Since the rural women are well versed with various farm and home activities, it is easy for them to get accustomed to any entrepreneurship.

Scope for Cottage Industries in Rural Areas

Keeping in view the local situation, the following areas are felt to be feasible to take up as cottage industries by women in rural areas.

- Tailoring and Embroidery *
- Washing and cleaning Powder, Soap, Phenyle,
- Dying and Printing Shampoo
- Squashes, Jams, jellies *
- Candle (wax and gel) *
- Pickles and chutney *
- Agarbathi *
- Dehydrated Products *
- Adda Leaf *
- Papads *
- Basket *
- Masala, Sambar, Rasna powder *
- Vermi Compost *

- Mushroom *
- Painbaams, etc.
- Honey-bee
- These could be easily taken up by women as :
- The resources are easily available
- Easy to market
- Less labour intensive
- Limited budget involved
- Few skills required
- Final products can be stored for long duration
- Rural based entrepreneur
- Increase family income
- Improve the communication skills
- Gains self- confidence
- Creates employment opportunities
- Improve the living standards.

Strategies of Entrepreneurship in agriculture sciences through Home-sciences-

The major aim of education is the unification of knowledge existing in different branches of learning .It is not desirable to impart education in isolated manner. The knowledge has to be knit together through co-relation.correlation makes teaching meaningful and effective for the pupils. It establisher reciprocal relationship that exists among different subjects.

- 1) Incidental correlation
- 2) Systematic correlation
- 3) Correlation with the activities of daily life.
- 4) Co-rrelation of old and new knowledge.
- 5) Correlation of different branches of Home Science
- 6) Correlation of Home-Science with different subjects

Home science is the branch of women education to make women independent empower and stand on own through skill development and activities. Home-Science is the branch of skill development subjects through life of a student should be rulled once and family needs completed. The entrepreneurship through these activities are performed by women.

- Better result in women empowering have been observed at different places in the country women also more responsive to training programmes, entrepreneurship income generating activities women empowerment activities ect. However govt. should frame policies and pass through legislation so as to enforce strictly for the benefit of women in going empowerment and equal status on par with men.

Property right, enterprises leading to accessibility to cash education, training in income generating activities will certainly change the scenario of status of women in society hence govt. should promote women

income generating activities through proper marketing in addition to creating awareness in all activities and responsibilities of women through effective communication system as women are the back bone of society to sustain family system culture religion etc. Hence women should be provide equal opportunities in all aspects on par with men in India for prosperity of the country.

How will be a successful Entrepreneur :-

- 1) Organization – Attributes /Factors
 - Organization form or structure
 - Interest and skill
 - Operating Procedure
 - Control system
 - Planning system
- 2) Personel --- Employee attitude
 - Technical skill
 - Experience
 - Employee requirement.
- 3) Marketing --- Sales force
 - Knowledge of customer need
 - Breadth of product line
 - Product quality
 - Reputation / Goodwill
 - Customer service.
- 4) Technical -- Production facility
 - Production technique
 - Product development
 - Basic Research
 - Processing
 - Industry.

Nutrition and Human Health :- Food processing -- path way for value Addition.

1)To encourage commercialization and value addition to agricultural/ horticultural product.

2)For minimizing pre post harvest wastage

3)Generating employment.

Leads to diversification and commercialization of the agri/horticultural produce

*Enhancing the income of the farmer.

*Creating surpluses for export.

*Overall for comprehensive development of rural economic.

Advantages of food processing in India

1)India is one of the largest food producer in the world.

2)India has diverse agro-climate condition and has a large and diverse raw material base suitable for food processing companies

3)India is looking for investment in infrastructure, packaging and marketing.

4)India has huge scientific and research talent tool

5)Strategic geographic location (proximity of India to markets in Europe and far, East, South, East and West Asia.)

Processing of Vegetables :-

- 1)Canning
- 2) Dehydration
- 3) Freezing
- 4) Chemical preservation
- 5) Freezing dehydrated vegetables.

6) Improved Dehydrated vegetables.

7) In Vegetables.

8) HT Stabilized vegetables

9) Minimally processed vegetables.

Principle of Vegetables Processing :-

The Principle of vegetable Processing include the following

- 1) Harvesting maturity and methods
- 2) Packaging
- 3) Post Harvest treatment
- 4) Storage
- 5) Canning
- 6) Marketing and transport

Fresh Steps in Value addition. :-

Enterprises for processed vegetable products :-

- 1) Dehydrated vegetables (Technology source CFTRI)
- 2) Pre packaging of vegetables
- 3) Wax Emulsion for vegetables
- 4) Evaporative cool stores
- 5) Pickles and Chutneys.
- 6) Instant Pickles.
- 7) Potato flour.
- 8) Potato Chips
- 9) Potato Wafer.
- 10) Tomato Products

Priorities of vegetables Processing

The priority areas in vegetables processing are.

- 1) Processing of special vegetables and canning as well as storage facility.
- 2) Emphasis on cottage industry involving village women for the manufacture of vegetables products .
- 3) Popularization of low cost engineering storage structures.
- 4) Starch production from potato & tuber crops
- 5) Strengthening of research base with adequate financial support
- 6) Emphasis on production of value added products from locally available vegetables

There are many other areas of processing aspects which should be given priority.Once the Processing research and industry Programme picks up many other outlets shall come up automatically Processing industry has very good employment potential.

Home science is the branch of all development among women's and empower women's to stand on own and run their families through various entrepreneurship skills.

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