

A STUDY ON GROWTH OF INFORMAL WOMEN ENTREPRENEUR IN AGRI BUSINESS

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ABSTRACT

Over 85% of the rural population in India is dependent on agriculture for their livelihood. About 50% of them are poor, most of their earnings are spent on meeting their basic needs, particularly food. With the increasing population over the last five decades, their per capita share of land and water resources has reduced substantially. As a result, rural people are faced with the problem of unemployment. In spite of agriculture being a major source of livelihood, the productivity as well as profitability in agriculture has been significantly low in the country. While the productivity can be attributed to illiteracy, lack of awareness, poor dissemination of technology, inadequate investment in agricultural inputs and poor communication and information services, lack of profitability is mainly due to inadequate and inefficient infrastructure required for forward and backward integration, poor post harvest and processing facilities and poor connectivity with market, resulting in exploitation by large number of middlemen.