

≈ SUMMARY ≈

**AGRO-PROCESSING INDUSTRIES – A CHALLENGING
ENTREPRENEURSHIP FOR RURAL DEVELOPMENT**

Dr. P. S. Shehrawat,

Department of Extension Education, College of Agriculture

Principal Topic

Entrepreneurs are encountering a number of constraints pertaining to finance, marketing, technological and export for smooth running of their entrepreneurial units. Therefore, there is urgent need to provide the facilities which facilitate them setting up of economically viable units and they should be equipped with latest technologies and skills by organizing different entrepreneurial motivational and skill oriented programs frequently. With this background the present study was undertaken in the four industrially leading districts of Haryana state to determine the correlates which help in establishing economically viable small scale agro-processing units; to determine the specific training needs of entrepreneurs who have already established their units; to make an assessment of problems encountered by entrepreneurs to facilitate setting up of sustainable units and to suggest the strategies for smooth working of small scale agro-processing units. A total number of 120 entrepreneurs who were running their agro-processing units were constituted the sample for the study.

The study also indicated that 'suitable location of entrepreneurial units', 'adequate supply of power', 'adoption of quality control measures', 'good quality of raw material', 'timely supervision and guidance', 'sound managerial ability of entrepreneurs', 'provision of technical guidance counseling', 'proper training of workers', 'easy availability of finance', 'identification and use of mega markets', 'attractive packaging', 'quality products', 'good contact with marketing personnel', 'commitment towards enterprises', 'high risk taking capacity', 'innovative behavior', 'high degree of motivation' were found as very much effective correlates for economically viable units.

The study found that important areas of training preferred by entrepreneurs were quality management, marketing management, packaging techniques, marketing techniques, technology up gradation, financial management, brand promotion, export promotion technique, advertising the products and personnel management.

The study further revealed that 'lack of physical facilities', 'lack of sufficient stock of raw material', 'lack of managerial competence', 'poor attention on advertisement and publicity of the products', 'poor working of various industrial agencies', 'lack of cooperation and coordination among different developmental agencies', 'technological gap', 'lack of sufficient working capital', 'problems in procuring finance from different financial institutions', 'cheaper/ superior competitive substitute', 'inadequate supply of export information', 'power supply inadequate, uncertain and costly', 'preparation, identification and implementation of the project', 'licensing and registration', 'poor linkage with marketing structure', 'lack of govt. support and incentives', and 'long and complicated procedures to avail institutional help' constitute very serious problems encountered by entrepreneurs for a sustainable unit.

CONTACT: Dr. P. S. Shehrawat. Department of Extension Education, College of Agriculture, Hisar-125004, India. Tel: 0091 94161 07003, Fax: 91-1662-234952, Email: psshehrawat@hau.ernet.in