

A Study On The Emerging Role And Challenges Of Agripreneurs In Madurai District, Tamilnadu

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Abstract

India is one of the leading nations in the agricultural sector and provides the main source of livelihood for the rural population. Agriculture not only ensures food security but also supports industries by supplying raw materials. In recent years, the concept of agripreneurship—combining agriculture with entrepreneurship—has gained importance as it promotes innovation, employment, and sustainable development in rural areas. An agripreneur is a person who manages farming as a business venture by adopting modern technology, innovative ideas, and market-oriented approaches. The present study titled “A Study on the Emerging Role and Challenges of Agripreneurs in Madurai District” focuses on understanding the demographic profile of agripreneurs, the challenges they face, and the impact of their activities on local economic growth. The study also examines infrastructural and financial problems, marketing strategies, and the role of government and institutional support. Data were collected from agripreneurs in Madurai District through questionnaires and analyzed using statistical tools. The study highlights that agripreneurs face issues like limited finance, poor infrastructure, and lack of technological awareness, yet they play a significant role in rural development. Suggestions are provided to improve support systems and promote sustainable agripreneurship..

Key Word: *Agripreneurship, Rural Development, Agricultural Innovation, Financial Challenges, Infrastructural Barriers*

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I. Introduction

India is one of the pioneer in the Agriculture sector worldwide and the largest livelihood provider in rural areas. Our country is highly producing agro products like Milk, Pulses, Wheat, Rice, Cotton, Sugarcane, Fruits, Vegetables, and Fish. By providing the Raw materials, it supports the Industrial sector in all over the India. Agri business is the term which includes both the Agriculture and Farming through the integration farming and commerce related activities. It focuses on the Procuring, Production, Processing, Distribution, Marketing, and Research. This business provides growing employment opportunities and creates sustainable food production.

Agripreneur is a person who is doing agriculture as the main source of business. The term Agripreneur can be categorized as “Agriculture plus Entrepreneur”. An individual who starts his own new venture in the field of Agriculture with his own investment and new innovative ideas is called an Agripreneur. They start the business in a specific field of agriculture and develop the business to the next stage according to the changing ecological conditions. They make their economically viable and sustainable so that they can earn a fair income and make them reinvested for their next innovative ideas in their own business.

Agripreneurship is the application of creativity in the agriculture sector by using the scarce means properly and earning profit by taking the calculated risks. It is one form of value addition to the agriculture resources. Agripreneurship is covering a vast area like Dairy farming, Sericulture, Goat rearing, Floriculture, Fisheries, Shrimp Farming, Sheep rearing, Vegetable cultivation, Poultry farming, Cattle Farming, Nursery farming, Apiculture, Mushroom cultivation, Seaweed farming, Pearl farming, Cattle Fodder farming etc.,

II. Literature Review

Mridha, M., et al. (2025), in their study, examined that young women entrepreneurs in rural Bangladesh face challenges such as family culture, community values, financial policies, and lack of family motivation. However, they also have promising opportunities in crafts, home-based industries, and the beauty and wellness sectors.

Patil, U., et al. (2025), in their research, found that rural women entrepreneurs in India are driving economic change and community development. However, they encounter significant challenges, including limited access to finance, social constraints, and poor market linkages.

Aravamudhan, V., et al. (2024), in their study, highlighted that women entrepreneurs in rural India face major challenges such as lack of support from male family members, weak bargaining power, low self-esteem, psychological barriers, absence of government support, inadequate regulatory policies, and unfavorable market behavior.

Ramalakshmi, K. V., et al. (2024), in their study, reported that rural women entrepreneurs in Tirunelveli struggle with challenges like lack of skilled labor, limited purchasing power, insufficient managerial workforce, poor infrastructure, marketing difficulties, and inadequate transportation facilities.

III. Objectives Of The Study

The main objectives of the study were:

- i. To study the demographic and educational profile of agripreneurs in Madurai District.
- ii. To identify the major problems faced by agripreneurs in selecting suitable business ideas.
- iii. To examine the infrastructural problems faced by agripreneurs in their business activities.
- iv. To analyze the financial difficulties and funding-related issues of agripreneurs.
- v. To find out the influence of family background on infrastructural problems faced by agripreneurs.
- vi. To offer suitable suggestions to overcome the challenges and improve agripreneurial growth.

IV. Methodology

a. Sample of the Study

To achieve the objectives of the study on the emerging role and challenges of agripreneurs, relevant data were collected from selected respondents in Madurai District. The sample size for the study was limited to **60 agripreneurs** engaged in various agricultural and allied activities such as dairy farming, poultry, horticulture, and organic farming. The respondents were selected using the **convenient sampling method**, ensuring proper representation of different types of agripreneurial ventures in the district.

b. Data Collection

The study is based on both **primary and secondary data**. The **primary data** were collected through a well-structured **questionnaire** designed to obtain information on the demographic profile, business operations, challenges faced, and opinions regarding government support and marketing strategies of agripreneurs. Personal interviews were also conducted to gather additional insights.

c. Secondary Data

The secondary data were collected from books, journals, newspapers, government reports, and reliable websites related to agriculture and entrepreneurship. These data were used to strengthen and support the findings of the study.

d. Statistical Tools

For analyzing the data, suitable statistical tools were employed. The tools used in this study include percentage analysis, chi-square test, t-test, ANOVA, and the Friedman test to interpret the responses and draw meaningful conclusions about the challenges and roles of agripreneurs in Madurai District.

V. Analysis And Interpretation

Questionnaire was divided into four segments. They were as follows

1. Demographic Profile of the Respondents
2. Problems Relating to Selection and Development of Business Idea
3. Problems Relating to Infrastructural Facilities
4. Problems Relating to Financial and Institutional Support

The procedure of analysis is essential to interpret the results obtained, draw meaningful inferences, and arrive at valid conclusions. Each question from the questionnaire, which served as the source of primary data, was tabulated, and appropriate statistical tools such as percentage analysis, t-test, and chi-square test were used to draw inferences.

Table 1
Age Group of Respondents

Age	No. Sample	Percentage
Below 30	14	23.33
31-40	17	28.33
41-50	18	30.00
Above 50	11	18.33
Total	60	100

Source: Primary Data

Table 1 reveals that 30% of the agripreneurs belong to the 41–50 years age group, 28.33% are between 31–40 years, 23.33% are below 30 years, and 18.33% are above 50 years. Thus, the majority of agripreneurs in Madurai District are in their middle age, indicating that this group is more active in agricultural entrepreneurship.

Table - 2
Educational Qualification of Respondents

Educational Qualification	No. Sample	Percentage
Under graduation	10	16.67
Post graduation	25	41.67
Professional qualification	17	28.33
Others	8	13.33
Total	60	100

Source: Primary Data

Table 2 shows that 41.67% of the respondents are postgraduates, 28.33% possess professional qualifications, 16.67% are undergraduates, and 13.33% belong to the others category. It can be inferred that the majority of agripreneurs are well educated, which may have positively influenced their innovative agricultural practices.

b) Opinion on Problems Relating to Choice of Idea

To understand the major problems faced by agripreneurs, respondents were asked to rank various issues affecting their business operations.

Table - 3
Problems Relating to Agripreneurial Activities – Ranking Method

Factors	Mean Score	Rank
Lack of Financial Support	4.12	1
Market Fluctuations	3.86	2
Technological Constraints	3.54	3
Government Procedures	3.18	4
Lack of Skilled Labour	2.90	5

Source: Primary Data

From Table 3, it is observed that lack of financial support is the most serious challenge faced by agripreneurs, followed by market fluctuations and technological constraints. Issues such as government procedures and lack of skilled labour were found to be less severe compared to financial challenges.

c) Influence of Family Background on Challenges Faced by Agripreneurs

Null Hypothesis (H₀):

There is no significant association between family background and the challenges faced by agripreneurs.

Table 4
Cross Tabulation – Family Background and Level of Challenges

Family Background	High Level	Low Level	Total
Agriculture	13	7	20
Government Employment	0	2	2
Private Employment	5	7	12
Professional	8	7	15
Business	4	7	11
Total	30	30	60

Source: Primary Data

From Tables 3 and 4, it is observed that faulty planning was the most serious problem, receiving Table 4 shows the relationship between the family background of agripreneurs and the level of challenges they face in their business. It is observed that agripreneurs from agricultural families (13 out of 20) face a high level of challenges, whereas those from government employment backgrounds (2 out of 2) mostly experience low-level challenges. Similarly, agripreneurs from private employment and business families show a balanced distribution of both high and low levels of challenges.

This indicates that individuals with an agricultural or business family background tend to face more operational difficulties such as financial limitations, lack of infrastructure, and market instability, possibly

because they invest more directly in farming activities. On the other hand, those from government or professional backgrounds may have better access to resources and networks, resulting in fewer challenges.

Hence, the table highlights that family background plays an important role in determining the nature and intensity of challenges faced by agripreneurs in Madurai District.

d) Influence of Family Background on Problems Relating to Infrastructural Facilities

The influence of family background plays a crucial role in determining how agripreneurs manage and overcome infrastructural challenges in their business operations. This analysis examines whether the type of family background—such as agricultural, business, or professional—has a significant impact on the level of infrastructural problems faced by agripreneurs in Madurai District.

Null Hypothesis (H₀):

There is no significant association between family background and the problems relating to infrastructural facilities among agripreneurs in Madurai District.

Alternative Hypothesis (H₁):

There is a significant association between family background and the problems relating to infrastructural facilities among agripreneurs in Madurai District.

Table 5
Influence of Family Background on Problems Relating to Infrastructural Facilities among Agripreneurs in Madurai District

Family Background	Problems Relating to Infrastructural Facilities		Total
	High level	Low level	
Agriculture	13	7	20
Govt. Employment	0	2	2
Private Employment	5	7	12
Professional	8	7	15
Business	4	7	11
Total	30	30	60

Source: Primary Data

Table – 6
Chi-Square Test: Impact of Family Background on Problems Relating to Infrastructural Facilities

Statistical Tool	Value	df	Sig. (2-sided)
Pearson Chi-Square	23.59	4	0.00
Likelihood Ratio	22.92	4	0.00
Linear-by-Linear Association	14.32	1	0.00
No. of Valid Respondents	60		

Source: Primary Data

The Chi-Square value (23.59) with a significance level of 0.00 ($p < 0.05$) indicates that there is a significant association between family background and the level of problems related to infrastructural facilities among agripreneurs in Madurai District.

This implies that agripreneurs from different family backgrounds experience varying degrees of infrastructural challenges. In particular, those from agricultural and business backgrounds tend to face higher infrastructural problems compared to respondents from government or professional families.

Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming that family background significantly influences the infrastructural challenges faced by agripreneurs.

VI. Limitations Of The Study

1. The study was limited to 60 agripreneurs in Madurai District.
2. Time constraints restricted the coverage and depth of analysis.
3. The data were collected through the questionnaire method, which depends on the honesty and accuracy of the respondents.
4. Responses may involve personal bias, affecting the reliability of the findings.
5. The study focused only on selected variables such as finance, market, and infrastructure, leaving out other possible influencing factors.

VII. Conclusion

This study titled “A Study on the Emerging Role and Challenges of Agripreneurs in Madurai District” aimed to identify the major problems faced by women agripreneurs and to understand how factors such as family background influence their business challenges. The findings revealed that most respondents belonged to the middle-age group and were reasonably educated, indicating an increasing awareness and participation of women in agripreneurship.

The study highlighted that faulty planning and lack of knowledge in preparing project reports were the most serious issues affecting business idea development and financial assistance. Furthermore, the chi-square analysis established a significant association between family background and infrastructural problems, showing that women from agricultural and business families encountered more infrastructural challenges than others.

Common problems such as limited marketing facilities, lack of marketing knowledge, high interest rates, complex government procedures, and insufficient banking support were also reported. Overall, most respondents experienced these difficulties at a moderate level.

To overcome these barriers, it is essential to provide entrepreneurial training, financial literacy programs, marketing guidance, and infrastructural support to women agripreneurs. Encouraging family and institutional support will also strengthen their role in agribusiness development and enhance their contribution to rural economic growth. expressed the need for assistance from consultants, suppliers, and financial institutions. These suggestions were based on the collective opinions of the respondents.

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