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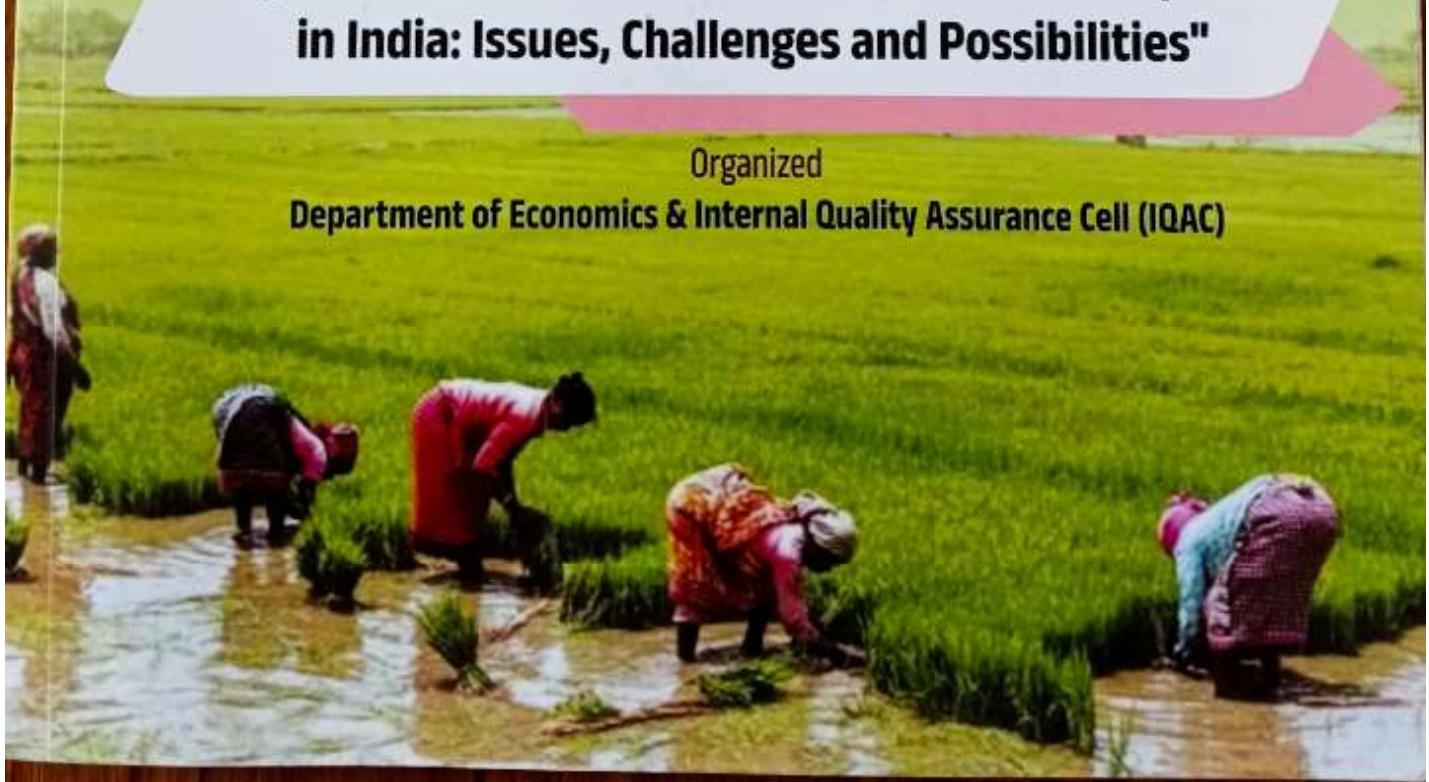
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"Agricultural Transformation and Rural Development in India: Issues, Challenges and Possibilities"

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❖ विद्यावार्ता या आंतरविद्याशाखीय बहुभाषिक त्रैमासिकात व्यक्त झालेल्या मतांशी मालक, प्रकाशक, मुद्रक, संपादक सहमत असतीलच असे नाही. न्यायक्षेत्र:बीड



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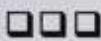
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Role of women Entrepreneurs in Agriculture

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ABSTRACT

The present paper shows the contribution of women entrepreneurs in agriculture economy. Women entrepreneurship is very important sector in agriculture economy. Globalization has provided opportunities for women entrepreneurship in the field agriculture, medicine, hospitality computer software and information technology etc. Entrepreneurship development is key for economic growth and development. Entrepreneurship development has played very important role in achieving the goals of development in self employment in specific and industrial development as a whole. Entrepreneurship development assists the people to improve standard of living. The new economic policy adopted by India in 1991. Developing Entrepreneurship among women is equally important for the all round development of the country as women comprise nearly 50 percent of the total population of the world. The women farmers entitlement bill 2011 shows that women constitute nearly 60 percent of the labour in agriculture and more than 50 percent Indian farmers. Agricultural entrepreneurs are the prospect of social and economic development. for example, employment generation, poverty reduction, improvements in nutrition, health and overall food security in the national economy especially in rural areas. Their

activities typically include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural sector or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes.

KEY WORDS:-Women, Entrepreneurship, Globalization, India .

Introduction :-

Entrepreneurship has gained greater significance at global level under changing scenario. Global economy in general and Indian economy in particular is collected for accelerated growth driven by Entrepreneurship. As entrepreneur is a person is able to look at the environment, identify opportunities to improve. The environmental resources and implement action to maximize those opportunities (Robert. E. Nelson) it is important to bear in mind the entrepreneurial skills that will be needed to improve the quality of life for individuals families and communities and to sustain a healthy economy and environment.

Taking this into consideration , we will find that each of the traditional definitions has it's own weakness (Tyson, Petrin , Rogers 1994, p.4) Women Entrepreneurship is receiving greater attention from policymakers and experts in developed and developing countries. Entrepreneurship development is key of economic growth and development. Developing Entrepreneurship among women is equally important for the all round development of the country as women comprise nearly 50 percent of the total population of the world. The women farmers entitlement bill 2011 shows that women constitute nearly 60 percent of the labour in agriculture and more than 50 percent Indian farmers. Agricultural entrepreneurs are the prospect of social and economic development. for example, employment generation, poverty reduction, improvements in nutrition, health and overall food security in the national economy especially in rural areas. Their activities typically

include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural sector or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes.

OBJECTIVES

1. To study effect of Women Entrepreneurs in agriculture.
2. To study the role of Women Entrepreneurs in India.
3. To study the role of Women Entrepreneur in economic development.

Effect of agriculture on Women entrepreneur:

Women Entrepreneurship development is an essential part of human resource development in globalization. National Sample Survey Organization (NSSO) Report Shows that In India about 46 % of the agricultural workforce is female, but only 13.0% of rural women are engaged in entrepreneurship. While there is no specific data available on the percentage of women entrepreneurs related to agriculture in India, it is estimated that a significant number of women entrepreneurs in rural areas are involved in agriculture-related businesses such as farming, food processing, and handicrafts.

The Indian government has also launched various schemes and programs to encourage and support women's entrepreneurship in agriculture. Women leaders in farming are becoming increasingly common as more women take on leadership roles in agriculture. Women have always played a crucial role in farming, but have often been overlooked or under estimated. However, with the growing recognition of the importance of women's contributions to agriculture, more and more women are taking on leadership roles in the industry. These women are leading the way in sustainable farming practices, advocating for gender equity and empowering other women farmers. With their leadership, women in farming are making significant contributions to

the global economy. Agriculture sector employs 80.0 per cent of all economically active women; they comprise 33.0 percent of the agricultural labour force and 48.0 per cent of self-employed farmers. In India, 85.0 per cent of rural women are engaged in agriculture, yet only about 13.0 percent.

In the globalization world, the government should play a major role in encouraging women entrepreneurs. Many entrepreneurs start off with great ideas. Women is equally important for their contribution to the national economy. Women in low and middle income group with some education and moderate experience in specific line of manufacturing can utilized modern technology, increasing investments, creating a sizable employment for others. Globalization has provided opportunities for women entrepreneurship in the field agriculture Sector, hospitality, computer software and Information technology, beauty and healthcare sports, food, fruits, and vegetable processing, banking event management etc.

In advanced countries there is a phenomenon of increase in the number of self-employed women after the world war two. In USA women own 25% of all business though their sales are on an average are less than two-fifths of those of other small business. In Canada women own one-third of small business and in France it is one-fifth.

Women Entrepreneurs in India: -

In India, women are changing the face of global economy. Government of India is defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated. In the enterprise to women in business is a recent phenomenon in India. Women entrepreneurs reserved in business due to push and pull factors, which encourage women to have an independent occupation. While in push factors women reserved in

business activities due to family. Women entrepreneurs have become increasingly common in the business world. In India "When one boy was educated one person will be wise, When one girl was educated entire family will be wise". This is a famous quote by girl education pioneer Mahatma Jotiba Phule. This underlines shows that the importance women education in global economy. From the time of India independence our constitution concentrated to give enough right for women. But the problem is that women are facing more problems in this modern age of gender equality. In todays modern economy this expectation continuous surplus, so women should go for work to earn money and must do house-hold work also. Society expects that a women should be like superwomen who can do everything.

The development of women entrepreneurship is very high speed in India specially in the rural areas. For example In maharastra, Sangola Taluka (Solapur district) Mata Balak Utkarsh pratishatan. Dr. Sanjeevanitai kelkar is successful women. Who is giving not only women entrepreneurship education but also start health care centre, other school programme, planning self help group and training marketing and other business. In India, the successful women is Indira Nooyi. This brilliant corporate women started her career in Boston consulting group. Ekta Kapoor who is popularly known as the 'soap queen', creative Director of Balaji Telefilms is credited for bringing about a revolution in the Indian small screen industry. Neelam Dhavan who is Managing Director Microsoft India. She is well known figure in IT Industry in India. Dr. Nishigandha Mali who is President of Solapur Zilla Parishad and business in medicine successfully.

The entrepreneurs are the real growth engine of the any economy of the country. The Entrepreneurship development has the significant contribution to the economic

prosperity of the nation. The contribution of the women entrepreneurs to any economy of the world is inevitable. But in India entrepreneurial knowledge of the women are not properly recognized under socio-cultural structure of the society. The women are facing different social and economy problems in Globalization. women entrepreneur play a key role in economic development of the world. In spite of gender discrimination economic operation and social limitations, the women could achieve fulfillment of successfull life. The industrialization is pulled women from kitchen to economic activities. Developing entrepreneurship among women is equally important for the all round development of the country as women comprise nearly fifty percent of the total population of the world . If efforts are made to develop entrepreneurship among women it will not only solve the problems of women in making them economically independent but will also help in adding the national income .

Nowadays entrepreneurship is known as the growth and development engine of organizations and societies. So, well-known universities of the world have planned on education and developing the entrepreneurial thinking. Entrepreneurship can be analyzed with two in individual and organizational applications. Individual entrepreneurship is the way of entrance for new resources and ideas to the market and organizational entrepreneurship is way for the renewal of organizational competencies. Entrepreneurship in India can be considered the women entrepreneurship women entrepreneur may be defined as a women or group of women who initiate organize and run a business enterprise. In term of the Austrian economist Joseph Schumpeterian concept of Innovation entrepreneurs, women who innovate imitate a business activity are called "women entrepreneurs". The main objective of women entrepreneurship is to expand small scale

industries and agro-based industries for development of rural areas. Many number of entrepreneurs are involved in agricultural and non -agricultural industries in India. Rural industrialization will create local employment which will minimize migration to rural population to urban areas. There are many opportunities for woman entrepreneurship such as free entry into world trade, improved risk taking ability and encouragement to innovation and invention etc. The role of women entrepreneur in economic development is inevitable. Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the nation's growth. There role is also being recognized and steps are being taken to promote women entrepreneurship.

Entrepreneurship development is key of economic growth and development. Entrepreneurship development has played a very important role achieving the goals of development in self employment in specific and industrial development as a whole. Entrepreneurship development assists the people to improve the standard of living since 1991 Government of India adopted liberalization, privatization and Globalization. It provided accelerated growth to economy, but it is found that some strata of the society are socially, educationally and financially excluded. The development was avoided of these certain classes of the society such as women. Therefore it was need to provide them opportunity to enter in commercial enterprises, so as they will attain their livelihood as well as they can improve their economic condition.

The founder of Yashswini Agro Farmers Producer Company Ms. Anita Malge is one of the examples of successful women entrepreneur . This company was founded in 2015, and has 1400 stakeholders. This company is first in India. The turnover of this company of this company

is crores. More than 1000 farmers from Southern Solapur are associated with this company and there economical condition improve due to this company. The work of Ms. Anita Malge is appreciated by Finance Minister Honorable Nirmala Sitaraman, Member of Parliament Ms. Supriya Sule, Chief Minister Devendra Phadnavis. She started her work from her village Boramani established ten groups of female farmers and trained them do group Farming.

Conclusion:

Women are backbone of family and global economy. Women are now in the global flow. Entrepreneurship is only solution to the growing employment among rural youth. It helps to generate employment for a number of people within their own social system. Empowerment of women has emerged as an important issue in recent times. Women in business are a recent phenomenon in India. Women are the energy of a nation. Women empowerment is a prerequisite for creating a good nation. Rural women play a major role in developing the economy and to participate in all stages. They have been the invisible contributors to the production process. Entrepreneurship is the core of economic development.

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Shaping Rural India: Integrating Agricultural Transformation with Sustainable Rural Development

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1] Abstract:

This research paper, titled "Shaping Rural India: Integrating Agricultural Transformation with Sustainable Rural Development", explores the critical relationship between agricultural reform and rural development in India. It addresses the challenges of outdated agricultural methods, climate change, and poverty, all of which affect the livelihood of India's rural population, where 60% still rely on agriculture. The paper reviews historical agricultural transformations, from colonial times to the Green Revolution, and discusses how these advancements, although significant, have often failed to ensure equitable development. The research focuses on modernizing agriculture through sustainable practices and technological innovations, aiming to boost productivity while preserving environmental resources. It also emphasizes the need for inclusive policies that support rural infrastructure, education, and healthcare to foster long-term economic stability and environmental resilience in rural India.