

# **Can Entrepreneurship Education and Training Assist Women Entrepreneurs to Make Agritourism a Success Story in India?**

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# Literature Review

- Increasing level of Entrepreneurship (Singer, 2015)
- Challenging conditions of agriculture (Sandhu et al., 2016; Lane and Kastenholz, 2015; Hyungsuk, 2012; Thomas et al., 2011; Carpio et al., 2008)
- Agritourism plays a significant role in supporting rural development (Bhatta et al., 2019; Lane and Kastenholz, 2015; Thomas et al., 2011).
- Studies related to agritourism:
  - Factors associated with the success of this entrepreneurial venture (Che, 2007; Wicks & Merrett, 2003),
  - Benefits that agritourism can bring to farmers and their local communities (Che, 2007; Wicks & Merrett, 2003);
  - Motivations driving its entrepreneurial development (McGehee & Kim, 2004; Nickerson et al., 2001; Ollenburg & Buckley, 2007 and McGhee, Kim and Jennings 2007);
  - Needs and barriers preventing agritourism development (McGhee, 2007);



# Literature Review contd.....

- Issues related to Agritourism business
  - Lack of financial support and entrepreneurial education hinders the growth
  - Trust and security
  - Lack of basic infrastructure facilities
- Studies within Indian context-
  - Identifying the potential of agritourism (Priyanka, 2016; Karri, 2016)
  - Increasing scope of agritourism ( Bharti, 2020)
  - Innovation (Birtchnell, 2011),
  - Finance (Sandhu et al., 2012; Smahi et al., 2012; Vivarelli, 2013; Latha and Murthy, 2009)
  - Gender (Sandhu et al., 2012:17; Rai and Srivastava, 2011)
  - Entrepreneurial Education Training needs for small agritourist firms (Sandhu et al., 2012; Sampath, 2007)
- Women's Access to Entrepreneurial finance and importance of Entrepreneurial Education- Under researched
- Literature Gap

# Testable questions

- Does agri-tourism complements or competes traditional farming?
- Can women agripreneurs make agritourism a success in India?
- What is the relationship between gender, access to entrepreneurial education and agritourism progress in an emergent entrepreneurial ecosystem?



# Research Methodology

- **Choice of research design –**
- **Survey approach-** questionnaire and semi-structured interviews
  - A range of respondents, from highly educated to uneducated , hence their approaches vary in the management and financing of their businesses

Considering these factors, complexity and methodological approaches available it was decided that qualitative and quantitative approach will provide deeper insight of the importance of institutional credit and education in the growth of Agritourism.

- **Sample selection:**
  - Sample- 200 farmers
  - Sample location- Gurdaspur, Amritsar, Jalandhar
  - sample sourced through
    - a) personal and family networks
    - b) recommendations
    - c) bank mangers recommendations
    - d) internet, pamphlets, etc.
- **Problems encountered**
  - Confidentiality



# Demographics of the sample

Demographic Variables	Agripreneurs N=200	Percentage %
<i>Gender</i>		
Male	100	50
Female	100	50
<i>Age of Farmers (years)</i>		
25-35	61	30
35-45	74	40
45-55	54	29
More than 55	11	6
<i>Caste</i>		
Jat	130	65
Others	70	35
<i>Marital Status</i>		
Married	172	85
Divorced	2	1
Widowed	22	12
Single	4	2
<i>Education</i>		
Below Matriculation	10	5
Matriculation	30	16
Graduate	80	40
Postgraduate	25	12
Technical Diploma Holders	50	27
Uneducated	5	3
<i>Family Responsibilities</i>	150	75
Main Earner		
<i>Reason for business</i>	140	70
Economic Necessity		
<i>Entrepreneurship related training</i>		
Yes	90	45
No	110	55

## Demographics contd...

Demographic Variables	Agripreneurs N=200	Percentage %
<i>Obtain Financial consultation from</i>		
Family and Friends	130	65
Bank Manager	42	21
Accountant	18	9
Lawyer	0	0
Government and Support Agencies	10	5
<i>Age of the Business (Years)</i>		
<2	115	57
<5	49	24
<7	25	13
<10	7	4
>10	4	2
<i>Size of business*</i>		
Micro	130	65
Small	60	30
Medium	10	5
<i>Sector</i>		
Service	120	60
Farm related business activities	50	25
Manufacturing	25	13
IT based business	5	2

*\*Categorized according to Small Scale Industry definition based on the investment*

# Findings

- The findings suggests that like western countries there is significant scope to apply the concept of agri-tourism in agrarian economy of Indian Punjab.
- 80 per cent, respondents recognised that Agri-tourism is a potential business model to market the rural heritage and culture to the urbanised population.
- There was a recognition amongst the selected respondents, 45 percent, that agri-tourism has potential for Punjabi population living abroad and in the urbanised cities of India.
- Agritourism is important:
  - Increases options for farm diversification,
  - improves awareness of local agricultural production;
  - provides farm families with on-site employment;
  - strengthens sustainability of small farms;
  - viable community economic development strategy;





# Findings

- There is a finance gap for women owned small and medium enterprises (SMEs) owned.
- Limited access to bank finance- lack of collateral, hence banks perceive them risky.
- Less access to education especially EET than their male counterparts.
- Lack of recognition, confidence and decision making authority
- Despite increase in formal sector lending, evidence of credit rationing suggests that formal credit is not reaching many SMEs and still significant amount of SMEs rely on informal lenders for funding.



# Findings contd..

- The results report that agri-tourism is not an income replacement tool, instead it can be a supplementary tool to augment income.
- Income from business activities is inversely related to poverty status of the household.
- Major challenges:
  - Lack of recognition, trust, confidence and infrastructure.
  - Unavailability of specific and contextual EET for male and female entrepreneurs
- Contentious issues:
  - cumulative effect of psychological, social, economic and educational factors act as impediments



# Implications

- Appropriate structural and institutional measures should be initiated to empower farmers and improve their access to credit and education and appropriate technology.
- Govt. should introduce effective policies to promote agritourism and support farmers.
- To develop, effective regulation to regulate the informal providers of finance.
- Financial education is essential for farmers in general and female entrepreneurs specifically hence its provision needs to be examined.
- Enterprise educational providers need to assess the relevance of their education provision – theoretical **V** applied enterprise education.



# Implications for farmers

- Gain various financial and marketing skills to promote their business and run it successfully
- Gain financial management education to improve financial literacy.
- Organise farmers involved in agritourism to form a pressure group to influence policy and lending institutions.
- **Thank you**

