A STUDY ON MARKETING STRATEGIES AMONG AGRICULTURAL ENTREPRENEURS WITH SPECIAL REFERENCES TO SALEM DISTRICT

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Abstract:

The development of free market economy has inflicted the Small-Scale-Farmer Entrepreneur more likely in a Continual Basis. Absence of supportive policies and access to funds has marked the Agricultural Entrepreneurs with slow growth rate, meager turnovers, technologically suppressed and even closure of business to some extremes. However, in the recent decades, farmers changing role in a free market focused economy has made them becoming of more entrepreneurial and competitive in their farming businesses. In a State like Tamilnadu, Agro-Entrepreneurship is not an old chapter it is of relatively a new occurrence. Therefore, the main aim of this research study is to study the marketing strategy and techniques of agricultural entrepreneurs in Salem District and to discussing the entrepreneurs marketing solutions for Agro-Products and to analyzing the personal profile factors of the agricultural back rounded entrepreneurs and to study problems faced by rural Agricultural based entrepreneurs in Salem district then promote innovation to further strengthening the competitiveness of rural Agro-based Entrepreneurs. Penetrate wider and deeper to the opportunities and challenges of Agricultural Entrepreneurs and their contributions to the State economy. Also, the paper would aim in addressing suggestive and remedial measures and policy implications based on the research findings.

KEY WORDS: *marketing strategy, agricultural entrepreneurs, innovative, socio-economic level, employment opportunity.*

Introduction

India is an agricultural country and one third population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stray of the Indian economy since times immemorial. Indian agriculture contribution to the national gross domestic product (GDP) is about 25 per cent. With food being the crowning need of mankind, much emphasis has been

on commercializing agricultural production. For this reason, adequate production and even distribution of food has of late become a high priority global concern.

Agricultural marketing is mainly the buying and selling of agricultural products. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis.

Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing functions involved in this, i.e., assembling, preparation for consumption and distribution. Selling on any agricultural produce depends on some couple of factors like the demand of the product at that time, availability of storage etc. The products may be sold directly in the market or it may be stored locally for the time being. Moreover, it may be sold as it is gathered from the field or it may be cleaned, graded and processed by the farmer or the merchant of the village. Sometime processing is done because consumers want it, or sometimes to conserve the quality of that product. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets.

Most of the agricultural products in India are sold by farmers in the private sector to moneylenders (to whom the farmer may be indebted) or to village traders. Products are sold in various ways. For example, it might be sold at a weekly village market in the farmer's village or in a neighboring village. If these outlets are not available, then produce might be sold at irregularly held markets in a nearby village or town, or in the mandi.

In India, there are several central government organizations, who are involved in agricultural marketing like, Commission of Agricultural Costs and Prices, Food Corporation of India, Cotton Corporation of India, Jute Corporation of India, etc. There are also specialized marketing bodies for rubber, tea, coffee, tobacco, spices and vegetables.

Under the Agricultural Produce (grading and marketing) Act of 1937, more than forty primary commodities are compulsorily graded for export and voluntarily graded for internal consumption. Although the regulation of commodity markets is a function of state government, the directorate of marketing and inspection provides marketing and inspection services and financial aid down to the village level to help set up commodity grading centers in selected markets.

As we have a tradition of agricultural production, marketing and allied commercial activities, now it is the time for us to brainstorm and come out with new ideas of value added services. These value added services will give the existing agricultural engine a new dimension. The next logical step could be food-processing which not only could be another revenue generating area but also can provide lots of full-time employment to our youths. With the changing agricultural scenario and global competition, there is a need of exploiting the available resources at maximum level.

There was a survey undertaken by the directorate of marketing and inspection in the ministry of agriculture in 1970-71 and 1971-72, of five hundred regulated markets was, with a view to assessing the adequacy and efficiency of the existing regulated markets and highlighting their drawbacks and deficiencies and suggesting measures to develop them. One of the most important drawbacks has been the inadequate financial resources of some of the market committees. During the fourth plan, a central sector scheme was drawn up by the ministry of agriculture to provide a grant at 20 per cent of the cost of development of market, subject to a maximum of Rs. 2 lakhs. The balance will have to be provided by the commercial banks.

Another important development in the field of regulated markets is the keen interest taken by the International Development Agency (IDA) in the development of the infrastructure in regulated markets. The IDA is financing the development of infrastructure in 50 markets of Bihar.

There are also some good news on the front of irrigation, rural infrastructure, restoring water bodies and water harvesting. Another action initiated to improve the governance of the Small Farmers Agri-business Consortium (SFAC) including the appointment of a banker as the chief executive; necessary additional capital to be provided to SFAC. (Vasanthy and Jeganathan 2007, Vasanthy et.al., 2008, Raajasubramanian et.al., 2011, Jeganathan et.al., 2012, 2014, , Sridhar et.al., 2012, Gunaselvi et.al., 2014, Premalatha et.al., 2015, Seshadri et.al., 2015, Shakila et.al., 2015, Ashok et.al., 2016, Satheesh Kumar et.al., 2016).

Agricultural Marketing in Tamilnadu

The Vision of the Department of Agricultural Marketing & Agro Business is to ensure fair price to the farming community who are left behind in the competitive marketing scenario and the mission of achieving this is by enforcing the existing act and rules most effectively and also by devising, implementing new technologies aimed at reducing pre and post harvest losses

through appropriate methods and encourage value addition. Green Revolution initiatives achieved self-sufficiency by increasing food grains production. Simultaneously, several initiatives have been taken to promote agricultural marketing in the state. Agricultural Marketing infrastructure plays a pivotal role in fostering and sustaining the tempo of rural economic development. Marketing is as critical to better performance in agriculture as farming itself.

Agro Business is a process, which starts with a decision to produce a saleable farm commodity and it involves all the aspects relating to pre and post-harvest operations including grading, value addition, packaging, processing and transportation. These operations add value to farm produce. The Department of Agricultural Marketing, which is functioning since 1977, with the main objective of Regulation of Agricultural Marketing, was renamed in the year 2001 as Department of Agricultural Marketing and Agri. Business in order to focus on other activities like Agri Export, Post Harvest Management, Food Processing, etc. (Manikandan et.al., 2016, Sethuraman et.al., 2016, Senthil Thambi et.al., 2016, Ashok et.al., 2018, Senthilkumar et.al., 2018,).

Restructure: One Deputy Director of Agriculture (Agri Business) for each district, one Agricultural Officer for every two blocks, one Assistant Agricultural Officer for one block have been posted as per restructuring to regulate Agri Business and encourage entrepreneurs. In 103 UzhavarSandhais, 51 Agricultural Officers and 52 Deputy Agricultural Officers are posted. After restructuring 239 original posts have been enhanced to 906 posts in Agricultural Marketing and Agri Business Department.

The Main Activities

1.   Establishment and maintenance of UzhavarSandhaigal for the benefit of farmers as well as consumers.

2.   To create marketing opportunities for small and marginal farmers in cultivation of fruits, vegetables and flowers by formation of groups which includes production, storing and export.

3.   Establishment and maintenance of regulated markets in order to facilitate buying and selling of agricultural produce for the benefit of the farming community.

4.   Grading of agricultural produce in the regulated markets and at farm holdings to help the producers to get remunerative price for their produce.

5.   To create awareness among the farmers about the benefits of grading, marketing, value addition and processing their produce through regulated markets by taking up training, publicity and propaganda.

6.   To set up Agriculture Export Zones for promoting export of agricultural produce by increasing the area under exportable crops, providing necessary post harvest management and other infrastructure required and information on prices prevailing at international markets as an integrated approach through computers.

7.   To take up Agmark grading of agricultural, animal husbandry and forestry products for the benefit of the consumers.

8.   To set up modern cold storage facilities to enable the farmers to store and sell their produce at favourable price and to help consumers to get quality food products.

9.   Food Processing Industries are promoted to minimise wastage of agricultural products, to increase employment opportunities and to enhance foreign exchange.

Objective of the study:

- The main objective of the study is marketing strategies and techniques of agricultural entrepreneurs in Salem District
- Todiscuss theentrepreneurs awareness and marketing solutions of Agro-products.
- To analysis the personal profile factorsof the agricultural back rounded entrepreneurs.
- To study problems faced by rural Agricultural based entrepreneurs.

Statement of problems:

Various Ministries / Departments of Government of India are running a number of schemes to support first generation entrepreneurs. However, most of these schemes/ departments are working in silos. There is a need for establishing a network, building a database of these efforts in order that these are easily accessible to the entrepreneurs to select and convert them into commercial ventures. This would also provide a platform for sharing best practices, technological advancements and could ultimately bring up the ground realities before the policy makers for making policy changes.

Development of the rural economy has been one of the prime concerns for Government ofIndia. Accordingly, efforts have been made on a continuous basis for improving the economic and social well-being of people in rural areas on a sustainable basis. Despite the sincere efforts, the problems of poverty, unemployment, drudgery and migration still exist in rural economy.

There is a need to address these problems by creating employment opportunities in the rural areas and this could be done by setting up of small enterprises in the Agro- based industry sector more so as nearly 56 % of the population is still dependent on agriculture. There is ample scope for innovation, value addition and entrepreneurship development in this sector. This is possible only by skill up-gradation, handholding, mentoring, incubation and credit support aimed especially at rural youth and women providing them employment opportunities at their doorstep.

Access to credit is one of the major hurdles a first time entrepreneur faces for setting up of an enterprise. In spite of the network of banks and the programmes for self-employment the supply of credit is far less than the demand and therefore there is a need for using Innovative means of finance for leveraging the available funds to cater to a larger number of entrepreneurs.

All the above objectives are interlinked and different tools and methods are there to achieve these objectives. Various ongoing programmes are being implemented by other central ministries and departments which utilize these available tools in isolation to achieve one or more of the objectives. In view of this, it is important to design this programmein a manner that it complements and leverages the ongoing initiatives; avoid duplicity; fills the gap in support system; is focused and has a flexible design and implementation approach. In order to have a one-stop solution to address all the objectives with special focus on marketing strategy of agricultural based entrrepreneurs, entrepreneurship and innovation for growth in the agro-industry sector besides keeping the flexibility and ease of implementation the following scheme has been designed.

Scope of the study

Small-scale farming in Tamilnadu has undergone enormous changes in recent decades. Many of these changes have not just been driven by external factors. They have also been inspired by farmers who continuously look for better ways to organise their farm, for new crops and cultivars, better animals, and alternative technologies to diversify production, increase productivity or reduce risks. Agricultural based entrepreneurs have used a variety of ways to develop alternative income earning opportunities. Such incomes may have some link to agriculture (such as the marketing or processing of agricultural products), but are also found outside the direct dominion of agriculture. Common examples of this second group include the production of handicrafts, or seasonal migration. In this sense, farmers are and have been "Traditionally entrepreneurial" for quite some time. However, there is no doubt that agro-

entrepreneurs face challenges that are unique, even if not totally new. In many countries, farmers face the huge challenge of producing enough food, feed and fibre (and possibly even fuel) in a context of rapidly rising urban and rural non-farming populations; and at as low as possible prices, as most of the domestic demand originates from very poor people. At the same time, they are expected to "pull" the country forward as entrepreneurs.

Limitations of the Study

1. Only a limited number of sample size were taken into consideration, because of time constraints.

2. Due to lack of information about definite population, Judgment sampling (One of the method of non-probability sampling method) method is applied.

3. Most of the responds are reluctant to furnish the data.

4. Details furnished in interview schedule are treated as true.

4.DATA ANALYSES AND INTERPRETATION

The term 'analyses' refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups (Kothari .C.R, 2004). During analyses, the emphasis is on identifying themes and patterns in the data. Interpretation may focus on the usefulness of the findings for clinical practice or may move toward theorizing (Burns N. and Grove.S.K, 2009).

This chapter deals with analyses and interpretation of the information collected from 50 respondents who belonged to Agricultural Based Entrepreneurs in Salem district. The present study was designed toa study Marketing strategy ofAgricultural Entrepreneurs with special references to Salem district. Collected data was tabulated, analyzed and interpreted by using descriptive and inferential statistics.

Analysis and interpretation of the data was analyzed as per the objectives of the study under the following headings:

Section I : Description of demographic characteristics

Section II: Assessment ofMarketing Strategy of Agricultural Entrepreneurs **Section III:** Average Score Analysis between Personal Profile Factors and the Marketing Strategy of Agricultural Entrepreneurs(about the awareness, factors influencing and problems of Agricultural Entrepreneurs was analyzed in this section.)

Section IV: Association between personal profile factors and awareness about Marketing Strategy of Agricultural Entrepreneursin Salem.

Collection of data

The study has been based on both primary as well as secondary data. The primary data were collected directly from the agri-entrepreneur in Salem district. The researcher collected the secondary data from the books, records and reports to use them in appropriate places in the present study.

Data processing

The data collected through interview schedule from the respondents wereVerified in order to ascertain the reliability and to ensure that the interviewSchedule have been filled in. To check the accuracy, the desk calculator has been used, as. The volume of data is small.

Section II: Assessment of marketing strategy of Agricultural Entrepreneurs in Salem District

Table 4.2.1: Area wise distribution of mean, SD and mean percentage of marketing strategy of Agricultural Based Entrepreneurs in Salem District

Marketing strategy	Range		Mean	SD	Mean %
	Minimum	Maximum			
Awareness	1	3	2.43	.816	9.00
Factors influencing	11	18	13.00	1.826	15.00
Impact	9	13	10.47	1.243	11.00
Problem	10	20	17.51	2.408	19.00

* Significant at 5 %

The distribution of mean, SD and mean percentage of marketing strategy **scores of** agricultural based entrepreneurs **shows that among four areas, the highest mean score (17.51 ± 2.08) which is 19.00 % was obtained for** problem**, whereas, the lowest mean score (2.43 ± .816) which is 9.00 %** was obtained for the area awareness. However, for the factor the mean percentage is 15.00 (Table 4.2.1).

Section III- Average Score Analysis between Personal Profile Factors and the Agro-Entrepreneurs

The average score analysis about the awareness, factors influencing, impact and problem Agricultural Entrepreneurs was analyzed in this section.

4.3 Analysis of varience between Personal Profile Factors of Entrepreneurs and the awareness of Agricultural Products

The average score analysis between Opinion about the advantage particularly and awareness, factors, impact and problem the personal profile factors namely Age, Educational qualification, number of members in family, nature of family, nature of domicile was analyzed in this section.

Personal Profile	awareness of Agricultural Products	N	Mean	Std. Deviation	Minimum	Maximum	F	Sig.
Age	Advertisement	10	4.10	1.197	2	5		
	Direct Marketing	8	3.50	.926	2	4		
	Personal Selling	32	3.50	1.136	2	5		
	Total	50	3.62	1.123	2	5	1.149	.326
Educational Qualification	Advertisement	10	2.30	.483	2	3		
	Direct Marketing	8	3.00	.756	2	4		
	Personal Selling	32	2.34	.902	1	4		
	Total	50	2.44	.837	1	4	2.252	.116
Maraital Status	Advertisement	10	1.70	.483	1	2		
	Direct Marketing	8	1.62	.518	1	2		
	Personal Selling	32	1.53	.671	1	4		
	Total	50	1.58	.609	1	4	.309	.735
Nature of Family	Advertisement	10	1.30	.483	1	2		
	Direct Marketing	8	1.88	.354	1	2		
	Personal Selling	32	1.53	.507	1	2		
	Total	50	1.54	.503	1	2	3.170	.051
No.of members in the Family	Advertisement	10	2.30	.949	1	4		
	Direct Marketing	8	2.12	.354	2	3		
	Personal Selling	32	2.34	.701	1	4		

	Total	50	2.30	.707	1	4		.297	.744
Nature of Domicle	Advertisement	10	1.00	.000	1	1			
	Direct Marketing	8	1.25	.463	1	2			
	Personal Selling	32	1.38	.492	1	2			
	Total	50	1.28	.454	1	2		2.820	.070

Further to test the significant difference between the mean score among the demographic variable of the ANOVA test is used and the result is also shown in table 4.3.1. Since the P value is greater than 0.05 hence there is no significant difference in the mean scores regarding awareness is found with respect to personal profile factors. Thus, it is inferred from the above analysis that the maximum Opinion about the nature of domicile of agricultural entrepreneurs.

4.4 Average Score Analysis between Personal Profile Factors and Problems faced by Agricultural based Entrepreneurs in Salem:

Personal Profile	Problems	N	Mean	Std. Deviation	Std. Error	Mini mum	Maxi mum	F	Sig.
Educational Qualification	10	2	2.50	.707	.500	2	3		
	12	1	3.00	.	.	3	3		
	14	2	2.50	.707	.500	2	3		
	15	3	2.67	1.528	.882	1	4		
	16	4	2.00	.816	.408	1	3		
	17	5	2.40	.548	.245	2	3		
	18	13	2.38	.870	.241	1	4		
	19	11	2.73	1.009	.304	1	4		
	20	9	2.22	.667	.222	1	3		
	Total	50	2.44	.837	.118	1	4	.427	.898
Maraital Status	10	2	1.50	.707	.500	1	2		
	12	1	2.00	.	.	2	2		
	14	2	2.00	.000	.000	2	2		
	15	3	1.33	.577	.333	1	2		
	16	4	2.00	.000	.000	2	2		
	17	5	2.00	1.225	.548	1	4		
	18	13	1.54	.519	.144	1	2		
	19	11	1.45	.522	.157	1	2		

	20	9	1.33	.500	.167	1	2		
	Total	50	1.58	.609	.086	1	4	1.035	.426
Nature of Domicle	10	2	1.00	.000	.000	1	1		
	12	1	1.00	.	.	1	1		
	14	2	1.50	.707	.500	1	2		
	15	3	1.00	.000	.000	1	1		
	16	4	1.25	.500	.250	1	2		
	17	5	1.00	.000	.000	1	1		
	18	13	1.38	.506	.140	1	2		
	19	11	1.36	.505	.152	1	2		
	20	9	1.33	.500	.167	1	2		
	Total	50	1.28	.454	.064	1	2	.698	.692

Further to test the significant difference between the mean score among the demographic variable and problems faced by agricultural entrepreneurs, the ANOVA test is used and the result is also shown in table 4.6.7. Since the P value is greater than 0.05 hence there is no significant difference in the mean scores regarding problem faced by agri-entrepreneurs is found with respect to personal profile.

Thus, it is inferred from the above analysis that the maximum problem faced by Agricultural based Entrepreneurs in Salem.

Section -IV

4.5 ASSOCIATION BETWEEN DEPENDENT VARIABLES (PERSONAL PROFILE FACTORS) AND AWARENESS OFAGRICULTURAL ENTREPRENEURS IN SALEM

The association between dependent variables(age, educational qualification, nature of family, Family size, number of members in the family, nature of domicile) and awareness ofagriculturalentrepreneurs was analyzed in this section. The chi square test is used at 5% level of significance.

4.5.1 Association between dependent variables(personal profile factors)and awareness of agricultural entrepreneursin Salem

The association between the personal profilefactors and awareness ofagricultural entrepreneursin Salem was analyzed in this section. The chi square test is used at 5% level of significance.

Null Hypothesis: H_0 :There is significant association between the dependent variables and awareness ofagriculturalentrepreneursin Salem

Table 4.5.1.Age and Awareness ofAgricultural Entrepreneursin Salem–Chi square Test

Age	Awareness about agro-products			Total
	Advertisement	Direct Marketing	Personal Selling	
21-30 years	1	2	7	10
31-40 years	3	0	11	14
41-45 years	0	6	5	11
Above 45 years	6	0	9	15
Total	10	8	32	50
Result of chi-square Test				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	21.818[a]	6	.001	
N of Valid Cases	50			

Significant at 5% level

Table 4.5.2.Educational Qualification and Awareness ofAgricultural Entrepreneurs in Salem –Chi square Test

Educational Qualification	Awareness about agro-products			Total
	Advertisement	Direct Marketing	Personal Selling	
Illiteral	0	0	6	6
Up to HSC	7	2	12	21
Graduate	3	4	11	18
Post Graduate	0	2	3	5
Total	10	8	32	50
Result of chi-square Test				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	9.318[a]	6	.156	
N of Valid Cases	50			

Table 4.5.3.Marital Status and Awareness ofAgricultural Entrepreneurs in Salem –Chi square Test

Marital Status	Awareness about agro-products	Total

	Advertisement	Direct Marketing	Personal Selling	
Married	3	3	18	24
Unmarried	7	5	14	26
Total	10	8	32	50
Result of chi-square Test				
	Value	**df**	**Asymp. Sig. (2-sided)**	
Pearson Chi-Square	2.809[a]	4	.590	
N of Valid Cases	50			

Table 4.7.4.Nature of Family and Awareness ofAgricultural Entrepreneurs in Salem –Chi square Test

Nature of Family	Awareness about agro-products			Total
	Advertisement	Direct Marketing	Personal Selling	
Joint Family	7	1	15	23
Individual Family	3	7	17	27
Total	10	8	32	50
Result of chi-square Test				
	Value	**Df**	**Asymp. Sig. (2-sided)**	
Pearson Chi-Square	5.943[a]	2	.051	
N of Valid Cases	50			

Table 4.5.5.Number of members in the Family and Awareness ofAgricultural Entrepreneurs in Salem –Chi square Test

No.of members in the Family	Awareness about agro-products			Total
	Advertisement	Direct Marketing	Personal Selling	
Only Two	1	0	3	4
3 – 4	7	7	16	30
5 – 6	0	1	12	13
6 and above	2	0	1	3
Total	10	8	32	50
Result of chi-square Test				
	Value	**df**	**Asymp. Sig. (2-sided)**	

Pearson Chi-Square	11.450[a]	6	.075
N of Valid Cases	50		

Table 4.5.6.Nature of Domicile and Awareness ofAgricultural Entrepreneurs in Salem –Chi square Test

Nature of Domicile	Awareness about agro-products			Total
	Advertisement	Direct Marketing	Personal Selling	
Town	10	6	20	36
Village	0	2	12	14
Total	10	8	32	50
Result of chi-square Test				
	Value	**Df**	**Asymp. Sig. (2-sided)**	
Pearson Chi-Square	5.357[a]	2	.069	
N of Valid Cases	50			

Table 4.5.6 Association between dependent variables(personal profile factors) and

awareness of agricultural entrepreneurs in Salem

Demographic variables	Value	Df	P value	Remark
Age	21.818	6	.001	Significant
Educational Qualification	9.318	6	.156	Not Significant
Marital status	2.809	4	.590	Not Significant
Nature of family	5.943	2	.051	Significant
No.of members in the family	11.450	6	.075	Significant
Domicile	5.357	2	.069	Significant

5. FINDINGS, SUGGESTION, CONCLUSION:

5.1 FINDINGS:

Section I: Assessment of marketing strategy of Agricultural Entrepreneurs in Salem District

The distribution of mean, SD and mean percentage of marketing strategy **scores of** agricultural based entrepreneurs **shows that among four areas, the highest mean score**

(17.51 ± 2.08) which is 19.00 % was obtained for problem**, whereas, the lowest mean score (2.43 ± .816) which is 9.00 %** was obtained for the area awareness. However, for the factor the mean percentage is 15.00 (Table 4.2.1).

Section - II

4.3Average Score Analysis between Personal Profile Factors of Entrepreneurs and the awareness of Agricultural Products

The average score analysis between the mean score among the demographic variable of Age, Educational qualification, nature of family, size of the family, occupation, family income and nature domicile the ANOVA test is used and the result is also shown in table 4.3 Since the P value is greater than 0.05 hence there is no significant difference in the mean scores regarding awareness of energy management companywas found in this section.

4.4Average Score Analysis between Personal Profile Factors and Problems faced by Agricultural based Entrepreneurs in Salem:

Further to test the significant difference between the mean score among the demographic variable and problems faced by agricultural entrepreneurs, the ANOVA test is used and the result is also shown in table 4.6.7. Since the P value is greater than 0.05 hence there is no significant difference in the mean scores regarding problem faced by agri-entrepreneurs is found with respect to personal profile.

Thus, it is inferred from the above analysis that the maximum problem faced by Agricultural based Entrepreneurs in Salem.

4.5.1 Association between dependent variables(personal profile factors) and awareness of agricultural entrepreneurs in Salem

CHI-SQUARE TEST

- It is noted from the above table that the 'p' value for the demographic variables of Age, Nature of family, number of members in the family and domicile are less than 0.05 and hence the result is significant at 5% level. From the above the Educational qualifications and marital status analysis it is concluded that there is no significant association is found between the Educational qualifications and marital statusof the respondents and awarenessagricultural entrepreneurs in Salem.

Suggestions and recommendations

   Actions Required by Government

- Policy measures must permit and encourage technically qualified entrepreneurs in government, public sector enterprises and banks to take long term leave to venture in agriculture and agri-business with jeopardising their right to return to the job without loss of seniority.

- Special bank loan programmes should be offered to technically qualified persons with at least five years of work experience to establish commercial farms and/or agri-businesses.

Conclusions

Agriculture has and been the chief source of livelihood of the state since time immemorial and is the biggest organization engaging 76 percent of the total workforce in the State of Tamilnadu. However, inadaptability of modern agricultural practices is prevailing even in today's time which may be construed upon the state traditions and cultural practices and reasons more. Despite the enormous potential opportunities availability for the growth and survival of agricultural based entrepreneur in the Salem district, the State's environment also exhibits certain mesmerizing challenges to the state Agriculturalentrepreneurs which could be seemingly averted if proper intervention from the State government and the society in general take to the shift of negative to positive mindset. It should be understood that a business project in this context can range from selling agricultural good and products in the street to the one with high level of business investments across the world. It is important that another window is opened from which ideas can be formulated to offer valuable assistance to the agricultural based entrepreneur especially in the creation of a marketing platform for their products in Salem.

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