A Study of Agri Farm Business Model to Empower Women Agripreneurs for Rural Development

ABSTRACT

The work provides a comprehensive Agri-Farm Business Model with the goal of empowering women farmers and promoting rural development. The recommended strategy recognizes the important role that women play in rural socioeconomic development and agriculture. It also addresses the different challenges faced by female agribusiness owners. Essential components including talent development, market connections, technology integration, resource accessibility, community involvement, and sustainability are all included. Finding more driven women who has the skills, fortitude, and determination to start, grow, and risk-take a business and achieve something meaningful is essential. Moreover, women's entrepreneurial growth is essential to sustaining a competitive environment in the context of economic globalization. Market linkages are established to link female Agripreneurs with a range of market channels, guaranteeing fair returns for their produce and promoting value addition. The findings demonstrated that women in the research area predominantly employed implicit and explicit motivation, including psychological traits and competencies, to support them in accomplishing their business goals and reinforcing their efforts to increase economic wellbeing and the size of the farm sector. For women employed in community development, relationships and attitude driving patterns that predict entrepreneurial conduct had a major influence. Therefore, we should wholeheartedly support initiatives that provide women with more motivation to advance their knowledge, influence, and participation in agriculture. These components strengthened job generation and legitimized their role in the expansion of the agriculture industry.

Keywords: Agri-Farm Business, skill development, women agripreneur, and technology integration.

I. INTRODUCTION

By offering a ground-breaking framework, the Agri Farm Business Model being presented today aims to empower women farmers and promote comprehensive rural development. Many rural economies still rely significantly on agriculture, and women, who make up a sizable share of the agricultural labour, regularly meet impediments that prohibit them from participating fully in the industry or achieving economic emancipation. Despite making up a sizable portion of the labour force employed in agriculture, women have historically faced discrimination, limited access to resources, and unequal prospects. Empowering women in agriculture not only

addresses these discrepancies but also unlocks the potential of a substantial population and fosters inclusive and resilient rural communities [1]. The Agri Farm Business Model employs a thorough approach that transcends traditional farming practices. It recognizes the need for talent development, resource accessibility, technological integration, market connections, community participation, and sustainability in order to create an ecosystem that supports women Agripreneurs. The core of the approach is the provision of specific training curricula spanning modern farming techniques, environmental practices, and firm management skills. Women who have received education and skill development are better able to make decisions, which benefits rural communities as a whole. The model considers the barriers that women face in their pursuit of technology, financing, and agricultural inputs. By giving access to modern farming tools and technologies, women agribusiness entrepreneurs have the ability to boost production, reduce operating costs, and adopt environmentally sustainable practices. Developing solid market ties is necessary to ensure that agricultural products are priced fairly. The approach strongly emphasizes connecting women farmers with a range of market channels and encourages value addition through processing and packaging in order to boost their income and competitiveness in the market. In order to improve communication, collaboration, and the sharing of best practices, the idea recognizes the importance of community support and promotes the building of networks amongst female agribusiness owners. It also advocates for policies that are gender-neutral in order to ensure fair representation in local decision-making.

Agriculture is the earliest known means of producing food for use by households. Because of the disparities in topographical conditions across the country, farmers have reportedly preferred traditional farming methods. This has led to this business continuing to be low tech, with minimal progress and a sluggish rate of expansion. This business is dominated by numerous small families that use traditional expertise to cultivate crops and produce food, adhering to time-honored traditions instead of embracing new ones. The agriculture industry will continue to feed a sizable population and offer many work opportunities. Farmers can transition from conventional farming to commercial crop production through agribusiness and financial advantages through technology innovations that boost output and raise farmers' incomes. Technical support and skill development can be used to increase both the quantity and quality of farm produce [2]. Women entrepreneurs may have a big impact in the agriculture industry by staying up to date on the newest farming products and methods as well as how to add value to farm produce. Women's entrepreneurship is essential to the global success of sustainable development. Globally, women hold 66% of the workforce. They supply half of the food on Earth. Women make a substantial contribution to the well-being of society, but because they only account for 10% of the workforce and own 1% of the world's property, they are not given the respect they deserve. Through their physical labour and processing skills, women make important contributions to agricultural agriculture, which in turn produces a sizable amount of food, cash, and jobs. These days, women who run agribusinesses contribute significantly to the agricultural sector and take part in government-sponsored awareness programmes, training programmes, and other activities. Female entrepreneurs have outperformed their male counterparts in some fields. They are prospering in agriculture in a similar manner. In the agricultural industry, women entrepreneurs have the chance to make

history and prove their worth. Women's groups have always been efficient, conscientious, and sage when given the chance [3].

II. LITERATURE REVIEW

Sharma et al. (2012) [4], discussed development and promotion of entrepreneurship not only helps rural women become financially independent, but it also enhances their character, decision-making skills, and social and familial status.

JayaKumar et al. (2014) [5], highlighted the challenges and opportunities women encountered when they chose to work for themselves. The primary challenges faced by women are juggling their multiple responsibilities as careers and business owners, the high percentage of illiteracy in rural regions, their poor risk-taking abilities, a lack of knowledge and assistance, the requirement for training and development, etc. On the other hand, new opportunities for women have emerged due to the government's increasing interest in female entrepreneurs.

Tambunan, et al. (2015) [6], the purpose of this article is to examine the rise in female entrepreneurship in Indonesia, with a particular emphasis on determining the key variables that affect women's participation in this field. This essay offers two main queries. What are the main barriers keeping people from starting their own business? Second, does the rise in Indonesian female entrepreneurs reflect a culture of entrepreneurship among women or is it a direct outcome of the country's economic hardships? This study, which is qualitative rather than quantitative, is based on a review of pertinent literature, an analysis of secondary data, and case studies of how women have advanced as business owners and entrepreneurs in Indonesia and other developing countries. The study's findings show that women are still underrepresented in Indonesia's entrepreneurial community, with the bulk of them employed by tiny, unofficially operated micro and small enterprises (MSEs) that generate little revenue.

Claudia et al. (2018) [7] after going over the study materials, the author suggested that in order to advance gender equality and boost agricultural income, developing nations like Nigeria and India should make it mandatory for women's groups to have easy access to microfinance interventions, vocational training, and marketing training. Studies have also demonstrated how important it is to provide access to entrepreneurial ventures, trainings, and skills for researchers, farmers, and young women employed in the agriculture sector.

Agarwal et al. (2021) [8] used a specially created questionnaire to perform a study on more than 40 entrepreneurs in several cities across India (Bengaluru, Mumbai, Pune, and roughly 11 more cities). Farmers faced many obstacles, including high costs, a shortage of skilled labour, and issues with marketing. The creation of a database that would enable all urban entrepreneurial agricultural projects to track their income and expenses was one of the study's most important recommendations. In order to support large-scale aquaculture development, the paper also suggests shifting land usage through legislative reforms and demonstrating a deeper intent for public-private sector collaboration in research. Encouraging the development of arable gardens and landscape design will also activate the responsibilities of gardeners and architects.

Pardeep et al. (2021) [9] The author claims that rural India, especially in the Himalayan region, has a lot of promise because there is a wide range of fruits, vegetables, flowers, and cash crops in addition to other vegetables and exotic vegetables. Many approaches have been taken to apply agroforestry models to comprehend agricultural productivity in different IHR regions. Inadequate irrigation systems and a dearth of superior infrastructure are highlighted in the author's clear examination of the obstacles confronting the agriculture sector. There are very few choices for cold storage of perishable crops. Bad marketing strategies, a lack of knowledge about funding options, and a lack of technology participation through R&D institutions must be eradicated for the region to prosper sustainably.

Sunitha et al. (2021) [10] the author has looked at the situation of Indian women in rural areas and the chances and obstacles they face while attempting to start their own agriculture. The author suggests a wide range of food processing and cultivation for both domestic and commercial usage in an effort to make money. The adoption of technology and skill development initiatives could ensure food security and the financial progress of female farmers.

III. OBJECTIVES

- To study the socio-economic background of the rural women Agripreneurs in Rural Mysore district.
- To develop an Agri Farm Business Model for the development of women entrepreneurship.

IV. PROBLEM STATEMENT

Women in rural agricultural contexts frequently encounter a number of obstacles that prevent them from fully engaging in and fulfilling their potential as Agripreneurs, although making up a sizable portion of the agricultural workforce. There are still differences between men and women in terms of market opportunities, financial limitations, and exposure to contemporary farming methods, and resource access. The obstacles faced by women in the agriculture industry are intensified by prevailing social standards and their inadequate representation in roles involving decision-making. This intricate web of barriers not only keeps women from becoming profitable Agripreneurs, but it also obstructs the general progress of rural communities. In order to foster comprehensive rural development and enable women as agri-entrepreneurs, it is imperative to have an efficient agri-farm business model that tackles gender-specific challenges and offers tailored solutions.

V. RESEARCH METHODOLOGY

The study's primary focus was on female farmers who also owned their own businesses. Information gathered from books, journals, newsletters, and other online sources, among other online publications. Used descriptive analysis to identify possible connections between women's empowerment, agriculture, entrepreneurship, and sustainable development. The

sample size was then determined by a random sampling procedure. In order to gather primary data for this study, standardized questionnaires were employed. The total of 150 sample of data from the questionnaire survey and the interview were gathered and recorded using an internet platform and the WhatsApp app in Rural Mysore district. A Likert scale in addition to multiple-choice questions were used in the construction of the study instrument. A Likert scale was employed, with 1 denoting a strong disagreement and 5 denoting a strong agreement. The first portion contained demographic information on age, gender, income, and years of experience working in the agricultural industry. It also included information about prior education and entrepreneurial experience. The second section's questions were designed to examine the factors that contribute to women's entrepreneurial growth in the agricultural industry. There was usage of descriptive statistics such as mean, percentage, minimum, and maximum values. Furthermore, to determine the difference between the dependent and independent variables, inferential statistics such as the chi-square and t-test were employed. A two-stage qualitative approach implementation was employed in this investigation. First, we created a model to look into the variables influencing women's success as business owners. The data from the literature review was used to build the model. Second, the model was tested and the entrepreneurial features of agri-farming were assessed using a case study methodology.

Agri Farm Business Model:

The stages of the entrepreneurial process are concept generation, idea appraisal, obtaining sufficient resources, development, maturity, renovation, and expansion. Different types and degrees of support are needed at different stages. Assistance programmes and facilitation help are two types of support that often have an impact on how well palm cattle integration works. Figure 1 provides a visual representation of the women's entrepreneurship performance analysis in the palm cattle integration.

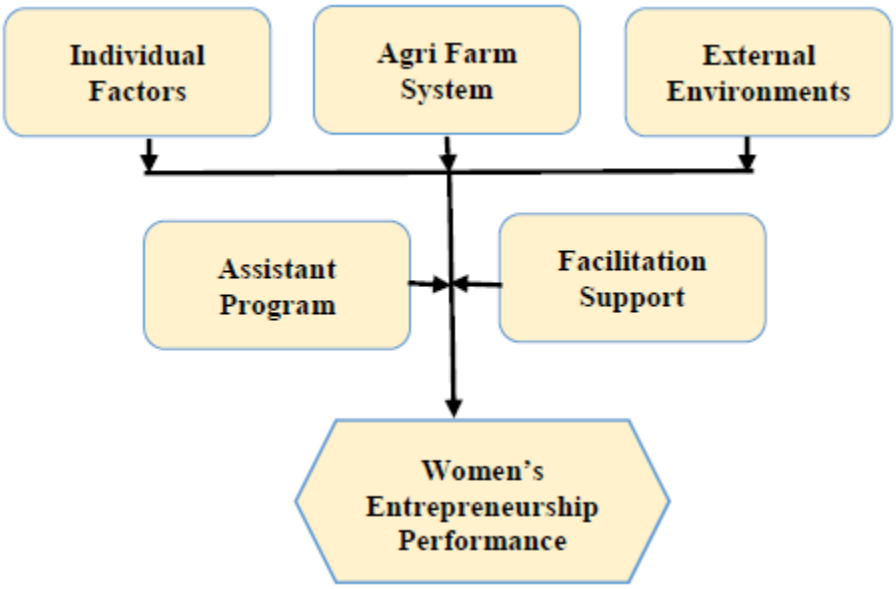

Figure 1. Women entrepreneurship model in Agri Farm.

Table 1 enumerates the internal and environmental factors that impact women's success in entrepreneurship. The success of female entrepreneurs is influenced by several internal aspects. A few factors that are relevant to the integration of palm cattle are business skills, relationships and personal competences, experience, education level, psychological traits of the entrepreneur, and self-efficacy. Entrepreneurial qualities are determined by the following skill-related factors: inherent ability, people skills, technical proficiency, and communication proficiency. Women will be able to take on leadership roles and manage any kind of firm thanks to their business acumen skills.

Table 1. Women entrepreneurial factors in Agri Farm.

Aspects	Factors
Individual Factors	Self-efficacy
	Business skills
	Experience
	Education level
	Psychological characteristics
	Personal competencies and relationship
External Factors	Market opportunity
	Social capital
	Operational skills
	Government policy
	Technology applications
	Human resources
	Managerial skills
	Infrastructure
	Entrepreneurial culture

Numerous competencies, such as conceptual, opportunity, relational, learning, and personal competencies, can be used to evaluate an individual's entrepreneurial competency. Women's educational and experiential backgrounds, which are linked to knowledge acquisition, influence their decision-making insights. An entrepreneur's personality encompasses their psychological traits, which include vision, creativity, patience, perseverance, and tenacity. Risk-taking and competitiveness are traits of self-efficacy. External environments and organizational components are two examples of external influences. The palm cattle integrated agricultural system is linked to a number of organizational elements, such as people resources, technological applications, social capital, and management and operational abilities. The market potential, infrastructure, governmental regulations, and entrepreneurial culture are a few examples of the external environment.

Table 2 presents the demographic features of the participants. The largest percentage of respondents (28%) belonged to the age range of 42–51 years old, while the youngest group (15.33%) was under 26 years old. The majority of them (29%) completed Primary level and Diploma, whereas 16% of the respondents were Secondary level certificate holders. A larger percentage of the respondents (34.67%) had only been in business for up to four years, compared to 32% who had been entrepreneurs for five to nine years. Moreover, compared to

27.4% of respondents who earned more than ₹1,40,000 annually, 25.33 percent of respondents earned less than Rs. 40,000 annually.

Table 2. Respondents' Demographic and Emporographics characteristics of Agripreneurs

Variables	Description	Frequency (n)	Percentage (%)
Age	< 26 years	23	15.33
	27-31 years	34	22.66
	32-41 years	26	17.34
	42-51 years	42	28.00
	>52 years	25	16.67
	Total	150	100
Education Level	Primary level	42	28
	Secondary level	25	16.66
	Diploma	45	30.00
	Graduation	38	25.34
	Total	150	100
Experience in Entrepreneurship	<2 year	39	26.00
	2-6 years	26	17.33
	6-11 years	40	26.67
	>11 years	45	30.00
	Total	150	100
Annual Income	Below ₹40,000	38	25.33
	₹40,001–90,000	31	20.67
	₹90,001–1,40,000	40	26.67
	Above ₹1,40,000	41	27.33
	Total	150	100
Experience in Agriculture (in years)	Upto 4	52	34.67
	5–9	48	32.00
	Above 9	50	33.33
	Total	150	100
Farm size (in hectare)	Below 2	62	41.33
	3–5	39	26
	Above 5	49	32.67
	Total	150	100
Land ownership	Own	98	65.33
	Lease	52	34.67
	Total	150	100
Sources of funds	Relatives/ Friends	41	27.34
	Banks	32	21.33
	Moneylenders	77	51.33
	Total	150	100
Intercropping	Cultivated	102	68
	Not cultivated	48	32
	Total	150	100

VI. DATA ANALYSIS AND INTERPRETATIONS

Numerous sources, such as books, journals, theses, websites, publications, and research papers, have been used to collect secondary data. This study used a quantitative research approach or data analysis methodology. The data was specifically analyzed using multiple regression and descriptive analysis. All sociodemographic factors were subjected to descriptive analysis, which produced an overview of the sample and results. Large amounts of data can be meaningfully simplified via descriptive analysis. A lengthy dataset is condensed into a brief synopsis with each description. As a result, descriptive analysis assists the researcher in providing pertinent details in a manner that facilitates comprehension of the data under study. Simple linear regression is extended into multiple regression. The link between one dependent variable and two or more independent variables can be assessed using linear regression. In this experiment, the regression model denoted by the following equation was estimated using multiple linear regression:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e \quad \text{---------- (1)}$$

Where:

Y = Motivational factor of women entrepreneur, α = Constant, X_1 = Explicit and implicit motivation, X_2 = Competence motivation, X_3 = Attitude motivation, X_4 = Achievement motivation, X_5= Incentive motivation, X_6= Power motivation, β_1 - β_6 = Coefficients to be estimated and e = Error Term.

Multiple Regression:

The results of the elements that motivate women to grow their businesses are shown in Table 3. The majority of respondents (33.9%) were adamant that motivation is a necessary condition for success in the professional world. A greater percentage of participants (34.2%) concurred that their business objectives could be compromised by a lack of desire. According to the majority of respondents (42.2%) and those who agreed or strongly agreed (44.8%), inspiring others increases their drive to succeed.

Table 3. Motivational Factors of Women Entrepreneurs

Statement	Description	Frequency (n)	Percentage (%)	Mean
Did you need motivation to succeed in business?	Strongly Disagree	7	4.66	4.86
	Disagree	9	6	
	Neutral	23	15.34	
	Agree	43	28.67	
	Strongly Agree	68	45.33	
Does not being motivated to achieve a goal can ruin business?	Strongly Disagree	10	6.66	5.35
	Disagree	8	5.33	
	Neutral	34	22.66	
	Agree	46	30.66	
	Strongly Agree	52	34.66	
Does motivation build determination	Strongly Disagree	4	2.66	
	Disagree	6	4	

to achieve something?	Neutral	18	12	6.45
	Agree	66	44	
	Strongly Agree	56	37.34	

Table 4 displays the coefficient of determination (R2 value), which is 0.602 or 60.02%. This result shows how well the study's independent variables—power, incentive, competence, achievement, and implicit and explicit motivation—can account for the variation in the dependent variable, or the motivational factors of female entrepreneurs.

Table 4. Multiple Regression Analysis

Factors	Coefficients	Std. Error	t	Sig.(p)
Constant	.183	.278	.654	.335
Explicit and implicit motivation	.194	.038	3.645	.112
Competence motivation	.179	.121	.458	.438
Achievement motivation	-.068	.63	-.762	.379
Attitude motivation	.598	.154	6.462	.101
Incentive motivation	-.070	.124	-2.048	.127
Power motivation	.062	.072	.450	.652
R^2	.602			

Note: The dependent variable is women's entrepreneurship motivation

According to the results of the regression analysis, there are only two independent variables that significantly and positively ($p < 0.00$) correlate with the dependent variable. More precisely, it was revealed that attitudes had the biggest influence on women's entrepreneurial motivation. Stated differently, women's drive to seek entrepreneurship in the agriculture industry was mostly influenced by their attitudes.

The correlation, mean ($\bar{x}$), and standard deviation (σ) are shown in Table 5. The average values showed that the market was the primary source of happiness for owners of agribusinesses. Farm expansion, income, the perception of the farm, the availability of materials, government backing, cultivation, and output were other highly listed criteria. Significant positive correlations were found between government support and farm expansion, moderate positive correlations between cultivation and production and materials availability, and weak positive correlations between materials availability and perceptions of the farm. Government assistance had a major impact on farm income, market performance, cultivation and production, and public opinion of farms.

Table 5. Descriptive and correlation

Factors	$\bar{x}$	σ	1	2	3	4	5	6	7
Materials availability	2.861	0.684	1						
Government support	2.937	0.834	0.034	1					
Farm growth	3.453	0.634	0.023	0.432	1				
Farm income	2.345	0.644	0.045	0.284	0.284	1			
Market performance	3.604	0.435	0.432	0.384	0.245	0.185	1		

Cultivation and production	2.203	0.567	0.667	0.183	0.112	0.046	0.202	1	
Perceived farm image	2.346	0.432	0.235	0.195	0.263	0.294	0.217	0.452	1

Note: ** denotes 1% and * denotes 5% levels of significance

Effect of demographic and emporographics on agripreneurs' satisfaction:

To find out how the independent variables—demographic characteristics and emporographics—impacted the dependent variable, agripreneur satisfaction, multiple regression analysis was performed. Table 6 illustrates the impact of demography and emporographics on entrepreneurs' satisfaction levels. The results' Adj.R^2 value of 0.372 indicates that the demographic characteristics of the model significantly influenced the entrepreneurs' level of pleasure. The set of demographic characteristics explained 37.2% of the variation in the Agripreneurs' satisfaction, indicating the significant predictive power of the model. The "R" value of 0.593 showed that there was a significant correlation between the demographic traits and the level of happiness among entrepreneurs. The F statistic (15.945) indicated a substantial overall model fit at the 5% level ($p < 0.05$).

Table 6. Regression model summary

Variables Constructs	**β**	**'t'**	**P**	**R**	**R^2**	**Adj.R^2**	**F**	**P**
Constant	15.56	25.74	0.000	0.593	0.338	0.372	15.945	0.000
Age	0.284	0.986	0.000	-				
Gender	0.102	0.325	0.202					
Education level	0.082	2.102	0.002					
Marital status	0.015	0.583	0.064					
Type of family	0.192	0.385	0.286					
Farming experience	0.402	3.862	0.000					
Farm age	0.386	0.896	0.000					
Farm size	0.322	3.029	0.002					
Annual income	0.184	1.753	0.000					
Land ownership	0.026	0.653	0.001					
Sources of funds	0.096	0.426	0.003					
Intercropping	0.280	2.204	0.001					

VII. FINDING AND DISCUSSIONS

Findings:

Research on the Agri Farm Business Model, aimed at supporting female Agripreneurs for rural development, reveals a clever strategy that has a substantial impact on the socioeconomic conditions in rural areas. The execution of skill development and training programmes is essential to improving women's proficiency in contemporary farming methods and business

acumen. Due to their greater access to resources, including financial and technological help, the historical barriers to women's engagement in agriculture have been greatly decreased. Women Agripreneurs have higher potential to interact with a range of markets due to the model's emphasis on value addition and market relationships, which boosts their competitiveness and revenue. Gender-inclusive policy advancement and the development of support networks are facilitated by community involvement techniques. The strategy incorporates sustainability by encouraging ecologically friendly farming methods. Even if the results show the benefits of the Agri Farm Business Model, it is still important to monitor contextual issues and make the required changes to ensure the model's ongoing efficacy in empowering women farmers and promoting rural development.

- Women are highly underrepresented in the entrepreneurial field; barely 20% of businesses are owned by women.
- Ninety percent of women-owned businesses are run entirely by them, without the assistance of paid staff.
- The agriculture sector does not comprise 70% of women-owned businesses.
- Tamil Nadu (14 percent), Kerala (12 percent), Andhra Pradesh (11 percent), West Bengal (10 percent), and Maharashtra (8 percent) are the top five states for female entrepreneurs.
- Agriculture (34.3 percent), manufacturing (30 percent), trade (19 percent), other services (6 percent), and hotel & food services (3 percent) are the top five economic activity in which women entrepreneurs are involved.
- The majority of agricultural establishments (93%) are involved in animal activities.
- Manufacturing makes up the bulk of enterprises (46%) that are not in the agriculture sector.
- 14 million people were employed by women-owned businesses.
- Ninety percent of women-owned businesses were seasonal, only two percent were casual.
- Eighty-two percent of the businesses run by women were self-funded, while sixteen percent relied on funding from donations or transfers from agencies. The government provided just 5% of the support, financial institutions provided 2%, moneylenders or non-institutions provided 1.2% of the loans, and self-help groups provided 0.9%.
- The percentage of women who own micro, small, and medium-sized businesses is quite low.
- The number of female entrepreneurs is rising in both registered and unregistered enterprises.
- In order to provide more chances for female entrepreneurs, unregistered women-owned businesses must be brought into the registered sector.

Discussions:

The comprehensive and all-inclusive Agri Farm Business Model seeks to empower women farmers and advance rural development. By taking into consideration significant elements including talent development, resource accessibility, technological integration, market links, community engagement, and sustainability, the concept seeks to have a revolutionary effect on the socioeconomic environment of rural communities. Women are taught the knowledge and skills required to boost agricultural productivity and launch successful companies through specific training programmes. The method emphasises expanding markets and offering value, which helps female agripreneurs increase their revenue. Through the development of cooperative networks and the backing of legislation that include people of all gender identities, community involvement activities help foster compassion. While the model offers a promising approach, its long-term efficacy in advancing the empowerment of women and comprehensive rural development will depend on how well it continues to adapt to local conditions and take into account roadblocks like financial constraints, cultural norms, and market dynamics.

For millennia, Indian soils have been used for crop production, but little attention has been paid to their restoration. Depleted and exhausted soil health from fertiliser application results in low production. Almost all crop yields on average are among the lowest in the world. Increasing the use of fertilisers and manures is one way to address the primary issue of low yield. India is the world's second-largest irrigated country after China, however only roughly one-third of its planted acreage is underwater. India's food production greatly depends on the Monsoon rains, which are becoming more irregular and unpredictable as a result of climate change. The agricultural industry in India will not grow steadily until about half of the planted area is underwater. Selling commodities is still a difficult task in rural India. Farmers are compelled to rely on local dealers and intermediaries to sell their agricultural produce because of their lack of price awareness, the small market, and their industrial connections. Because there are no close storage facilities, farmers in rural areas are compelled to sell their products before it spoils or crops out of season in order to at least recover their production expenses. One of the things preventing agricultural expansion in India's distant and rural areas is the lack of proper roads and transportation infrastructure. Even with social media's extensive use worldwide, it can still be challenging to offer relevant online advice in isolated and rural areas. This is why incorrect knowledge dissemination is a big problem in India; women's groups usually get their information about the newest technological developments from farmers and middlemen. In order to reduce expenses and improve product development, women's organisations should speak with research and development departments directly.

The results of this study showed that a number of factors, including cultivation and production, government support, perceived farm image, market performance, farm expansion, revenue, and resource availability, significantly influenced the level of happiness among agribusiness owners. There was a direct relationship between farm image and agricultural output. Research has demonstrated a moderately positive link between resource availability and production. Furthermore, a considerable association was established between the following attributes and government support: revenue from the farm, cultivation and production, market

performance, and perceived farm image. The study also reveals that Agripreneurs' age has a detrimental effect on their level of satisfaction. The age distribution of farmers and their degree of farming satisfaction show a downward trend, according to the data. Put another way, it seems that the younger generation of agribusiness operators is happier with only producing and selling agricultural products.

Emerging Benefits of Rural Women Agripreneurship:

- This means that there will be less migration to urban areas.
- Rural women's financial circumstances will improve as a result, and the community as a whole will benefit from rural areas gaining more economic influence.
- Real rural development will be made possible by a rise in rural revenue.
- Agribusiness can help accomplish growth and development that is both ecologically sustainable and balanced.
- Encouraging agripreneurship in rural areas can help lower transportation costs and post-harvest losses of perishable crops.
- In rural communities, Company will improve not only the economy but also the transportation, roads, product availability, and infrastructure.
- Since rural women are prohibited from leaving their homes to work, it is important to expand their employment alternatives.
- By focusing their energies on agripreneurship chances, young people from rural areas can reduce social concerns and mischief in their community.
- It will contribute to women's living standards rising. Women's economic standing will eventually contribute to their increased social status and empowerment.
- Underutilized and underexploited natural resources in the area could be productively used to provide income.
- The resources of both organized and unorganized groups could be directed towards the empowerment of women by choosing the right economic enterprise.

VIII. CHALLENGES AND LIMITATIONS

Challenges:

In the Indian context, agribusiness and agricultural development have faced many obstacles. The biggest challenge faced by Indian women entrepreneurs is that most of them do not own the land they operate on, which makes it difficult for them to obtain bank loans or other forms of capital because they lack the necessary documentation related to their land. For female farmers, the paucity of key inputs like raw materials also poses a problem. Ideally, having the essential market ties is necessary to build a successful business. Having contacts and knowing where to find a steady supply are essential for starting food processing and related businesses.

Indian women are burdened with taking care of their families and working under pressure, which limits their capacity to make decisions and do related tasks. Married women need to carefully strike a balance between their personal and work life. The fact that women's literacy rates in India are lower than men's has presented an extra obstacle for female entrepreneurs. Illiteracy has always been the largest hurdle to sustainable progress in India. Inadequate instruction for women the issue of agricultural entrepreneurs has resulted in a lack of understanding of business strategies and advancements in technology. Therefore, it should come as no surprise when ongoing or new business endeavor's fail. A less educated person cannot become financially more secure or independent. The aforementioned circumstances make it harder for Indian women to face the risks and uncertainties associated with being self-sufficient. The majority of female farmers use manual labour and conventional machinery to complete agricultural tasks. Large tracts of agricultural land degrade due to wind and water. To restore this area to its previous fertility, extensive treatment is required.

Limitations:

Despite its encouraging goal of empowering female agribusiness owners for rural development, the Agri Farm Business Model has some significant drawbacks. The effectiveness of the concept may be hampered by cultural and societal conventions that enforce old gender roles, which would prevent women from actively participating in decision-making and from adopting innovative agricultural techniques. Obstacles associated with restricted land ownership, insufficient financial resources, and technology limitations could hinder the ability of female agribusiness operators to completely use the potential of this model. Furthermore, there are substantial dangers to the economic sustainability of women-led agri-businesses due to their susceptibility to environmental conditions, climate change, and market dynamics. Dependency on external support, poor infrastructure, and intersecting issues linked to ethnicity, age, and socioeconomic position further underscore the need for nuanced ways to overcome the numerous obstacles faced by women in agriculture within the Agri Farm Business Model. To overcome these obstacles and guarantee the model's efficacy in promoting genuine empowerment and rural development, it is imperative to use a continuous adaption and localised approach.

IX. CONCLUSION

The Agri-farm business model is a thorough and effective strategy for empowering female Agripreneurs for rural development. The model's emphasis on market connections, talent development, community involvement, technology integration, resource accessibility, and sustainability shows a nuanced awareness of the different issues faced by women in agriculture. The findings demonstrate how this paradigm has the potential to greatly enhance rural communities' social, economic, and environmental elements. When the concept is implemented well, it not only provides women with the resources they need to run profitable businesses, but it also contributes to the preservation and growth of rural economies in general. In order to

preserve the model's long-term efficacy, it is critical to take into consideration cultural norms, financial constraints, and market dynamics in addition to the diverse circumstances of multiple communities. One excellent example of how to advance gender equality, economic empowerment, and sustainable rural development is the Agri Farm Business Model. Its continued success is contingent upon collaboration, adaptability, and commitment.

Future Scope:

The future scope of the Agri Farm Business Model involves leveraging state-of-the-art technologies, promoting climate-resilient practices, implementing inclusive financial solutions, and forming strategic alliances to ensure sustainable rural development, empower women farmers consistently, and grow their market share.

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