

Agro Enterprises for Empowering Farm Women

T. Rathakrishnan
S.R. Padma



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About the Author



Dr. T. Rathakrishnan is working as Director, Students Welfare, Tamil Nadu Agricultural University, Coimbatore. He has initiated the dual degree programme at under-graduate level with Dalhousie University, NOVA SCOTIA, Agricultural College Campus, CANADA. He has introduced the BEC Programme for the benefit of students.

He is an extension scientist specialized in Communication and Agricultural Extension Management. Also he has worked in Regional Research stations, KVKs and Agricultural Colleges at Tirunelveli, Madurai and Coimbatore in various capacities. He has rendered his 33 years of service in teaching, research and extension.

He has won many medals and awards viz., William Kirubabai medal (Gold) for Best Student in Ph.D. (Agri. extension) in 1993, T. Nataraj Rolling Shield (MASU) for Best Extension Researcher in 2005, Shiksha Ratan Puraskar (IIFS) and Best Extension Worker Award (TNAU) in 2006, and Best Citizen Award (International Publishing House, New Delhi) in 2007.

He has published 14 books, and more than 140 research papers, popular articles and abstracts in seminars/symposiums at National and International level. He has visited IFPRI, Washington (Collaborative project on TOT) and University of Reading UK (PGDRD&E program). Advances and challenges in Rural Development and Extension, Traditional Agricultural Practices, Communication Techniques in Farm Extension, Participatory Technology Development are the text books recently published by him.

Currently, he is operating the International Collaborative Research project on 'Precision Farming for Enhancing the Livelihood Security of Farmers' funded by SHASTRI Indo Canadian Institute, New Delhi as Indian Coordinator with Dalhousie University, Canada.



Mrs. S.R. Padma is a Ph.D., in Agricultural Extension at Tamil Nadu Agricultural University. She has the additional degrees viz., MHRM (Master of Human Resource Management), Dip. T&D (Diploma in Training and Development).

She has won many medals and awards viz., Sri Jagajivan Ram Award, Prof. G. Rangaswamy Medal, and Late Janab T.P M. Mohammed Hameeth of Vandavasi Award for the best M.Sc.(Agri) student in Agricultural Extension in the year 2001.

She has served as Senior Research Fellow in Agricultural Extension, Coimbatore in the Scheme 'Action research on designing effective communication strategies in the system of broad based agricultural extension' and also in 'TN-IAMWARM' project in TNAU for the period of three years. She has performed as Technical Officer in Godrej Pest Management Services, and Technical and Marketing Coordinator in Carees Industries, a micronutrient company. She has participated in 14 National and International Seminars/Workshops/Conferences, and has presented research papers also. She has Best Paper and Best Presentation Awards to her credit. She has published more than 30 research papers, popular articles, research abstracts in various reputed Journals and Seminars. She has been closely associated with Professional Societies of her discipline as a member at National and International level. She is one of the authors of the book on Participatory Technology Development.

Currently, she is associated with Dalhousie University, Canada as Student Researcher in the International Collaborative Research Project on 'Precision farming for enhancing the livelihood security of farmers' funded by SHASTRI Indo Canadian Institute, New Delhi.

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Mrs. S.R. Padma

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Preface

Development of entrepreneurship among women is a major step to increase women participation in the process of economic development. It will speed up economic growth, and provide employment opportunities for women resulting in improving the economic independence. Provision of economic opportunities for women can also improve the social, educational and health status of women and their families.

The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role women play and their economic status in the society. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society. The economic status of women is now accepted as an indicator of a society's stage of development and therefore, it becomes imperative for the government to frame policies for development of entrepreneurship among women.

The role of farm women entrepreneur in economic development is also being recognized and steps are being taken to promote agro enterprises. Resurgence of agro entrepreneurship is the need of the hour emphasizing on educating and acquiring skill through trainings, spreading awareness and consciousness amongst farm women to outshine in the enterprise field, making them realize their strengths. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Though there are several agro enterprises available to farm women, selection of enterprises depends on the availability of raw materials, scope for sustaining and establishing market network. This book gives the broad idea about the importance of such enterprises in national and global level, the critical areas in which farm women

require training and the strategies to combat the constraints in establishing agro enterprises.

This book will serve as a guide for the farm women engaging in agro enterprises and will also be highly useful as a reference material to the scholars and scientists who have been involved in the process of entrepreneurial development.

AUTHORS

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