

CONSTRAINTS AND STRATEGIES IN ADOPTION OF BEEKEEPING BY BEEKEEPING ENTREPRENEURS

Anuradha Ranjan Kumari*¹, Laxmi Kant², Ravindra Kumar² and Satendra Kumar³

¹ Krishi Vigyan Kendra (IIVR) Malhana, Deoria, UP.

² Krishi Vigyan Kendra, Rampur, UP

³ Department of Soil Science, S.V.P.U.A. &T, Modipuram, Meerut-250110 (U.P.) INDIA

Email : anuradha_rau@rediffmail.com

Received-03.03.2015, Revised-18.03.2015

Abstract : The study was conducted in Six block of Samastipur district in Bihar out of twenty block six block selected namely Pusa, Kalyanpur, Ujjarpur, Warisnagar, Marwa and sarairanjan. A sample of 90 trained beekeeping entrepreneurs were selected from six experimental village and 90 untrained beekeeping entrepreneurs were from other six control villages in order to avoid interactional and diffusion effect. Thus a total sample of 180 rural entrepreneurs was selected as respondents. Constraints faced by beekeeping entrepreneurs in setting up beekeeping enterprise were grouped in four categories viz. socio - personal, economic, technological and communicational constraints. Low level of consumer awareness and motivation, poor access to finance, irregular and ineffective training programme for upgrading the know-how and skill and inadequate access to training programme were the major constraints for beekeeping entrepreneurship development. The following strategies are suggested not only to remove the bottlenecks rationed above but also to strengthen the adoption of beekeeping enterprise by entrepreneurs were creation of proper consumer awareness for enhancing motivation provision of institutional finance on reasonable interest improving access and effectiveness of training programme in beekeeping enterprise.

Keywords : Constraints analysis, Strategies, Beekeeping entrepreneurs, Effectiveness of training programme

REFERENCES

Govindappa, G.T. (1999) Rural women entrepreneurship constraint and strategies. *Kurukshetra*, **48(2)**:11-14.

Mishra, R. C. and Garg, R. (1998) Constraints and thrust area for the development of apiculture in India. In: perspectives in Indian apiculture, *Agro-botanical Pub.*, Bikaner, P.P.1-13

Mohaniya, G. S; Srivastava, K. K. and Lakhera, M. L. (2003) Constraints Expressed by the Trainees and trainers of Mushroom Production Technology training programme, *Maharashtra. J. exte. Edun.* XXII (2):194-200.

Nigam, S. (1995) Women entrepreneurship: Profile, Problem and prospects in India - A Review Analysis *SEDME*: 4.1 and 4.2: 29-11.

Shende, S.G. (1992) Beekeeping development in India History, Present status, Constraints and Future

strategies including a proposal of setting up of national Bee board, *Indian Bee. J.* **54(1-4)**: 1-18.

Singh, Meera; Verma, N. C; Singh, A. K. P. and Singh, Sushila (2002) Contribution of socio-Personal and economic variables on the extent of participation of women in agriculture, allied and house hold activities, *RAU. Journal of Research.* **10(1)**: 140-143.

Singh, R. L. and Rajput, A.M. (2000) Constraints in adoption of wheat production Technology, *Maharashtra. J. extn. Educ.* **XIX**: 303-304.

Singh, R.; Patel, D. K. and Singh, R. K. P. (2010) Constraints analysis and identification of Strategies for diary entrepreneurs, *RAU. J. of Res.* **16(1-2)**: 74-78.

Vyas, H.U and Patel, K.F. (2000) Constraints faced by milk producers in adoption of dairy technology, *Agri, Extn. Review.* 12:23-29.

*Corresponding Author