CONSTRAINTS AND STRATEGIES IN ADOPTION OF BEEKEEPING BY BEEKEEPING ENTREPRENEURS

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Abstract: The study was conducted in Six block of Samastipur district in Bihar out of twenty block six block selected namely Pusa, Kalyanpur, Ujiarpur, 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

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