

# 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

## INTRODUCTION

**A**piculture is an ideal absorbing instructive and economically profitable hobby. It is especially suitable for women because it does not involve heavy physical work, allows time flexibility, provides gainful employment near to their house and ultimately provides financial security. It solves problem of unemployment if adopted on Commercial scale or as cottage industry. It can generate self employment to over 15 million rural and tribal families and can produce annual income of over Rs 4.5 billion by producing 150000 tons of honey (Shende, 1992) India is in a peculiar situation where poverty is not only acute but a chronic malady even in the presence of abundant natural resources prevalence of chronic unemployment, under employment, poor quality of human capital in adequacy of skills to meet the Social Problems, Superstitions, Social taboos, Low level of technology, Poor economic organizations are some of the maladies the country is facing. In the present solution after division of Bihar the state economy needs to be given more attention and only choice left with the state is to put concentrated effort toward development of small scale enterprise. Thus, the country is looking forward for more and more entrepreneurs to build a strong national economy. Many such studies have been carried out in the past in different parts of the country Mishra and Gary 1998, Nigam 1995, Rammanna 1999, Shende 1992, Singh and Patel 2010 but there exists a dearth of literature about constraints perceived by rural people

in adoption of beekeeping enterprise particularly in extent of Bihar. The present study is an attempt to bridge the gap in information with the adjective of analyzing constraints perceived by the rural people in adoption of beekeeping enterprise to identify the strategies for faster development of beekeeping enterprise.

## METHODOLOGY

The present study was conducted in six block of Samastipur district in Bihar. Out of twenty block namely Pusa, kalyanpur, Ujiarpur, Warisnagar, Marwa and Sarairanjan were selected. Further two villages from each block making by random sampling technique. A sample of 90 trained beekeeping entrepreneur were selected from six experimental villages and untrained beekeeping entrepreneurs were from other six control village in order to avoid interactional and diffusion effect. Thus a total sample of 180 rural entrepreneurs was selected as respondents. A well structured interview schedule for identification of constraints was administered. The data collected through interview were tabulated and analyzed using simple statistical tools.

## RESULT AND DISCUSSION

In the present study constraints include Socio-personal, economic, technological and communicational constraints were presented in table 1.

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**Socio-personal constraints-** Analysis that data of socio- personal constraints, low level of consumer's awareness and motivation was the most important constraint express by majority of the entrepreneurs (86.66%) got Rank I, lack of pertinent knowledge about new innovation (82.22%) got Rank II, Low level of education (76.66%) got Rank III, poor

investment due to poor saving (77.22%), lack of marginal capabilities (72.77%), fear of failure (69.44%), dominance of male in decision making process (66.11%) and rest of important constraints faced from 20 to 55 percent by the beekeeping entrepreneurs.

**Table 1.** Constraints encountered by beekeeping entrepreneurs.

SL. No.	Constraints	Beekeeping entrepreneurs (n=180)		Rank
		Frequency	Percentage	
<b>A</b>	<b>Socio-personal Constraints</b>			
1	Low level of Consumer awareness and motivation	156	86.66	I
2	Lack of managerial capabilities	131	72.77	V
3	Low level of Education	138	76.66	III
4	Dominance of male in decision making process	119	66.11	VII
5	Poor investment due to poor saving	139	77.22	IV
6	Lack of family support	90	50.00	IX
7	Negative Social attitudes	59	32.77	XI
8	Problem of more Competition	76	42.22	X
9	Pear of failure	125	69.44	VI
10	Lack of pertinent knowledge about new innovation	148	82.22	II
11	Low exposure to business, hence less experience	44	24.44	XII
12	Social custom and traditions	99	55.00	VIII
<b>B</b>	<b>Economic Constraints</b>			
1	Difficult and costly maintenance management of beekeeping practices	86	47.77	IV
2	Involvement of middleman in getting loan from bank	62	34.44	VI
3	Poor access to finance	160	88.88	I
4	Non-availability of loan facilities for the purchase of inputs	143	79.44	II
5	High price of honey bee colonies	121	67.22	III
6	Lack of government/NGOs support	69	38.33	V
<b>C</b>	<b>Technological Constraints</b>			
1	The means of Common people	123	68.33	III
2	Lack of adequate knowledge of seasonal management related to beekeeping practices	57	31.66	VII
3	Lack of knowledge about disease and pest management	88	48.88	V
4	Lack of know-how about the importance of artificial diet as stimulating feeding	52	28.88	VIII
5	Poor access to input	141	78.33	II
6	Difficulty in main training honey bee colonies during death period and also during extreme low high temperature	74	41.11	VI
7	Irregular and in effective training programme for upgrading the know-how and skill related to beekeeping practices	169	93.88	I
8	Lack of scientific processing storage and marketing facility of honey and other honey products	101	56.11	IV
<b>D</b>	<b>Communicational Constraints</b>			
1	Poor rapport to extension agencies	73	40.55	III
2	Inadequate access to training programme	159	88.33	I
3	Poor infrastructure particularly transport and Communication facilities	111	61.66	II
4	Low Social mobility of rural women	65	36.11	IV

**Economic Constraints-** Poor access to finance was the major economic problem expressed by the most of the entrepreneurs (88.88%) got Rank I, Non availability of loan facilities for the purchase of input

(79.44%) got Rank II, high price of honey bee colonies (67.67%), Difficult and costly maintenance management of beekeeping practices (47.77%), lack of government/Ngo support (38.33%) and

involvement of middleman in getting loan from bank (34.44%) got last rank were also constraints in establishing beekeeping enterprises.

**Technological Constraints-** From perusal of table 1 it evident that the technological constraints were left by most of the entrepreneurs irregular and ineffective training programme for upgrading the knowhow and skill related to beekeeping enterprise was observed as major technical constraints since it was expressed by majority of the entrepreneurs (93.88%) followed by poor access to input (78.33%) and technology (68.33%) got rank III and rest got the rank IV to VIII in different technological Constraints.

**Communicational Constraints-** Under the Communicational constraints inadequate access to training programme (88.33%) got the rank I was found as major constraints. Poor infrastructure particularly transport and communication facilities (61.66%) poor rapport to extension agencies (44.55%) and low social mobility of rural women (36.11%) got last rank IV were also the important constraint (Table 1)

### Strategies

Constraints which prevent beekeeping entrepreneurs in starting self employment necessitate the need to design development strategies. The following strategies are suggested not only to remove the bottlenecks mentioned above but also to strengthen the adoption of beekeeping enterprise by entrepreneurs strategies suggested by respondents for development of entrepreneurship among rural people should address all these aspects.

**Socio-personal strategies-** Table 2 revealed that under the socio personal strategies creation of proper consumers awareness for enhancing motivation was

the major Socio- personal strategies expressed by most of the entrepreneurs (93.88%) got rank I followed by easy access to new innovation (83.88%) improvement educational facilities (76.66%) got rank III. This could be made possible through effective entrepreneurial training. There is need to create more awareness and interest among the people about the benefits of beekeeping enterprise and they should be motivated to adopt modern practices. There is need to diversify honeybee products to different valuable and nutritive substances which could also be used as recreation and employment generating activity for rural youths and women.

**Economic strategies-** Out of four economic strategies perceived by entrepreneurs the most important was provision of institutional finance on reasonable interest and easy terms (88.66%). The other strategies perceived by the entrepreneurs in order of their importance in descending order were increasing access to various inputs on subsidized basis (71.66%) loan should be made available to the entrepreneurs at low rates of interest and tax exemption be extended to this enterprise (49.44%). However, loan, grants and subsidies should be linked directly with entrepreneurs (without involvement of middle man) as the present loan delivery system has failed to each many entrepreneurs.

Grants and subsidies provided by the government under different schemes for beekeeping enterprise also are made publicly known to avoid misappropriation or favoritism in disbursement of these funds. The present policy of subsidies needs to be reviewed; the subsidy should be linked with the performance since the existing pattern has failed to raise beekeeping entrepreneurs (Table 2).

**Table 2.** Strategies for accelerating the adoption of beekeeping enterprise by beekeeping entrepreneurs.

Sl. No.	Strategies	Beekeeping entrepreneurs (n=180)		Rank
		Frequency	Percentage	
<b>A</b>	<b>Socio-personal Strategies</b>			
1	Access to new innovation	151	83.88	II
2	Improving managerial capabilities	123	68.33	IV
3	Improvement in educational facilities	138	76.66	III
4	Creation of proper consumers awareness for enhancing motivation	169	93.88	I
<b>B</b>	<b>Economic Strategies</b>			
1	Loans, grant and subsidies should be linked directly with beekeeping entrepreneurs as the present loan delivery system has failed to reach many beekeeping entrepreneurs	67	37.22	IV
2	Provision of institutional Finance on reasonable interest and easy terms.	156	86.66	I
3	Increasing access to various inputs on subsidized basis	129	73.66	II
4	Loan should be made available to the beekeeping entrepreneur low rates of interest and tax exemption be extended to this enterprise	89	49.44	III
<b>C</b>	<b>Technological Strategies</b>			
1	Generation of simple and cost effective technologies	128	71.11	III
2	Enhancing access to scientific and improved inputs	140	77.77	II

3	Improving access to regular and effective training programme for upgrading the know-how and skill	163	90.55	I
4	Development of scientific processing storage and marketing facility of honey and other honey products	102	56.66	IV
<b>D</b>	<b>Communicational Strategies</b>			
1	Improving infrastructure particularly transport and communication facilities	132	73.33	II
2	Increasing social mobility of rural women	77	42.77	IV
3	Increasing rapport of rural people to extension agencies	96	53.33	III
4	Effective participation of rural people in training programme	175	97.22	I

**Technological Strategies-** Regarding technical strategies, improving access to regular and effective training programme for upgrading the knowhow and skill was the most important strategy expressed by majority of respondents (90.55%) got rank I followed by enhancing access to scientific and improved inputs (77.77%) and generation of Simple and cost effective technologies (71.11%). It is a fact that there was lack of regular and effective training for up gradation of technical know-how and skill related to scientific beekeeping enterprise. Therefore adequate manpower is developed so that we may have trained field workers in beekeeping enterprise at village, block, tehsil and district levels. Graded training should be imparted in different organizations. The government, NGOs and educational institutions should come forward to popularize beekeeping enterprises through integrating effective training mass-media and financial assistance. The necessary arrangement should be made to provide various scientific and improved inputs to entrepreneurs at reasonable cost.

**Communicational Strategies-** The results depicted in table 2 that effective participation of rural people in training programmes was the most important communication strategy expressed by majority of the respondents (97.22%) got rank I followed by improving infrastructure particularly transport and communication facilities (73.33%) got rank II. The other strategies of importance were increasing rapport of rural people to extension agencies (53.33%) and increasing social mobility of rural women (42.77%).

## CONCLUSION

There is needs create more awareness and interest in beekeeping enterprise. People engaged in traditional practices are motivated to adopt modern practices by organizing regular and proper training programme and providing technical guidance. Therefore adequate skilled manpower and trained field workers

should be developed for improving the knowledge and up gradation of skills of entrepreneurs at village, block and district levels.

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