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"Entrepreneurial Constraints Faced by Beekeeper Entrepreneurs in Junagadh Districts of Gujarat"

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Abstract: The study was projected to identify the constraints faced by beekeepers in the production and marketing of honey in Junagadh district of Gujarat state. A total of 50 beekeepers were selected by employing the snowball sampling method from Junagadh district of Gujarat state. Garratt's ranking technique was used to rank the constraints. The result revealed that the majority of beekeepers faced production constraints for relocation of bee colonies with a 33.07 mean score. The low selling price of honey was faced by majority beekeepers listed under marketing constraint of honey with a mean score of 31.65 followed by to obtain the FSSAI/ISI standards certification in the study area whose producer's share in consumer rupee was found the least i.e., 33.06 and 43.66 percent only among different marketing channels.

***Key Words*:** Beekeeper entrepreneurs, Honey, Entrepreneurial constraints, Garratt's ranking

INTRODUCTION:

Beekeeping is the art and skill of preserving the bees in dial-up connection movable border rashes for hobby or attraction, production of hive products, and pollination services. Apiculture is a synonym for beekeeping. It has been derived from the Latin word apiscultura, which means "Cultivation of bees through education". It is a high-profit enterprise and can be taken up both as a subsidiary industry as well as a whole-time profession. Beekeeping does not require ownership of land. It is not constrained for other agricultural activities, provides handsome income, and is helpful for fertilization of agricultural/ horticultural crops which increases the quantity as well as the quality of yield. Beekeeper entrepreneurs plays a great role in agricultural diversification by producing various kinds of bee products and pollinating crops. Commercial beekeeping started during the second half of the 19th century. Recently, Honey Mission was launched as a part of the "Sweet Revolution" declared by Prime Minister Shri Narendra Modi in the year 2016. The government has allocated Rs. 500 crores towards beekeeping under Atma Nirbhar Abhiyan. The government of India is promoting beekeeping and beekeeper entrepreneurial activities as a part of the aim to double the farmers' income by 2024.

LITERATURE REVIEW:

Dadhich and Upadhyaya (2010) studied the constraints faced by women entrepreneurs in Rajasthan. The sample size taken for the study was 200 women entrepreneurs from the small-scale industries registration list of District Industry Centres (DIC), Rajasthan. Likert scale and Garrett's ranking methods were used. Various constraints considered like lack of financial skill, difficulty in handling family responsibility and work together, poor awareness about training programmes, lack of access to new technology, lack of family support and lack of advice. The result found that the constraints faced by the women entrepreneurs have decreased at some level.

Kumar (2015) studied entrepreneurship in agriculture and allied sectors in Lucknow, Uttar Pradesh. One of the objectives of the study was to analyse the various problems of agricultural entrepreneurship and to address relevant issues. The sample size taken for the study was 360 entrepreneurs. Descriptive analysis and statistical tools i.e., Chi-square, t-tests, and analysis of variance were used to analyse the data. The study revealed that finding the right contract for the business is the most important constraint for the entrepreneurs. A support problem of occupational mobility is the second most important constraint for the entrepreneurs and third constraint was lack of stability in the market.

MATERIAL AND METHODS:

To select the sample size of beekeepers, the snowball sampling method was adopted. A total of 50 beekeepers were selected under different four crops grown by them in Rabi season 2021. The details about the distribution of samples according to the crop taken by them are given in [Table 1]. The study was based on primary data. The data were collected with the help of a structured questionnaire by conducting a field survey. Garrett's ranking technique was used to analyze the problems perceived by beekeeper entrepreneurs in the production and marketing of honey in Junagadh city. To identify the constraints of beekeepers, a questionnaire was designed covering the important aspects of the production and marketing of honey. Garrett's ranking technique gave the change of orders of constraints into numerical scores. The major advantage of this technique as compared to simple frequency distribution is that here constraints are arranged based on their importance from the point of view of respondents.

Garrett's formula for converting ranks into a percent is

$$\textbf{Percent Position} = \frac{100\ (Rij - 0.5)}{Nj}$$

Where,

Rij = Rank given for ith item by jth individual

Nj = Number of items ranked by jth individual

The relative position of each rank obtained from the above formula is converted into scores by referring to the table given by Garrett (transmutation of orders of merit into units of amount or scores) for each factor scores of all individuals have been added and then divided by the total number of respondents for the specific factor (constraint) attributes.

Table 1: Crop wise Samples Taken for Beekeeper Entrepreneurs

Sr. No.	Crops	Beekeeper Entrepreneurs
1	Coriander	8
2	Fennel	2
3	Ajwain	2
4	Mango	38
Total		**50**

RESULT AND DISCUSSION:

Production constraints involved problems faced by Beekeeper entrepreneurs during the production of honey. A lot of production constraints were being faced by Beekeeper entrepreneurs in the production of honey in Junagadh district. Total 21 production constraints were enlisted and divided into different 5 groups i.e., technical constraints, economic constraints, environmental constraints, physical constraints, and social constraints. Beekeeper entrepreneurs from Junagadh district were surveyed for obtaining information and asked to rank based on its brutality and were tabulated and equipped in [Table 2]. The result revealed that migration of bee colonies was the major technical constrain faced by the Beekeeper entrepreneurs with a 33.07 mean score followed by identification of insects/pests/diseases, management of food for colonies in off-seasons, and fear of losing colonies due to diseases and enemies with mean score 30.32, 27.32 and 26.97, respectively. The least constraint faced by beekeeper entrepreneurs were knowledge and application of artificial food with a minimum mean score of 16.64. The major economic constraint faced by beekeepers was lack of subsidy with a 33.46 mean score followed by lack of knowledge about facilities of loan for purchasing raw material and cumbersome loan procedures with 25.19 and 16.55 mean scores, respectively. Lack of flora and crops was the major environmental constraint faced by beekeepers. In social constraints, labour requirement was the most faced constraint for beekeepers followed by the interference of neighbours, negligence benefits of honey and other honey bee products, and lack of family support.

Table 2: Constraints faced by beekeeper Entrepreneurs in the production of honey

(n = 50)

Sr. No.	Constraints	Garrett's mean score	Rank
	Technical constraints		
1	Identification of insects/pest/diseases	30.32	II
2	Migration of bee colonies	33.07	I
3	Management of food for colonies in off-seasons	27.32	III
4	Fear of losing colonies due to diseases and enemies	26.97	IV
5	Poisoning of bees due to pesticides etc.	39.75	VI
6	Lack of technical knowledge	19.88	V
7	Knowledge and application of artificial food	16.64	VII
	Economic constraints		
1	Lack of subsidy	33.46	I
2	Lack of knowledge about facilities of loan for purchasing of raw material	25.19	II
3	Cumbersome loan procedures	16.55	III
	Environmental constraints		
1	Lack of flora and crops	29.68	I
2	Management of bee colonies in extreme weather	20.45	II
	Physical constraints		
1	Fear of bee stings	29.85	II
2	Headache during a routine investigation of bee colonies	25.03	III
3	Skin irritation and allergies	19.78	IV
4	Eyes irritation	13.98	V
5	Require more physical works	36.38	I
	Social constraints		
1	Interfere of neighbours	27.54	II
2	Lack of family support	18.25	IV
3	Negligence about benefits of honey and other honey bee products	20.12	III
4	Labours requirement	34.10	I

Marketing constraints are the problems faced by beekeeper entrepreneurs in the marketing of honey. Beekeepers of Junagadh district facing several marketing constraints were enlisted in [Table 3]. The low selling price of honey was the constraint faced by the majority of entrepreneurs with 31.80 Garrett's mean score followed by the inability to compete with big companies and to obtain the FSSAI/ISI standards certification. Delay in payment was the least constraint faced by beekeepers with a minimum mean score of 16.95 next to the quality of honey regarding colour, palatability, etc., and higher expenditure on transportation.

Table 3: Constraints faced by beekeeper entrepreneurs in the marketing of honey

Sr. No.	Constraints	Garrett's mean score	Rank
1	Low selling price of honey	31.80	I
2	Higher expenditure on transportation	18.95	VI
3	Delay in payment	16.95	VII

4	Inability to compete with big companies	29.58	II
5	To obtain the FSSAI/ISI standards certification	28.45	III
6	Availability of facility to get laboratory testing of honey	26.45	IV
7	Quality of honey regarding colour, palatability, etc.	22.45	V

The majority of the beekeepers faced the constraint of the low selling price of honey. The beekeepers who faced the constrain regarding low selling price were consist of Group 1 who preferred to sell the honey through Channel II to NGO due to the low quantity of honey yield. The majority of the beekeeper entrepreneurs come from Group 1. The producer's share in consumer rupee of beekeepers from Group 1 who preferred Channel II and Channel III was the lowest i.e., 33.06 and 43.66 percent, respectively only which were 65.47 percent, and 94.48 percent among Channel I, and Channel IV, respectively.

RECOMMENDATIONS:

To resolve the production constraints, beekeeper entrepreneurs should attend more training programs and keep updated themselves to acquire more technical knowledge. To resolve the constraints of the low selling price, beekeeper entrepreneurs should invest more in beehives to increase the production and primary processing like filtering of the honey to be made to increase the share in consumer's rupee. To obtain the FASSI/ISI standards certification and laboratory testing of the honey, beekeeper entrepreneurs should approach the extension agencies departments of SAUs that are working on beekeeping, FPOs, NGOs, etc. to find help regarding particular procedures.

CONCLUSION:

It can be concluded the majority of production constraints faced by beekeeper entrepreneurs were migration of colonies, lack of subsidy, lack of flora and crops, requiring more physical works, labour requirement, and low selling price of honey among marketing constraints. The constraint of low selling price was faced particularly by beekeeper entrepreneurs who have fewer numbers of beehives from 1 to 50 that produce less quantity of honey and beekeeper entrepreneurs who have sold off honey through Channel III in which the marketing cost was incurred the highest. So, beekeeper entrepreneurs from Group 1 preferred to sell honey in loose form to NGOs whose share in consumer's rupee was found 43.66 percent, and beekeeper entrepreneurs who sold off honey through Channel III whose share in consumer's rupee was found the least i.e., 33.06 only.

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