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UPSURGE OF RURAL MICRO ENTREPRENEURS: AN EMPIRICAL GLIMPSE

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ABSTRACT

Rural entrepreneurship refers to the entrepreneurship rising at village level which can occur in a variety of areas such as business, agriculture, industry as well as acts as a useful factor for economic development. Present paper deals to understand the management and functional problems of rural micro entrepreneurs while carrying out nonfarm business. Study set to test the hypothesis that there is no significant difference into management problems and functional area problems faced by different nonfarm business in study area. 259 micro entrepreneurs were interviewed with the help of well-structured schedule selected from 94 villages of Sangli district Maharashtra state of India. Opinions of samples were sought on likert scale. Hypothesis tested using independent sample 't' test and ANOVA. The null hypothesis set for study is rejected. Micro entrepreneurs do face problems, to mention few lack of technical knowledge, lack of organizing resources, lack of proper warehousing facilities and the like.

Keywords: - Rural non-farm sector, Nonfarm business, Micro entrepreneurs.

1. INTRODUCTION

"It is a generally acknowledged truth that the agriculture sector is incapable of providing new meaningful job possibilities in the face of rising population (Mehta G.S., 2002)". Rural poverty, unemployment, and underemployment cannot be solved just through the agricultural sector. It may be important to develop a long-term strategy for structural changes in employment and wages. As a result, it's critical to comprehend the managerial and operational issues that micro entrepreneurs confront when doing nonfarm operations.

2. RESEARCH METHODOLOGY

The purpose of this study is to examine management and functional issues that micro entrepreneurs face while conducting nonfarm activities in Sangli district, as well as to test the null hypothesis that there is no significant difference in management and functional issues faced by different nonfarm businesses in the study area. A structured

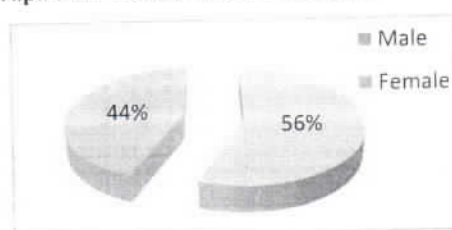
schedule was carried out on 259 micro entrepreneurs from 94 villages in the Sangli region of Maharashtra, using a suitable sample approach, to learn about the managerial and functional issues they encounter when carrying out nonfarm business. On a likert scale, samples' opinions were solicited. 1 indicates strong agreement, 2 indicate agreement, 3 indicate neither agreement nor disagreement, 4 indicate disagreement, and 5 indicate strong disagreement. The independent sample 't' test and ANOVA were used to evaluate the hypothesis.

3. DATA ANALYSIS

➤ GENDER WISE CLASSIFICATION

The emergence of women micro entrepreneurs is visibly increasing and contributing to the economy. The numbers of women entrepreneurs have grown over a period of time. Microenterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women.

Graph No.1 Gender wise Classification



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Intend and execution of liability tolerant router for network on chip by means of FPGA

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Abstract---The growing complexity of Multiprocessor Systems on Chips (MPSoCs) is requiring communication resources that can only be provided by a highly-scalable communication infrastructure. The effectiveness of this approach largely depends on the availability of a design methodology. With technology scaling, as the geometries of the transistors reach the physical limits of operation, another important design challenge of SoCs will be to provide dynamic (run-time) support against permanent and intermittent faults that can occur in the system. The interconnect will be susceptible to various noise sources such as cross-talk, coupling noise, process variations, etc.. Designing systems under such uncertain conditions becomes a challenge. Therefore, the goal is to solve some of the most important and time-intensive problems encountered during NOC design that can be solved with a Fault-tolerant Router. While preserving the throughput, the network load, and the data packet latency of the NOC router.

Keywords---fault tolerant, XY routing, VLSI architecture, FPGA.

Introduction

With the mature and further development of deep submicron Very-Large-Scale-Integration (VLSI) circuit technology, the chip design industry is facing a new serious problem: with the development of chip function and performance requirements, chip-scale is becoming larger and larger, and working frequency is

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**Dr Shivraj Rajaram Nikam
KBPIMSR, Satara**

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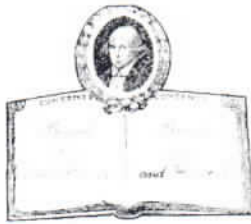
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COMPARATIVE STUDY OF SATISFACTION OF TOURISTS TOWARDS THE QUALITY OF SERVICES AT AGRITOURISM CENTRES IN PUNE AND SATARA

B. S. SAWANT AND MAYURA S. KADAM

ABSTRACT

Agritourism is novel concept in field of tourism, it is extension of Rural tourism with service of Farm stay, relishing on farm fresh food and experiencing farm activities. Agritourism has immense potential for development. With increase in urbanisation the city dwellers are becoming more and more keen to connect with their roots and agritourism provides opportunity for the same. Purpose of agritourism is to know the nature closely. In this centres tourist can observe and/or participate in agricultural activities. One can observe Sowing of seed, Irrigation and fertilization, Harvesting very closely. Western Maharashtra being the centre of origin of concept of agritourism in India, with increase in number of agritourism centres District Pune and Satara the number of tourists visit are also increasing. The current study aims at comparing quality of different services provided by the Agritourism centres in Pune and Satara as well analysing the level of satisfaction of Tourists towards the quality of these service. Study is based on primary data. Data is analysed using SPSS software.

Keywords: Agritourism, Agritourism services, Tourists, Quality

INTRODUCTION

Agritourism is convergence of Agriculture and Tourism. Agriculture is still demographically dominant sector in India with 15.4% of the GDP (gross domestic product) with about 41.49% of the workforce in 2020 (According to www.pib.gov.in/PressReleasePage). But there is decline of productivity in agriculture sector. This is due to number of reasons like increase- input cost, decrease of average land holding, erratic monsoon. Also increase of urban boundaries have decreased land under agriculture. Thus, the need for Disruptive Innovation in Agriculture sector. Increased Urbanisation have led to increase in number of city dwellers. The urban population demands tourism facilities, Tourism is defined as travel-based recreation providing relief from daily routine of monotonous life- a change in place, climate. The Tourists are demanding environment based, eco-friendly form of Tourism. Agritourism is environment-based Tourism.

Agritourism is the tourism concept of visiting a working farm or any agricultural, horticultural or any agribusiness operations for the purpose of enjoyment, education or active involvement in activities of the farm or operation.

The basic principles of Agritourism involve:

Have something for Tourists to see- crops at different stages, trees, medicinal plants, domestic animals, birds, ponds, small lake to attract children specially. Apart from these, culture, dress, festivals and rural games

Have something for Tourists to do- participate in agricultural operations, enjoy rural sports, swimming, bullock cart riding, camel riding, buffalo riding, cooking and craft making.

Have something for Tourists to buy- pick your own produce, The sale of products can range from grains, fruits, vegetables, processed foods to clothes, utensils, local crafts, mementoes and jewellery.

Western Maharashtra being the centre of origin of concept of agritourism in India, with increase in number of agritourism centres District Pune and Satara the number of tourists visit are also increasing. The study region has majority of Agritourism centers in operation for more than 5 years. Hence study of Tourists related aspects becomes relevant in these districts. The current study provides scope to evaluate tourists motivation factors towards agritourism and level of quality service of agritourism centres.

REVIEW OF LITERATURE

1. Yakov Romanenko, Viktoria Boiko (2020) These conclusions are based on the research findings. These include urbanization, industrialisation, the loss of rural jobs, and a ten-year stagnation in EU labour productivity. In the absence of capital investment, agricultural productivity has remained stable. It is administered through a complex but flexible financial aid mechanism. The EU's rural population reduction has benefited agricultural development and worker productivity through supporting R&D.
2. Fernando Nainggolan, AgusYadi Ismail (2020) The findings lead to the following conclusions: Agro-tourism plucking roses innovation requires knowledge, persuasion, decisions, implementation, and

- confirmation. Aside from the innovation's nature, farmers' acceptability is examined. 3) In Gunung Sari Village, farmer counselling age and frequency effect adoption of farmer innovations. The independent variable is age-independent. Because new information is difficult to absorb, farmers embrace less innovations as they age. FREQUENCY INSTRUCTOR IS E The rate of innovation adoption will grow as farmers become more aware of the invention. Farmer awareness will increase.
3. Manu Sharma & R. K. (2020) Agro-tourism is both economical and connects urbanites to rural life. It gives tourists lifelong memories and helps farmers earn money. Agrotourism has two objectives: fun and education. It has significant promise in India, especially in Uttarakhand. Gharwal and Kumaon regions make up Uttarakhand. The state administration has designated 11 districts for agro-tourism. The CE concept commits the government to creating an ecosystem that secures tourist and farmer revenue.
 4. Evangelos Christou, Chrysoula (2019) The findings in this research reveal a correlation between trust in an agrotourism brand and trust in the company behind it. Branding may help agrotourism marketers generate confidence. The agrotourism company's brand connection can also be strengthened. The performance of competing agrotourism products and brands might impact brand confidence (this is rather usual in the agrotourism industry).
 5. Saugat and Mamata Shrestha (2019) Nepal offers much to offer agricultural tourists seeking an adrenaline sensation. But the country has yet to reach its full potential. However, agro-tourism in Nepal has had its ups and downs. The tourist industry is always looking for opportunities to get involved. Agro-tourism may be a new rising tourism industry in Nepal, a country known for its agriculture and tourism. Selling goods and services online offers big cash for farmers. Thus, the public, corporate, and community sectors must collaborate to promote Agro-tourism. Nepal has been in a decade-long civil conflict with Maoist rioters. This has affected the economy. This small country nestled between China and India relies heavily on tourism.
 6. Ismailova, Evgrafova (2019) The agritourism market will double to 50 billion rubles per year by 2035, creating 60 thousand new jobs in the countryside, and requiring around 15 billion ru in public support. Other sectors will benefit by 20-30 billion rubles. It will thus secure a return on public investment.
 7. Weerapon Thongma, Suvit Suwanno (2018) Resident views about various agro-tourism consequences were examined, as were their influence on participation in the development of agrotourism. Residents see agro-tourism as beneficial to themselves and their community. They felt agro-tourism has improved their lives by increasing tourism-related business opportunities. Agro-tourism has improved their lives by increasing recreational and farming activities. Using local community resources totally enhances local community pride. The report says residents and visitors may learn from one other and exchange farming practices. Decreased awareness of agro-importance tourism's in environmental conservation. Road, sanitation, parking, and landscape improvements. Tew and Barbieri (2012), Shaffril et al. (2015), and Srisomyong and Meyer (2015) (2015). It improved residents' moods.
 8. TATJANA STANOVA & SANA PEKOVI (2018) On the other hand, the report analyzed the current impediments to growing agro-tourism in northern Montenegro. In addition to financial and capacity building instruments, a considerable shift in rural attitude is required, as is extensive hospitality training. Creating new prospects involves considerable farmer involvement, training, and education. Evaluating a business idea, costs, risks, and prospects (Pribeanu et al., 2014). Following these findings, the report developed a framework for assessing the growth of agro-tourism in northern Montenegro.
 9. Chrysoula Chatzigeorgiou (2018) On the other hand, the report analyzed the current impediments to growing agro-tourism in northern Montenegro. In addition to financial and capacity building instruments, a considerable shift in rural attitude is required, as is extensive hospitality training. Creating new prospects involves considerable farmer involvement, training, and education. Evaluating a business idea, costs, risks, and prospects (Pribeanu et al., 2014). Following these findings, the report developed a framework for assessing the growth of agro-tourism in northern Montenegro.

RESEARCH GAP

From review of literature, it is observed that most of the studies are based on challenges in sustainability and growth of Agri-tourism. Very few researchers conducted study based on satisfaction of services at Agri-tourism centre are conducted. The research gap is there is no study on comparison of services and activities at Pune and Satara districts.

RESEARCH METHODOLOGY

This research is exploratory in nature. It is based on primary data. A structured questionnaire is used to collect data. For data analysis, a sample size of 165 respondents is examined and SPSS version 21 is used for the same. The questionnaire is validated using the Cronbach Alpha test. Inferential statistics are used to construct and validate research objectives. ANOVA, F-test, and Chi square test are some of the tools used in the study of objectives and hypothesis testing.

Following are the objectives of the study:

1. To study customer's satisfaction for services of agritourism in Pune and Satara.
2. To study motivational factors for visiting the agritourism centres in Pune and Satara districts.

DATA ANALYSIS:

The data analysis information is split in two parts. First part is the classification of demographic factors and descriptive statistics of variables. Second part consist of inferential statistics, consisting hypothesis that are tested.

DEMOGRAPHIC FACTORS

The primary data relevant to the study consists of demographic factors such as Gender, Age group, Qualification and Occupation of the respondents. For further investigation, Demographic information on these 165 respondents is as follows:

There are 110 male and 55 female respondents considered for this study, of which 82 male and 38 female respondents belong to Pune, while 28 male and 17 female respondents belong to Satara. From Pune district, 22 respondents are aged up to 25 years, 51 are aged between 26 to 35 years, 32 are aged between 36 to 45 years, 8 are aged between 46 to 55 years and 7 are aged above 55 years. Similarly, from Satara district, 19 respondents are aged up to 25 years, 9 are aged between 26 to 35 years, 6 are aged between 36 to 45 years, 10 are aged between 46 to 55 years and 1 is aged above 55 years. From Pune district, 20 respondents are HSC passed, 62 are graduates, 36 are postgraduates and 2 are professionals, while from Satara district, 7 respondents are HSC passed, 30 are graduates, 6 are postgraduates and 2 are professionals. Also from Pune district, 74 respondents are in service, 10 are in Business, 3 are self-employed, 14 are students, and 19 are housewives, while in Satara district, 16 respondents are in service, 2 are in Business, 5 are self-employed, 12 are students, and 10 are housewives, while in Satara district.

Information related to Satisfaction of services offered at the Agri-tourism centre is obtained from response to related questions. Suitable rating is given to responses and descriptive statistics is obtained.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Satisfaction-services	165	22.86	100.00	70.0087	18.98002

Test of reliability of scale: Cronbach Alpha test is used for validation of Likert scale used in the questionnaire. Test is applied for all 165 respondents and the calculated value is 0.957, It is more than the required value of 0.700. Hence the test is accepted. Conclusion is **scale is reliable and accepted.**

HYPOTHESIS TESTING:

The Mean score for Satisfaction level for services at agritourism centre is compared across the districts of the centres.

Null Hypothesis H_{01} : There is no significant difference in the Satisfaction level for services at Agri tourism across the districts of the centres.

To test the above null hypothesis, ANOVA is obtained, and F-test is applied.

The result of the F-test indicates that the p-value is 0.000. It is less than 0.05. Therefore, F test is rejected. Hence Null hypothesis is rejected, and the Alternate hypothesis is accepted. The conclusion of the result is that the Mean Score for Satisfaction level for services provided at Agri tourism centres is significantly different across the districts of the centres. It is lower for the agritourism centres situated in Pune district. The mean score for Satisfaction level for services provided at Agri tourism centres is highest at 80.95 percent for the centres in Satara districts, it is lowest at 65.90 percent for the centres in Pune district. This implies satisfaction level for Agri tourism centres is higher for centres in Satara district.

Null Hypothesis H_{02A} : There is no significant association between the motivational factors to visit the agritourism centres and the district of centres.

To test the association, Pearson Chi-square test is applied and the significance determined through p-value.

The result of Chi square test indicates that the p-value is 0.230. It is more than 0.05. Therefore, Chi square test is accepted. Hence Null hypothesis is accepted, and the Alternate hypothesis is rejected. The conclusion of the result is that all motivational factors play a similar role for the respondents to visit the agritourism centre irrespective of the district it is situated. The responses for 'Routine change' for centres in Pune district are 16, while that for Satara district it is 9. Responses for 'Call from tradition and culture' for centres in Pune district is 19, while that for Satara district it is 10. Responses for 'Adventure' for centres in Pune district is 6, while non for Satara district. Responses for 'Closeness to nature' for centres in Pune district is 79, while for Satara district it is 26. These proportions of responses are not statistically significant according to the Chi-square test. This implies that motivational factor is similar for centres of both districts.

Null Hypothesis H_{02B} : There is no significant association between the participation in Agri activities by the respondents and the district of centres.

To test the association, Pearson Chi-square test is applied and the significance determined through p-value.

The result of Chi square test indicates that the p-value is 0.839. It is more than 0.05. Therefore, Chi square test is accepted. Hence Null hypothesis is accepted, and the Alternate hypothesis is rejected. The conclusion of the result is that the positive responses for 'participation in Agri activities' in the centres in Pune district is 97, while that for Satara district it is 37. These proportions of responses with respect to the total number of responses from Pune and Satara respectively suggest similar participation in agritourism centres irrespective of the district it is situated. This implies that there is similar for participation in Agri activities in centres of both districts.

FINDINGS AND RECOMMENDATIONS:

Results of this study indicate that all the motivational factors for visiting the Agri tourism centres stated in the questionnaire such as 'Routine change', 'Closeness to nature', 'Adventure', 'Call from tradition and Culture' play a similar role in motivating the visitors to the centres situated in both the districts. Also, the proportion of respondents participating in the Agri activities is similar for centres situated in both the districts. It also investigates the satisfaction levels for services offered at these centres. Accordingly, services offered at the centres in Satara are better than those offered at the centres in Pune district. Thus, to promote Agri tourism in these centres and to improve the satisfaction level, the centres need to improve the quality of accommodation, hygiene, and safety issues.

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