

## **Analysis of constraints being confronted by the farm entrepreneurs**

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**ABSTRACT :** The study on analysis of different constraints being confronted by the farm entrepreneurs was conducted in two districts of Jammu and Kashmir namely, Jammu and Kathu with a sample size of 90 entrepreneurs. Three enterprises, which include mushroom growing, vegetable growing and strawberry growing were selected purposively as these enterprises were existing in the selected districts. The findings of the study revealed that the major constraints identified by the farm entrepreneurs in case socio-economic constraints in borrowing loans' was highest (60%) in strawberry growers. The technical constraint, were 'lack of technical guidance' was highest in vegetable and strawberry growers (60%) each. Storage and marketing constraints faced by the respondents were lack of storage facilities' was highest in mushroom (83.33%), followed by strawberry growers (80%) and vegetable growers (66.66%) and fluctuation in prices' was highest in vegetable growers (50%) and mushroom growers (40%). The other constraints encountered by farm entrepreneurs with regard to infrastructural problems lack of co-operative societies' was highest in vegetable growers (50%) and the enterprise-wise most common constraint faced by the vegetable growers was the 'low shelf life' (86.66%), followed by 'non-availability of good quality of plant material' (66.66%), 'inclement weather conditions' (63.33%) and attack of insect-pest' (60%).

**Key Words:** Farm entrepreneurs, enterprises and constraints.