

Analysis of Strengths, Weaknesses, Opportunities and Threats of Greenhouse Culture in Entrepreneurship Development and Job Creation in Rural Areas

(Case Study: Villages of Pakdasht County)

Hedayatollah Darvishi¹, Masoumeh Pazoki², Hojatollah Sadeghi*³, Maryam Beyranvandzade⁴

1. Ph.D., Student in Geography & Rural Planning, Shahid Beheshti University, Tehran, Iran

2. Assistant prof., in Geography & Urban Planning, Payam Noor University, Hamedan, Iran

3. Ph.D. Student, in Geography & Rural Planning, Isfahan University, Isfahan, Iran

4. Ph.D. Student, in Geography & Urban Planning, Shahid Beheshti University, Tehran, Iran

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Extended Abstract

1. INTRODUCTION

Economic situation of each country depends on economic function of that country like agriculture, manufacturing, mining and services. This function is formed by the optimal combination of productivity power of the land. It is possible that every country has had power of steady and efficient production in specific fields; therefore according to its production capacity and function, appropriate fields have been created for achieving economic efficiency.

The agricultural sector has an important role in rural development and surely, due to extensive changes in the structure and functions of agriculture, the use of new techniques and optimum utilization of the capabilities of this part requires planning and more attention. On the other hand, usage of new methods needs to change the perspective of economic. that dealing with entrepreneurship in agriculture part will need more attention as for the importance of entrepreneurship and its role in all countries economic development. So this matter has found its place in developing countries, especially rural development. Greenhouse cultivation in the agricultural sector is very impressive in the rural economy due to some factors such as the type, production, income and etc. the strengths, weaknesses, opportunities and threats analyzes of greenhouse cultivation in the development of entrepreneurship and job creation, is the goal of this paper. The investigated area is greenhouse cultivation of Pakdasht villages.

2. THEORETICAL FRAMEWORK

Entrepreneurship is closely linked to rural development. Entrepreneurship can expedite the process of rural sustainable development and improve income for farmers and other businesses.

Also the creation of job for rural women is very important. Providing the opportunity to work for women at home or in the vicinity of their homes causes that they can help the economy of their families and other rustics and reduce financial dependence and the pressing need for social support. This causes that in addition to the sustainability of the rural economy, social, cultural and environmental dimensions may be also influenced by it and sustainability of rural communities in all aspects may be achieved.

Entrepreneurship in rural Sustainable development causes rustics access to needed services and goods, economically viable, increase employment, reduce the phenomenon of migration to cities, promoting social security and welfare in rural areas. To encourage the creation of new businesses, diversifying rural production and economy, changes of rural Structures, utilization of resources accordance with correct principles and environmental protection, regional development and etc. So entrepreneurship in rural areas can provide groundwork for the growth and prosperity of the diverse activities via identify new opportunities and innovation in the use of resources and opportunities and this cause's productive and sustainable employment in rural areas and come off the concept of rural sustainable development. It must be said that the development of rural entrepreneurship is in agriculture sector. Indeed, achieving agricultural development is one of the most important objectives of the communities in the planning of large-scale rural development and it can be considered as a dynamic and sustainable process in order to increase agricultural production and optimal changes in the lives of farmers. The first stage for the development of entrepreneurship in agriculture understands the capabilities and limitations

*. Corresponding Author: h_sgeo@yahoo.com

Tel: +9821333274466

because Sustainability plan can be selected by this recognition. This research has taken this approach which identifies and analyzes strengths, weaknesses, opportunities and threats points in this study.

3. METHODOLOGY

Research method regarding to the aim of the study is applied in nature and also based on descriptive – analytical method. Both internal and external factors in the evaluation matrix (IFE and EFE) in SWOT model is used for quantitative assessment of internal and external factors. In the first stage, four points of strengths, weaknesses, opportunities and threats were determined through interviews with the people and presence in the countryside, then a questionnaire was designed by the help of experts.

4. DISCUSSION

Among the nine strengths points of Pakdasht, the factor of income and making job for rustics in various fields such as packaging , design and construction packages , planting and harvesting, production of cut – flowers and ornamental plants is known as the most important factor with score of 0.36. Among the five points of weakness of Pakdasht, deficient of storeroom and transport cars of cut- flowers and ornamental plants which be equipped with refrigerator is the most significance weaknesses with score of 0.14. Proximity to the largest market of cut- flowers and ornamental plants (Tehran - Karaj) is the most overriding opportunity with 0.36 and finally, the lack of efficient and effective marketing in Production of cut – flowers and ornamental plants in inside and outside the country is the most considerable threat with 0.1. Data analysis reveals the fact that the obtained scores from the assessment of internal factors (strengths and weaknesses are 2.66. So the total score of the strengths factor is 2.15 and Total score of Weaknesses is 51/0 then strengths points are Superior and therefore planning is provided on the basis of strengths and eliminating weaknesses. The results of the evaluation matrix of external factors (opportunities and threats) indicate that the obtained score is 2.87. Therefore; it has concluded that the opportunities outweigh the threats According to the final score of the opportunity factors (2.34) and the factors of threatened (0.53).

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In general, special Strategies are needed to take advantage of this situation that Weaknesses be minimized and deal with threats. Analysis of internal factors (strengths and weaknesses) and external factors (opportunities and threats) indicate that Invasive strategy (peak - peak) with a score of 4.49 as a main strategy has been adopted in the production of cut - flowers and ornamental plants.

5. CONCLUSION

According to data analysis and the SWOT model, capacities and limitations of greenhouse cultivation in Pakdasht rural settlements is indicative that in order to improve efficiency and eliminate the negative points in the development of entrepreneurship and job creation in this sector, inhibitors and negative cases should be remedied. Compare the results of this study with previous research, the fact that development is possible based on entrepreneurship approach via recognition of capabilities and affected fields in the rural sector. Required fields in the study area must be provided in the infrastructural, cultural, social and environmental dimensions.

The following research recommendations are:

- 1- Creation of a Biotechnology Research Institute and a research station of cut – flowers and ornamental plants and a penology lab in order to proliferate new varieties due to the natural potential of the region in Pakdasht;
- 2- Cooperation with abroad scientific and research institutions;
- 3- Establishment and strengthening of unions and cooperatives and Sale agency of cut -flowers and ornamental plants for marketing and sales for export to abroad;
- 4- Change the traditional mode of production plants to industrial in order to improve the export, marketing and product sales;
- 5-Preparation and e-commerce training to the producers of flowers and ornamental plants of the study area;
- 6- Vouchsafement Financial and credit facilities to farmers in order to convert traditional greenhouses to modern and mechanized greenhouses.

Key words: Greenhouse cultivation, entrepreneurship, rural job creation (job making), SWOT model.

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