



INCLINATION TOWARDS AGRIPRENEURSHIP AMONG YOUNGSTERS- A STUDY CONDUCTED IN IDUKKI DISTRICT

Misheal Tomy

PG Student(Commerce), Marian College Kuttikkanam, Autonomous, PIN:685 531, Kerala

Mr. Ubais Iqbal

Assistant Professor, Reseach and PG Department of Commerce, Marian College
Kuttikkanam, Autonomous, PIN:685 531, Kerala

ABSTRACT

Indian economy is ostensibly an agrarian economy with a contribution of 7.68 percentage of the total global agricultural output and moreover an economy with a highly promising and propitious young population.

Being an agrarian economy with assuring young population, Agripreneurship is a rosy subject as far as Indian economy is concerned. The present study made an attempt to figure out the determinants and challenges in the adoption of agripreneurship as a career option by youngsters. The study ends up with the following major findings such as; youngsters have a positive perception and attitude on most of the grounds under study except accessibility to inputs, credit facilities, slow and low return, profit and return from agripreneurship, potential for growth of agripreneurs, youth involvement for the development of agriculture sector and pride involved in agripreneurship. Besides, the study identified inadequate technical knowledge, dominant logic that only experienced person can run the agri-business, lack of support from family, lack of confidence to succeed in agri-business, lack of decisiveness to start agripreneurship, lack of positive mind-set regarding agripreneurship, lack of awareness on agricultural business supporting services and difficult to get expected number of consumers as major challenges facing by youngsters in the adoption of agripreneurship as a career option. In order to change the negative perception of agribusiness venture in some youths, Government, Non-Governmental Organizations, other agriculture promoting agencies, educational institutions and society should educate the youth about the

benefit of venturing into agribusiness and should minimize the challenges that youth who venture in agribusiness faces. Various strategies should be put in place to motivate and encourage more youth to venture in agribusiness

Key Words: Agripreneurship, Perception, Attitude, Constraints

INTRODUCTION

There are about 1.8 billion young and the 85% of these belong to developing countries (Affairs D. E., 2015). It is imperative for any agricultural based economy to motivate and encourage the youth to engage in agriculture to enable such economy to thrive and be stable. The importance of youth labour in agriculture emanates from the fact that they are able to overcome various challenges facing the agriculture sector since they are less conservative and are open to change, new methods and technology than elderly farmers (Daudu, 2009). Today's and tomorrow's agri-“culture” demands an entirely different approach from the past. We are keen in using the “buzz” words of the day with the entire scenario. Agripreneurship is one of those words. However, we collectively forget or ignore to check if we are ready to embrace the idea of Agripreneurship or if we are enough equipped to convert this idea into reality. This is an attempt to understand the readiness to embrace the concepts of Agripreneurship in the real world scenarios of developing countries, by the current and future generations, its transition from traditional to commercial agriculture and the problems it faces. The project discusses level of inclination of youngsters towards agripreneurship and some of the developmental challenges facing by them.

OBJECTIVES

- To study the perception about agripreneurship among youngsters
- To study the attitude of youngsters about agripreneurship.
- To test the association of gender and current status of respondents on the perception and attitude of youngsters towards agripreneurship

REVIEW OF LITERATURE

(Farah Adala Abdullah, 2012) explored the inclination of the younger generation particularly the youth towards involvement in agriculture. Most of the youth expressed their positive feelings towards agriculture as a booster for their socio-economic level. The study found problems such as high risks and unattractive have obstructed their maximum involvement in agriculture. (Muthomi, 2017), (Bose, 2013), (Rizki Novanda Ridha, 2016), (Singh, 2012) and

(Adekunle, 2009) found that business know-how, access to affordable employees, access to agricultural inputs, access to markets, access to agricultural machinery, access to technical assistance, access to mentors, education on agriculture/agribusiness, access to information about agribusiness, access to capital, access to extension services, low returns to agricultural investment, lack of access to tractors and other farming inputs, public perception of farmers, lack of basic knowledge of modern farming techniques as the major impediments.

The studies made by (B.G Gadhvi, 2013), (Abdul Aziz Abdullah, 2013), (Nnanna Agwu, 2014) and (Nain M.S, 2015) observed that major constraints perceived by agricultural postgraduates were; bank loan procedure is extensive, lack of consciousness to have agribusiness, inadequate technical knowledge regarding agribusiness, the dominant logic that only experienced person can run the agribusiness and lack of support from the family. (Jeffrey Lawrence D'Silva, 2009) identified that youths from smaller cities and towns were found to be more knowledgeable and involved extensively in farming activities compared to their counterparts from larger population centers while (A.S Bahaman, 2010) and (Lawrence, 2010) observed urban and rural youth have same level of acceptance, attitude and knowledge towards contract farming.

The researches made by (Shrivastava, 2010), (Dr. Tripathi Ravindra, 2015), (A.P. Upadhyay, 2013) and (Bairwa Shoji Lal, 2014) found that increases the income level and employment opportunities, induces productivity gains by smallholder farmers and integrating them into local, national and international markets, reduces food costs, supply uncertainties and improving the diets in rural as well as urban areas and thus agriprenurship plays various roles in the growth and development of national economy. (Dhakre, 2014) observed that aspiration of students towards agriculture enterprise was positively and significantly associated with father occupation, family size and aim of joining.

RESEARCH GAP

The study revised almost all the available and existing works of literature on the topic agriprenurship and most of these literatures were revolving around factors influencing the adoption of agriprenurship, knowledge about agriprenurship and extend of adoption of agriprenurship etc. Therefore the existing works of literature leaves a need over which constitutes the topic and relevance of the current study which is the inclination towards Agriprenurship among youngsters.

HYPOTHESES OF THE STUDY

In this study the following hypotheses are adopted for testing.

- i. [H_0]: There is no association between gender of the respondents and their perception and attitude towards agriprenurship.
- ii. [H_0]: There is no significant difference between the current status of respondents and perception and attitude towards agriprenurship.

RESEARCH METHODOLOGY

It is an empirical study based on both primary and secondary data. Primary data was collected through questionnaire. Using convenient sampling technique, 55 sample respondents were selected. For the purpose of validating the questionnaire, a pilot study was conducted among 10 respondents. The secondary data used in the study were collected from journals, websites and other publications. The collected data was analysed by using statistical and mathematical tools and techniques like percentage, mode, t-test, anova etc. Statistical Package for Social Sciences (SPSS) software was used during the process of data analysis. The results of analysis of data are presented in the form of tables and graphs.

DATA ANALYSIS AND RESULTS

1. PROFILE ANALYSIS

Table 1. Profile of the respondents

1.1 Gender of the respondents						
	Male			Female		
Frequency	41			14		
Percentage	74.5			25.5		
1.2 Current status of the respondents						
	Studying	Agri-related works	Business	Professional job	Job seeking	Others
Frequency	10	12	9	7	11	5
Percentage	18.2	23.6	16.4	12.7	20.0	9.1
1.3 Occupation of father						
	Business	Agriculture	Govt. job	Private job	Others	
Frequency	10	11	11	13	10	
Percentage	18.2	20.0	20.0	23.6	18.2	
1.4 Occupation of mother						
	Business	Home making	Govt. job	Private job	Others	
Frequency	9	16	1	7	11	
Percentage	16.4	29.1	21.8	12.7	20.0	

Source: Primary Data

From the table the study interprets that, out of the 55 respondents 74.5 % are male and 25.5% are female. Of the 55 respondents 10 are studying, 13 are doing agriculture related works, 9 are doing business, 7 are professionals, 11 are job seekers and 5 are doing other kind of works. There are 11 respondents each [20%] whose father is doing business and government job. Another 10 respondents' father is agriculturists. The number of students whose father is

doing private job is more [23.6%]. 18.2% fathers are businessmen and another 18.2% are doing other jobs. Of the respondents 29.1% of the mothers are engaged in home making. 21.8% of mothers are government employees, 16.4% are doing business, 12.7% of mothers are private employees and 20% are doing other jobs.

2. INFERENCE ANALYSIS

Table No. 2.1

Table showing perception and attitude of respondents

2.1	PERCEPTION	MODE
1	High initial investment	1
2	Lack of incentives de-motivate the agripreneurial intention	1
3	Low social status	1
4	Insurance schemes are dissatisfied	1
5	Credit facilities are inadequate	4
6	Slow and low return	4
7	Poor accessibility to inputs	5
8	Lack of access to technical assistance	3
2.2	ATTITUDE	
1	Promises a good profit	2
2	Potential for growth	1
3	Youth involvement for development	1
4	Pride profession	1
5	Satisfaction and experience	3
6	High-status job that is glamorous and worthy	5
7	Interesting and stimulating	4
8	Fit for those living in village	3
9	Encouraged by family and friends	2
10	Professional and high approval obtainable	3
11	Inherited the tradition of family	4
12	Promise good return	1

Source: Primary Data

Factors pertaining to Perception towards agripreneurship shows the extent to which respondents feel being able to enact the behaviour of an agripreneur. Mode of the first four variables of the factor Perception is 1 and it indicates high degree of disagreement to the statements, for the fifth and sixth variable mode is 4 which indicate Agreement to the statements. Mode of the seventh variable is 5 which show high degree of agreement to the statement and for the eighth variable it is 3 which mean the majority of the respondents are neutral to the statement. Therefore the study interprets that majority of the respondents are having a positive perception about the first four variables related to Agripreneurship and having negative perception about the fifth, sixth and seventh variables and they have no perception regarding the eighth factor.

The mode of all the variables pertaining to the factor Attitude shows either positive or negative emotions, beliefs or behaviours of respondents toward agripreneurship. Majority of the respondents are disagreeing with the first, second, third, fourth, ninth and twelfth statements given in the questionnaire and they are agreeing with the sixth, seventh and eleventh variable given. Majority of the respondents are neutral to the fifth, eighth and tenth variables. Therefore the study interprets that majority of the respondents have positive attitude towards sixth, seventh and eleventh variable, negative attitude to the first, second, third, fourth, ninth and twelfth factors, and they have no any stand regarding the fifth, eighth and tenth factor.

Table No.2.2

Table showing plan to start agripreneurial venture.

Plan to start agripreneurship	No. of respondents	Percent
Yes	31	56.4
No	24	43.6
Total	55	100.0

Source: Primary Data

It is clear from the table that majority of respondents (56.4%) possess agripreneurial intentions and students do not any plan to start agriculture business in near future scales to 43.6%.

3. HYPOTHESIS TESTING

3.1 Hypothesis Testing 1

[H₀]: There is no association between gender of the respondents and their perception and attitude towards agripreneurship.

[H₁]: There is association between gender of the respondents and their perception and attitude towards agripreneurship.

Table No.3.1.1 Independent sample t test based on Gender and Perception							
Gender of the respondent	Mean	Std. Deviation	t value	Degree of freedom	Sig. (2-tailed)	Mean Difference	
Male	2.8933	.56704	-.466	95	.643	-.07992	
Female	2.9732	.51464				-.07992	

Table No.3.1.2 Independent sample t test based on Gender and Attitude							
Gender of the respondent	Mean	Std. Deviation	t value	Degree of freedom	Sig. (2-tailed)	Mean Difference	
Male	2.9654	.42450	.316	95	.753	.04283	
Female	2.9226	.47756				.04283	

Source: Primary Data

The mean value of male and female respondents on their perception on agripreneurship shows that there is no significance difference in the mean scores of male (M=2.8933, S.D=.56704) and female (M=2.9732, S.D=.51464) respondents (t (95) = -.466, p=.643). This result suggests that gender of respondents does not have an effect on their perception on agripreneurship.

The results shows that there is no significance difference in the mean scores of male (M=2.9654, S.D=.42450) and female (M=2.9226, S.D=.47756) respondents (t (95) = .316, p=.753) on their attitude towards agripreneurship. his result suggests that gender of respondents does not have an effect on their attitude on inclination towards the agripreneurship.

3.2 Hypothesis Testing II

[H₀]: There is no association between current status of the respondents and their perception and attitude towards agripreneurship.

[H₁]: There is association between current status of the respondents and their perception and attitude towards agripreneurship.

Table No. 3.2.1 One-Way ANOVA of Current Status and Perception.							
Descriptive Statistics				One - Way ANOVA			
Current Status	N	Mean	Std. Deviation		Sum of Square	F	Sig.
Studying	10	3.0375	.54661	Between Groups Within Groups Total	.459 15.912 16.371	.283	.920
Agri-related works	13	2.8846	.49598				
Business	9	2.9861	.87152				
Professional job	7	2.7500	.43899				
Job seeking	11	2.8523	.43236				
Others	5	2.9750	.54054				
Total	55	2.9136	.55061				

Table No. 3.2.2 One-Way ANOVA of Current Status and Attitude.							
Current Status	N	Mean	Std. Deviation		Sum of Square	F	Sig.
Studying	10	3.0750	.59246	Between Groups Within Groups Total	.753 9.439 10.192	.782	.567
Agri-related works	13	3.0000	.47140				
Business	9	2.7685	.32483				
Professional job	7	2.7857	.44581				
Job seeking	11	3.0227	.38386				
Others	5	3.0167	.16029				
Total	55	2.9545	.43444				

Source: Primary Data

In the case of one-way ANOVA on current status and perception of respondents test statistic accepted the null hypothesis and so it can be concluded that there is no association between current status of respondents and their perception towards the agripreneurship.

Null hypothesis is accepted in the case of current status and attitude of respondents, on the ground of significant value being above 0.05. That is, current status of the respondents and the attitude of respondents towards the agripreneurship are not associated.

MANAGERIAL IMPLICATION

Government and Non-Governmental Organizations schemes, banks and financial institutions, agriculture promoting institutions and other agencies should be more reachable to people, so

that accessibility to agricultural inputs can be improved. Orientation techniques like seminars by agripreneurs, industrial visits, workshops, and incubation facilities etc. should be implemented to enhance the intention of youth to become agripreneur and make them technically updated.

SCOPE FOR FURTHER RESEARCH

The study found that most of the youngsters are inclined to agripreneurship and they have a positive perception towards it. The study has also identified some negative attitude of respondents towards agripreneurship in certain aspects. The study leaves a scope for developing a model suggesting the adoption of agripreneurship as a career option for future works.

CONCLUSION

This study was conducted to assess the inclination of youngsters towards the agripreneurship by analysing perception and attitude of youngsters towards the agripreneurship and the constraints facing by youngsters in the adoption of agripreneurship as a career option. The results shows that youngsters have a positive perception and attitude on most of the grounds under study except accessibility to inputs, credit facilities, slow and low return, profit and return from agripreneurship, potential for growth of agripreneurs, youth involvement for the development of agriculture sector and pride involved in agripreneurship.

The study suggests involvement of Government, Non-Governmental Organizations, and other agriculture promoting agencies, educational institutions and society. If that is done, our great nation which is based on agriculture would have more number of young agripreneurs in future.

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