

PERCEPTION OF YOUTH TOWARDS AGRIPRENEURSHIP WITH REFERENCE TO KOTTAYAM DISTRICT.

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Abstract

One of the important sectors of Indian Economy is agriculture. Kerala has unique agro-climatic specialties, which enable it to cultivate many types of crops. Entrepreneurship and agriculture are closely related to each other. Farmers show remarkable ability to adapt to new technologies which helps them to organize their farms in new and innovative way. Global Forum For Rural Advisory Services (GFRAS) define "Agripreneurship means the entrepreneurship activities practiced by individual who aims to create wealth by applying innovative skills within the agriculture industries". The present study highlights the youth's perception on agripreneurship. The primary objective of the study is (i) To analyze the perception of youth towards agripreneurship. The secondary objective is to (ii) To identify the level of information towards agripreneurship (iii) To analyse the factors that influence innovation in agriculture sector.

Key words: Agripreneurship, youth.

INTRODUCTION

Global Forum For Rural Advisory Services (GFRAS, 2016) Agripreneurship refers to entrepreneurship in agriculture. Entrepreneurs are the one who take risks and can quickly change the threats and the weakness into opportunities and strengths. But farmers usually lack experiences, access to services and markets to have realistic chances to succeed as entrepreneurs. In addition, agripreneurs are influenced by external, systematic factors such as economic and social barriers, policies and regulations.

Youth of this country would be the back bone of success of agripreneurship. The biggest hope now is the substantial youth population of the country. Youth has brought in many changes in the society. Youth are defined as those aged 15 to 29 in the national youth policy (2014). This age-group constitutes 27.5% of India's population.

THEORETICAL PERSPECTIVE

Global Forum For Rural Advisory Services (GFRAS) define "Agripreneurship means the entrepreneurship activities practiced by individual who aims to create wealth by applying innovative skills within the agriculture industries". Agripreneurship are meaningful solution across the agricultural value chain. So it is important to conduct study regarding various aspects of agripreneurship. The allied sectors like sericulture, dairy farming, mushroom cultivation, fisheries etc have a lot of potential for agripreneurship in agriculture sustainability.

According to Baidya (2016) Agripreneurship is essential because of

- Increasing demand for organic/quality food both in India as well as abroad. Market growth of around 15-25 per cent per year.
- Competitive advantages for many primary production activities in agriculture. Rain-fed farming, tropical fruits and vegetables, livestock, animal husbandry, aquaculture, wild craft, etc. are produced through real low cost production methods.
- Private sector is willing to enter into agri-business at all levels of operations. Changing consumer demand and retail revolution has opened the doors for investment by private sector in agri-businesses like Reliance, Bharati, Pantaloons, Carrefour, etc.
- To reduce malnutrition

SCOPE OF THE STUDY

Agricultural products are having huge demand as the days pass by as well as trends towards agricultural performance is increasing day by day. The scope of study is rapidly increasing due to the fact that the intensity of competition in bringing out innovation is high on agricultural sector. The study is designed and conducted to find the the perception of youth towards role of agripreneurship in agriculture sustainability with special reference to Kottayam district.

Research gap is found out from extensive literature review. Only few studies in Kerala, is done on the topic on perception of youth towards Agripreneurship especially in Kottayam district.

IMPORTANCE OF THE STUDY

The study examines the role of agripreneurship in agriculture sustainability according to the perception of youth. Thus the current study helps in future references and also helps researchers in conducting future studies in agricultural innovation and business management field. This study will also be helpful future researchers to understand and do more research on areas of agripreneurship. Scope of this study is limited to youth in Kottayam district. Hence, in order to generalize result future researcher can undertake study in other area also.

OBJECTIVES

The primary objective of the study is

(i) To analyze the perception of youth towards agripreneurship

The secondary objective is to

(ii) To identify the level of information towards agripreneurship

(iii) To analyse the factors that influence innovation in agriculture sector.

(iv) To identify the challenges faced by youth towards agripreneurship

LITERATURE REVIEW

Literature review intends to review the existing works, studies and research conducted by renowned authors with respect to agripreneurship with regards to business innovation.

Saili, Jaili and Hamzah (2018) conducted study on dissecting factors causing active behaviour associated with continuity of youth participation in agripreneurship. Quantitative study carried out among the departments revealed that two major group of behaviour namely psychological and economic factors dictated the acceptance of youth towards agripreneurship.

Sanjay Aswale (2015) The main objective of the study is to review the concept of Agripreneurs, and to study the performance, innovations and creativity of Agripreneurs in Agro-business. A sample of 50 successful Agripreneurs was selected using simple random sampling from. The results and discussion after analysis revealed that age and return on their investment negatively and non-significantly correlated with agripreneurs success and standard level with creativity and innovation. The agripreneurs need creativity and innovation in agro business to success.

Uma V.P, Shrivastava (2015) The study has been conducted to understand the basic operating procedure they follow and the problems they come across in their venture of Agripreneurship Development and its Management. A total sample size of 117 such farmers were taken ranging from small to middle size farmers. The study also leads to an insight wherein the Agripreneurs with either some modular planning and/or some modification in the state of the products get into better business opportunities.

RESEARCH METHODOLOGY

Population

The population of the study include youth in the Kottayam District..

Sources of data

The present study incorporates the collection of both primary and secondary data for in depth investigation. Primary data are collected with the help of structured questionnaire and personal interview from a sample of 150 youth from Kottayam district. Secondary data are also used in the study which consists of journals and magazines, reports of projects and studies conducted by many experts and researchers.

Sampling Method

Convenience sampling is being used

Methods for data collection

Survey method will be adopted. Survey methodology studies the in-depth sampling of individual units from a population and administering data collection techniques on that sample. It includes instruments or processes that ask different question types to a predefined sample, to conduct data-collection and increase the survey response rate. Structured questionnaire was distributed among agripreneurs for Primary data collection.

Structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions, for gathering information from respondents.

Secondary data will be conducted using desk research. Expert survey will be conducted to collect further information from officials.

Tools for data collection

Structured questionnaire will be distributed among agripreneurs in order to collect data. Analysis of data are done using independent sample t test and ANOVA

Research Design

Descriptive cum exploratory research design will be used as study is of existing as well as changing state of affairs.

ANALYSIS OF DATA

Source of information Table 1

Particulars	Frequency	Percent
Family/neighbors	19	12.7
Printed/visual/digital media	89	59.3
Friends	36	24
Others	6	4
Total	150	100

Source: Primary data

It is clear from the Table, 12.7 per cent respondents get information related to agripreneurship from family or neighbors, 59.3 per cent get information from media which can be printed, visual or digital media, 24 per cent from friends, 4 per cent from other sources.

TESTING OF HYPOTHESES

H0: There is no significant difference in the level of information of youth on agripreneurship based on gender

TABLE 2- Gender wise analysis of level of information

Statements	Gender		Mean	SD
I'm interested in agripreneurship innovation	Male	99	3.4242	1.19600
	Female	51	2.7647	1.45035
I think agripreneurship innovation is risky	Male	99	3.5657	1.22192
	Female	51	3.5294	1.40503
I have a positive attitude towards agripreneurship innovation	Male	99	3.1919	1.33766
	Female	51	3.1569	1.62939
I think agripreneurship innovation can increase income	Male	99	3.4444	1.09937
	Female	51	3.1569	1.28643
I think agripreneurship is key to success	Male	99	3.3333	1.06247
	Female	51	3.1961	1.39101

Source: Primary data

Independent Sample T Test Table 3

Statements	t	df	sig
I'm interested in agripreneurship innovation	2.972	148	0.003
I think agripreneurship innovation is risky	0.163	148	0.870
I have a positive attitude towards agripreneurship innovation	0.141	148	0.888
I think agripreneurship innovation can increase income	1.431	148	0.155
I think agripreneurship is key to success	0.585	148	0.559

Source: Table 2

Since from the Table, it is clear that the significance value is more than 0.05 in case of statements such as I think agripreneurship innovation is risky, I have a positive attitude towards agripreneurship innovation, I think agripreneurship innovation can increase income, I think agripreneurship is key to success. While in case of statement I'm interested in agripreneurship innovation, it is less than 0.05. It indicates that among male and female there is significant difference in the level of information of youth on agripreneurship based on former statement, in latter case there is no significant difference.

H0: There is no significant difference in the factors that influence innovation on agripreneurship based on education

Education Table 4

Particulars	Frequency	Percent
Under graduate	19	12.7
Graduate	89	59.3
Post graduate	36	24
Others	6	4
Total	150	100

Source: Primary data

ANOVA Table 5

Particulars		Sum of squares	df	Mean square	F	Sig.
Desire to earn profit	Between groups	.456	3	.152	.072	.975
	Within groups	309.418	146	2.119		
	Total	309.873	149			
Availability of workers from family	Between groups	6.979	3	2.326	1.378	.252
	Within groups	246.415	146	1.688		
	Total	253.393	149			
Availability of capital and raw materials	Between groups	.482	3	.161	.123	.947
	Within groups	190.991	146	1.308		
	Total	191.473	149			
Availability of opportunities	Between groups	.600	3	.200	.112	.953
	Within groups	260.874	146	1.787		
	Total	261.473	149			
High level of confidence	Between groups	3.499	3	1.166	.609	.611
	Within groups	279.834	146	1.197		
	Total	283.333	149			
Didn't want to work for others	Between groups	.727	3	.242	.153	.927
	Within groups	230.367	146	1.578		
	Total	231.093	149			
Good access to training and external factors	Between groups	6.931	3	2.310	1.699	.170
	Within groups	198.569	146	1.360		
	Total	205.500	149			

Source: Table 4

Since from the Table, it is clear that the significance value is more than 0.05 in all statements. It indicates that among respondents of different educational level there is no significant difference in the factors that influence innovation on agripreneurship.

H0: There is no significant difference in the challenges faced by youth on agripreneurship based on gender

Table 6 Challenges

Statements	Gender		Mean	SD
Lack of workers	Male	99	3.0909	1.51247
	Female	51	2.8039	1.18355
Lack of available training facility	Male	99	3.9697	.98410
	Female	51	3.3333	1.22746
Lack of partners	Male	99	4.0908	1.12192
	Female	51	3.5882	1.26770
High expense	Male	99	3.9697	1.01473
	Female	51	3.5294	1.11987
Lack of proper channels of marketing	Male	99	4.0707	1.09965
	Female	51	3.4118	1.18620

Source: Primary data

Independent Sample t test Table 7

Statements	t	df	sig
Lack of workers	1.181	148	.240
Lack of available training facility	3.442	148	.001
Lack of partners	2.436	148	.016
High expense	2.429	148	.016
Lack of proper channels of marketing	3.384	148	.001

Source: Table 6

Since from the Table, it is clear that the significance value is more than 0.05 in case of lack of workers, while in lack of available training facility, lack of partners, high expense and lack of proper channels of marketing the value is less than 0.05. It indicates that among male and female there is no significant difference in challenges faced by youth on agripreneurship based on lack of workers, in all other cases there is a significant difference.

FINDINGS

- Respondents mostly get information relating to agripreneurship from printed/visual/digital media followed by friends and family.
- From testing Independent t test for level of information, value is more than 0.05 in case of statements such as I think agripreneurship innovation is risky, I have a positive attitude towards agripreneurship innovation, I think agripreneurship innovation can increase income, I think agripreneurship is key to success. It means the H₀ is accepted. While in case of statement I am interested in agripreneurship innovation, it is less than 0.05. It means H₀ is failed to accept. It indicates that among male and female there is significant difference in the level of information of youth on agripreneurship based on former statements, in all latter case there is no significant difference.
- From testing ANOVA It indicates that among respondents of different educational level there is no significant difference in the factors that influence innovation on agripreneurship.
- From testing Independent t test in case of challenges, it is clear that the significance value is more than 0.05 in case of lack of workers, while in lack of available training facility, lack of partners, high expense and lack of proper channels of marketing the value is less than 0.05. It indicates that among male and female there is no significant difference in challenges faced by youth on agripreneurship based on lack of workers, in all other cases there is a significant difference.

CONCLUSION

From the analysis and interpretation, it can be concluded that youth are having awareness about agripreneurship and its various innovations and they are having a positive perception towards its possibilities. They are motivated to do more innovations based on factors such as more income and more opportunities. They are interpreting and understanding information majorly from Medias which can be printed, visual and digital. The hindering factor for approaching to it lack of adequate marketing facilities. But the disadvantages are overcome by their positive perception. Therefore it can be concluded that by giving more support towards youth and encouraging them to agripreneurship the growth of the country can be increased by multiple folds.

SUGGESTIONS

- Loans and financial assistance can help more youth attracted towards agripreneurship.
- Corporates should provide support for more innovations.

- Workshops by government agencies can be beneficial.
- Effective educational and training programmes may be conducted in colleges and schools.

LIMITATIONS AND FUTURE SCOPE

The sample selected for the study is very small, so the limitation of the sample will affect the study. Only limited factors affecting the perception and challenges are studied. Further studies can be conducted on the various factors. And is conducted only on Kottayam district it can be conducted in the whole state or in India.

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