

A STUDY ON YOUTHS PERCEPTION TOWARDS AGRICULTURAL ENTREPRENEURSHIP

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Abstract:

Agriculture is the most integral part of Indian economy. It provides environmental reimbursement such as conservation, preserved biodiversity. The agriculture sector is strategically positioned to have a high multiplayer and linkage effect on any nation's quest for socio-economic and industrial growth. The present study highlights the youth's perception towards agricultural entrepreneurship. The study area is restricted to Tarikere taluk only. The numbers of respondents were limited to 50 only. The data for the present study has been collected from both primary and secondary sources. Primary data has been collected with the help of structured questionnaire by meeting 50 youths who still perceiving their education. The respondents were selected randomly. This study area is limited to Tarikere taluk only.

Keywords: agriculture, entrepreneurship, perception, youths etc

INTRODUCTION:-

Agriculture plays a vital role in the development of economy. It is also called as the backbone of Indian economy. Major portion of Indian population livelihood is based on agriculture. Agricultural outcome is a source of food for livestock. Agriculture creates employment opportunities to the major portion of Indian population even though their educational qualification is not up to the mark. The recent advancement in agricultural sector like infrastructure development, loan availabilities, technological advancements, contract farming, farm mechanization, and information and communication technology had brought a drastic transformation in agricultural sector. Now a day's most of the youths are willing to be an entrepreneur as a first priority as their source of income to improve their standard of living. Agriculture is one of the leading platforms for the youths to build their career as an agricultural entrepreneur. However, the present study has been undertaken to analyze the youth's perception towards agricultural entrepreneurship and to study the problems and prospects of agricultural entrepreneurship and to study in detail about agricultural entrepreneurship.

REVIEW OF LITERATURE:-

- **Thomas kihinde adesina, Eforoku favour (2018)**, conducted a study on **“Determinants of participation in Youth in agricultural program in ondo State, Nigeria”** in this paper they have undergone to create employment for the youth through active participation in modern agricultural practices by raising the production efficiency and productive of the participants there by taking up farming as a life time vacation; This study was to identify determinants of participation in YIAP with particular highlights on the socio economic characteristics of the participants, it was found that youths have favourable attitude towards the programme and in adequate training facilities was the most severe constraints.
- **Abdul-lateef Ayinde latopa Shafriannorazizan Syed Abdul Rashid (2015)** conducted a study **“Identify the causes of decline in youth participation in Agricultural employment programme of youth integrated training farm malate, kwara State”**. The major objectives of this study are trying to find the causes of decline in youth participation in agricultural empowerment programs using youth integrated training farm, it was collected by interviews, group discussion and documents, it was found that the causes of the decline in youth participation in agricultural empowerment program are inherent in the ineffective. Strategies that will attract the youth to agriculture business.
- **Abdul Aziz Abdullah, norhlilmatus naem Sulaiman (2013)** conducted a study on **“Factor that influence the interest of youths in agricultural entrepreneurship”** in this paper they have undergone to identify the factors that influence youth to become agriculture entrepreneur and to investigate the relationship of factors with the interest of youth to become agriculture entrepreneur, the data have been collected through qualitative and quantitative method, this study has identified 3 factors that influence the youth to involve in Agriculture entrepreneurship:-attitude, acceptance and knowledge, besides it has also investigated the relationship between these factors with the interest of youth to become entrepreneurs.
- **Saziso Ernest madoda keswa, professor s Ngcobo (2017)**, they conducted a study on **“An investigation into graduates perceptions of entrepreneurial opportunities at Agricultural college”** In this paper they have undergone investigation of the possible reasons for successes and failure in agricultural entrepreneurial, weighing-up Of graduates and students perception on entrepreneurial opportunities in Northern kwazulu Natal and the understanding

the reasons for students and graduates perceptions towards entrepreneurial agriculture, the data have been collected through quantitative and qualitative, it was founded forming such as money, self- esteem Independence, subsidized vehicles, pension schemes, bonus checks, land ownership and many more could either Drive the graduate and student towards Agriculture as an entrepreneur or as an employee.

- **Vladimir Njegomir, Ljubo pejanovic, Zorackekovic (2017)**, conducted a study on “**Agricultural entrepreneurship, environmental protection & insurance**”. In this paper they have undergone to determined the need for the study of agricultural entrepreneurship in the context of vulnerability to risks from the environment, the data have been collected through statistical analysis, it was found that the environmental protection & agricultural insurance are complimentary mechanisms of risk protection that provide significant support to Agricultural entrepreneurship & the development of agricultural production.
- **Carolien ketelaar-de Lavwere, Insurance Enting Peter vermeulen, kees verhaar (2002)**, they conducted a study on “**Modern agricultural entrepreneurship**”, in this paper they have undergone to provide insight into actual state of the art of Dutch Agricultural entrepreneurship, the data have been collected through qualitative, interviewing, it was founded that an environmental factors such as region and a personal feature such as age can affect entrepreneurship.

OBJECTIVES OF THE STUDY

1. To study in detail about agricultural entrepreneurship
2. To study youths perception on agricultural entrepreneurship
3. To study the problems and prospects in agricultural entrepreneurship

SCOPE OF THE STUDY

The present study highlights the youth's perception towards agricultural entrepreneurship. The study area is restricted to Tarikere taluk only. The number of respondents was limited to 50 only. The present study focuses only towards perception of youth towards agricultural entrepreneurship and problems and prospects in agricultural entrepreneurship only.

RESEARCH METHODOLOGY

The data for the present study has been collected from both primary and secondary sources.

Primary Data: Primary data has been collected with the help of structured questionnaire by meeting 50 youths who still perceive their education. The respondents were selected randomly. This study area is limited to Tarikere taluk only.

Secondary Data: Secondary data has been collected from various articles, journals, books, websites and other Internet sources etc.

RESULTS AND DISCUSSION

Table 1: Factors Affect Youths perception in Agriculture

Particulars	No of respondents	Percentage
Reduction in yield	03	06
Inadequate land at village	20	40
Lack of capital	17	34
Lack of credit facility	04	08
Lack of proper market place to sell	04	08
Unaffordable high quality seed.	02	04
Total	50	100

(Source: Field Survey)

The above table represents 40% of respondents said inadequate land at village is the factor affect the youth to engage in agriculture, 34% say lack of capital, 08% of respondents say lack of facility and lack of proper market place to sell, 06% say reduction in yield, 4% of respondents say unaffordable high quality seed factor affect the youth.

From the above it can be interpreted that majority of the respondents feel that inadequate land at village is a major factor highly affecting the youth to engage in agriculture.

Table 2: Factors enhances their likelihood to be an agricultural entrepreneur

Particulars	No of respondents	Percentage%
Knowledge	06	12
Family support	07	14
Entrepreneurship courses	00	00
Government support	03	06

Fathers occupation	26	52
Agricultural background	08	16
Total	50	100

(Source: Field Survey)

The above table represents the factors enhances youths likelihood to be an agricultural entrepreneur, 52% said through fathers occupation, 16% said due to agricultural background, 14% said due to family support, 12% because of agricultural knowledge, 6% because of government support, non were supported due to entrepreneurship courses.

Table 3: Perception indicators on agricultural entrepreneurship

S	Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		Total	%	Total	%	Total	%	Total	%	Total	%
1	Agriculture is an acceptable way of life	26	52%	15	30%	03	6%	02	4%	04	8%
2	Becoming successful in agri-preneurship is possible	24	48%	16	32%	04	8%	03	6%	03	6%
3	It is easy to meet labor requirement in agri-preneurship.	23	46%	15	30%	05%	10%	04	8%	03	6%
4	Returns in agriculture is attractive	14	28%	19	36%	10	20%	03	06%	04	08%
5	Promotion in agriculture is possible	10	20%	11	22%	19	38%	07	14%	03	06%
6	Agriculture creates employment	09	18%	14	28%	13	26%	08	16%	06	12%
7	Farming is not a clean job	04	08%	06	12%	10	20%	15	30%	15	30%
8	Agriculture profession are admirable	05	10%	08	16%	18	36%	09	18%	10	20%

(Source: Field Survey)

Above table deals with perception indicators on agricultural entrepreneurship, majority of the respondent's i.e, 52% strongly agree that agriculture is an acceptable way of life and 04% disagreed, 48% strongly agree that becoming successful in agri-preneurship is possible and 03% strongly disagreed, 46% strongly agreed that it is easy to meet labor requirement in agri-preneurship and 06% strongly disagreed, 36% agree that returns in agriculture is attractive, and 06% disagreed, 38% are neutral with their opinion regarding possibility of promotions in agriculture, 28% agreed that agriculture creates employment, and 12% strongly disagreed, 30% respondents strongly disagreed that farming is not a clean job and very few respondents i.e, 08% strongly agreed, and while considering agriculture profession are admirable, 36% respondents are neutral with their opinion and 0% strongly agreed.

FINDINGS OF THE STUDY:

- Majority of the respondents i.e., 58% are female and 42% of respondents are male.
- Majority of the respondents i.e., 34% have studied master degree.
- Majority of the respondents i.e., 96% occupation is farming.
- Majority of the respondent's i.e, 90% are from rural area.
- Majority i.e., 92% of the respondents parents involved full time in agriculture.
- Majorities. 66% of respondent's parents are experienced in agriculture from above 15 years.
- It was found that majority that is 70% of respondents have 1-5 hectares of land.
- Majority that is, 54% of respondents are not employed.
- 44% of respondents are experienced in agricultural activity from above 6 years.
- 100% of respondents give a favorable opinion towards agricultural entrepreneurship.
- 70% of respondents say agriculture is a career choice.
- Majority that is 82% of respondents interested to engage in agricultural entrepreneurship.
- Majority that is 92% of respondents have agriculture background and interested to choose the entrepreneurship as major occupation and they agree that agriculture entrepreneurship is the source of income in future.
- 64% respondents agree that government in promoting agricultural sector and encouraging youth inclination towards

agricultural entrepreneurship.

- 100% of respondents say agriculture is an opportunity for employment and rural development.
- 40% of respondents say inadequate land at village affects the youth to engage in agriculture.
- 66% of respondents say environmental factors causes for decline in the youth's participation in agricultural empowerment program.
- 66% of respondents say improvement of agriculture image is the best way to make youths engage in agriculture.
- 54% respondents said agriculture is more profitable.
- 38% of respondents said it is necessary to strengthen higher education in agriculture.

SUGGESTION:

- Government should encourage in progressive activities towards agricultural entrepreneurship by implementing certain schemes, by providing subsidies, credit facilities etc.
- Youths should understand entire agricultural process before engaging in agricultural practices for better result.
- Government should provide proper market price for the agricultural products.
- As the present generation is connected to social media it is necessary to link agriculture to social media to make youths get involved in agricultural practices and try to bring some technical advancement in agricultural practices.
- Government should take initiative in providing good quality seeds, fertilizer, and raw materials at low price and facilitate to access land and credit.
- Agriculture needs to be included in the education system to encourage the youth to involve themselves to be an agricultural entrepreneur.

CONCLUSION:

Agriculture is the career choice to the youth having a favorable perception towards agricultural entrepreneurship. Youths are educated but they have yet not involved in education related to agriculture activity, because they prefer to deal with professional lifestyle. To make the youths get connected to agricultural sector it is necessary to connect agriculture to social media because most of the youths are active in social media. One of the major reasons which provoke youths to run away from agriculture is credit risk, crop loss, competition, unfair price for the yield etc. Thus government should take initiative in providing credit facilities to youths to create their profession as an entrepreneur in agriculture sector.

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