

Impact of Entrepreneurship Development on Homemade Cocoa Chocolates among Rural Youths for Livelihood Security

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ABSTRACT

The present study was a quasi experimental research design aimed to study Impact of Entrepreneurship Development on Homemade Cocoa Chocolates among rural youths for Livelihood Security. For this purpose, a sample of 150 youths aged between 20 to 35 years was selected from Sirsi and Siddapur taluks of Uttar Kannada district. The pre test and post test was conducted to know the knowledge level regarding homemade cocoa chocolates using pre tested structured questionnaire.

Analyses of the results revealed that there was significant difference between pretest and post test on entrepreneurial activity, product development component, storage and packaging component along with marketing knowledge and skill of the respondents on homemade cocoa chocolates. There was high gain in knowledge and skill of the respondents on homemade cocoa chocolates from 1.30 per cent to 86.60 per cent to 91.30 percent indicating high impact of training. The knowledge and skill of the respondents on homemade cocoa chocolates increased considerably in entrepreneurial activity, product development component, storage, packaging and marketing.

Key words: Entrepreneurship, Homemade, Cocoa, Chocolates

INTRODUCTION

More than 60 per cent of the Indian youths possess personality traits that are crucial for success as an entrepreneur – such as Business thinking, optimism and persistence – which suggests a wealth of entrepreneur capacity (Verheul, et al, 2001). However, they lack appropriate knowledge and skill regarding product development, storage and packaging, marketing tactics and linkages to take up sustainable enterprise (Garavan et al 2000).

In Karnataka more than 30 percent of youths consider entrepreneurship as a good prospect for earning livelihood and have taken up several entrepreneurial activities. Uttar Kannada is one of the district of Karnataka state nestled in beautiful scenic locales and has gift of beautiful diversified cropping system comprising agriculture, horticulture, plantation crops, medicinal plants and agro forestry. There is a lot of scope for processing and value addition of underutilized crops like cocoa, cashew, kokum and jackfruit. Rural youths comprise 1/3rd of population in Uttar Kannada district. The literacy rate being 77 per cent, majority of the youths of district are educated with lot of

innovative thinking. But lack knowledge, skill and information on processing, value addition and other subsidiary enterprises.

There is lot of scope to attract youths towards entrepreneurship activities for both employment and income. This prevents migration of rural youths to urban area in search of employment to meet livelihood, by providing sustainable income. Starting any enterprise requires knowledge and skill on product development, storage and packaging, marketing savvy, creativity and perseverance. The study focuses on developing all the entrepreneurial knowledge and skills to rural youth on homemade cocoa chocolates and facilitates them for their individual economic development and development of country at large.

METHODOLOGY

The Study was meticulously conducted in the two purposively selected Sirsi and Siddapur taluks of Uttar Kannada district. One cluster, Boppanalli from Sirsi taluk and one cluster, Kangod from Siddapur taluk was selected. From each cluster three villages (Boppanalli cluster: Boppanalli, Isloor

and Hemmadi; Kangod cluster: Kangod, Yedalli and Tattaguni) was selected. Twenty five youths from each village was selected who were interested in taking up entrepreneurial activities. Totally, 150 youths aged between 20-35 years were selected.

After selection of youths, their knowledge level regarding homemade cocoa chocolates was collected using pre tested structured questionnaire. The one day training was imparted to youths on knowledge and skills regarding product development, storage and packaging and marketing of homemade cocoa chocolates.

After gaining knowledge and hands on training, youths were motivated to take up the enterprise. The post test was conducted to know the knowledge and skill changes occurred after training on homemade cocoa chocolates.

Tools used

The self structured questionnaire consisting of personal information schedule, Knowledge and skill of homemade cocoa chocolates was administered on the respondents individually.

Statistical analysis

Frequency and percentage and t- test was used to interpret the data.

FINDINGS AND DISCUSSION

Demographic characteristics of the respondents

The demographic characteristic of the respondents is presented in the Table 1. Among the respondents only 4.67 per cent are male and 95.33 per cent are female. Among the respondents 20.00 per cent are between the age range of 20 – 25 years, 53.33 percent are between the age range of 26 – 30 years and 26.67 per cent of them were between the age range of 31 – 35 years. Regarding qualification, 34.00 per cent of the respondents had studied upto 10th standard, 49.33 per cent of them had completed II PUC and 16.67 per cent of them completed graduate degree. It was noted that 95.33 per cent are married and only 4.67 per cent are unmarried. Among the respondents, 62.00 per cent are not employed, 15.33 percent of them are involved in seasonal business and 22.67 per cent of the respondents are engaged in farming. Regarding

Table 1
Frequency and percentage of the respondent's demographic characteristics

N = 150

Demographic Characteristics	Frequency	Percentage
Gender		
Male	07	4.67
Female	143	95.33
Age(yrs)		
20 - 25	30	20.00
26 - 30	80	53.33
31 - 35	40	26.67
Qualification		
SSLC	51	34.00
PUC	74	49.33
Graduation	25	16.67
Marital Status		
Married	143	95.33
Unmarried	07	4.67
Occupation		
Unemployed	93	62.00
Seasonal business	23	15.33
Farming	34	22.67
Land		
Land Holding (6-10 acres)	34.00	22.67
Landless	116.00	77.33

land holding, 22.67 per cent of the respondents possess land between 6 – 10 acres and 77.33 of them are not having any land.

Pre test and Post test of Entrepreneurship Components Knowledge and Skill of Homemade Cocoa Chocolates

The results of the Table 2 indicated pretest and post test on knowledge and skill of homemade cocoa chocolates regarding product development component. The post test mean value (20.33) on knowledge and skill of homemade cocoa chocolates regarding product development component was high in comparison with the pretest mean value (9.16). The result highlighted that the respondents knowledge and skill of homemade cocoa chocolates regarding product development component increased due to hands on training given to them.

There was significant difference between pretest and post test on knowledge and skill of homemade cocoa chocolates regarding product development component at 0.01 level of significance.

Pre test and Post test on Knowledge and Skill of Homemade Cocoa Chocolates regarding Storage and Packaging component

The results of the Table 2 indicated pretest and post test on knowledge and skill of homemade cocoa chocolates regarding storage and packaging component. The post test mean value (7.22) on knowledge and skill of homemade cocoa chocolates regarding storage and packaging component was high in comparison with the pretest mean value (3.37) indicating that there was positive change in the respondents knowledge and skill of homemade cocoa chocolates regarding storage and packaging component after undergoing training programme.

There was significant difference between pretest and post test on knowledge and skill of homemade cocoa chocolates regarding storage and packaging component at 0.01 level of significance.

Pre test and Post test on Knowledge and Skill of Homemade Cocoa Chocolates regarding Marketing component

The results of the Table 2 indicated pretest and post test on marketing component knowledge and skill of homemade cocoa chocolates. The post test mean value (7.50) on knowledge and skill of homemade cocoa chocolates regarding marketing component was high in comparison with the pretest mean value (4.00). The result pointed that respondent's knowledge and skill of homemade cocoa chocolates regarding marketing component changed positively after hands on training.

There was significant difference between pretest and post test on knowledge and skill of homemade cocoa chocolates regarding marketing component at 0.01 level of significance.

Status of Knowledge and Skill of Homemade Cocoa Chocolates

The results of the Table - 3 indicated the frequency and percentage of the respondents on the status of knowledge and skill of homemade cocoa chocolates. During pretest it was observed that 30.7 per cent of the respondents were in low category, 68.00 per cent of them were medium and only 1.30 per cent of them in high category on knowledge and skill of homemade cocoa chocolates.

The post test result pointed out that only 2.70 per cent of the respondents were in low, 8.70 per cent were in medium and 86.60 per cent of them were in high category on knowledge and skill of homemade cocoa chocolates. This indicated that 6.00 percent of the respondents shifted from low to medium level and 77.90 percent of them from medium to high level indicating good gain in knowledge on homemade cocoa chocolates.

The results of post test I (Table - 3) revealed that, 2.70 per cent of respondents were low, 6.00 per cent of them were medium and 91.30 per cent of them were in high on knowledge and skill of homemade cocoa chocolates indicated good retention of knowledge on homemade cocoa chocolates.

Finally, the knowledge and skill of the respondents on homemade cocoa chocolates in high level increased from 1.30 per cent to 91.30 percent.

Table 2
Pretest and post test of entrepreneurship components knowledge and skill of homemade cocoa chocolates

N = 150

Entrepreneurship Components	Pre test		Post test		t - test
	Mean	Std. Deviation	Mean	Std. Deviation	
Product Development	9.16	3.59	20.33	3.41	26.69**
Storage and Packaging	3.37	2.21	7.22	1.56	17.99**
Marketing	4.00	2.30	7.50	2.01	14.46**

Table 3
Frequency and Percentage of respondents on Levels of Knowledge and Skill on Homemade Cocoa Chocolates

N = 150

Knowledge and Skill	Levels	Pre test		Post test		Post test I	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	Low	46	30.7	4.00	2.70	4.00	2.70
Medium	102	68.00	13.00	8.70	9.00	6.00	
High	2	1.3	133.00	88.60	137.00	91.30	

Dipal Soni (2016) studied impact of training on knowledge level of participants regarding value addition in papaya. There was 73.06 percent increase in the overall knowledge of the participants and 72.72 percent participants gained medium level knowledge after completion of their training. It indicates that the training given at KrishiVigyan Kendra, Navsari had positive effect on the knowledge gained on value addition on papaya that might be useful for trainees to establish papaya processing industry at household level and earn for family livelihood.

CONCLUSION

The overall results revealed that there was significant difference between pretest and post test on entrepreneurial activity, product development component, storage and packaging component along with marketing knowledge and skill of the respondents on homemade cocoa chocolates. There was high gain in knowledge and skill of the respondents on homemade cocoa chocolates from 1.30 per cent to 86.60 per cent to 91.30 percent indicating high impact of training. The knowledge and skill of the respondents on homemade cocoa chocolates increased considerably in

entrepreneurial activity, product development component, storage, packaging and marketing.

Recommendations

1. Entrepreneurial knowledge and skills enables rural youth for proper utilization of locally available cocoa produce.
2. Home made Cocoa Chocolate enterprise generates employment opportunities for rural youths especially females.
3. Prevents rural exodus of youth to urban areas by assuring sustainable constant income, in turn fostering economic development.
4. Home made Cocoa Chocolate enterprise promotes rural sector to utilise governmental facility provisions for entrepreneurial development.
5. Encourages young and promising entrepreneurs to develop and carry out entrepreneurial activities in rural sector and facilitates the livelihood security.

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