

Awareness about Agri-enterprise Establishment by Rural Youth in Morena District of (M.P.)

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ABSTRACT

The present study, Morena District was purposefully selected as it has maximum number of rural youth in entire Chambal Division. On the basis of research problem and objects descriptive with survey research design were used for this investigation. Multistage sampling technique was used for the selection of study. Village wise list was prepared which were running the agri-enterprise with the help of RAEO and ATMA project officer. From the prepared list of villages, 10 villages (Hatipura, Nepari, Kirawalijadid, Rajpura jagir, Rithoniya, Antari, Dipera, Malibajana, Jarena, and Kurroli) were selected with the help of simple random sampling. In the final stage 10 rural youth from each village was picked up with the help of simple random sampling. Thus, the sample comprise of 100 rural youth as respondents.

Key Words: Agri-enterprise, Awareness, Rural Youth, Village, RAEO and ATMA

INTRODUCTION

1 Agri-entrepreneurship in common language can be defined as sustainable, community-oriented, directly-marketed agriculture. Sustainable agriculture refers to a system-oriented approach to farming that puts emphasis on the interrelationships of social, economic, and environmental processes. It is a beneficial combination of agriculture and entrepreneurship and converts your farm into an agribusiness. This association of agriculture and business promotes agri-entrepreneurs who innovate, identify markets, and satisfy needs by developing different ways. The term agri-entrepreneurship is similar to entrepreneurship in agriculture and describes agribusiness establishment in agriculture and allied sector. "Farming is a profession of hope" and India holds the record for the second-largest agricultural land in the world, with around 60 per cent of rural Indian households making their living from agriculture. This not only speaks about millions of hopes associated with agriculture but also points out to the huge scope for agritech startups in the country to make those hopes of Indian farmers come true. Like wise, the central and state governments are

proactively pursuing policies to improve farmers' lives in India. In fact, PM Modi's government has an aim to double the average farmer's income by 2022. No wonder, agritech became the new buzz word in the Indian startup ecosystem in 2017 and a hot topic for discussion in most of the startup conferences and events in India. As per Inc42 Data labs, the size of agriculture and allied activities in the country underwent a near 100% growth between FY14 and FY15. Agricultural exports increased from \$24.7 Bn in 2011-12 to \$32.08 Bn in 2015-16; a CAGR of more than 6.75 per cent. But a drop in land holdings (average 1.4 hectares), small and fragmented land holdings, a decreasing agricultural land versus a growing population, decreasing groundwater levels, poor quality of seeds, and lack of mechanization are some of the challenges for the growth of agriculture in India. And that's not enough, an absence of an organized marketing structure for produce, mal practices in the existing unorganized agricultural markets, inadequate facilities for transportation and storage, scarcity of credit, and limited access to superior technology are some of the many afflictions which obstruct the Indian agricultural sector. Thus comes a massive

opportunity for agritech startups in India. Opportunities lie in areas like how to increase crop production, improving the nutritional value of the crops, reduction in input prices for farmers, improving the overall process-driven supply chain, and reducing wastage in the distribution system, among others. Agritech startups are also leveraging technology in the area of market linkages such as retail, B2C, and B2B marketplaces and digital agronomy startups. They are now able to address the input challenges of agriculture in India from the very beginning. Theagri-tech startups are able to provide correct information, techniques, and efficiencies to farmers both for pre-harvest applications and post-harvest use cases. Accenture estimates the digital agriculture services market to hit \$4.55 Bn by 2020, thus pointing out the ample scope of growth for agritech startups in the country.

Traditionally, farmers are ignorant of scientific agriculture and effective agri management systems. Thus, they are unable to deal with delayed monsoons, drought, crop debts, fake seeds and shortage of fertilizer, as a result opt to commit suicide. Hence, the managerial, technical, and innovative skills of entrepreneurship applied in the field of agriculture may build a well-trained Agri-entrepreneur who becomes a role model to all such depressed farmers. Agri-entrepreneurship has the prospect of social and economic development, for example, employment generation, poverty reduction, improvements in nutrition, health, and overall food security in the national economy, especially in rural areas. In the face of growing unemployment and poverty in rural areas, there is the urgency of entrepreneurship in agriculture for more productivity and profitability. Agri-entrepreneurship can be used as a chief remedy for the solution of this complexity such as lower the burden of agriculture, produce employment opportunities for rural youth, control migration from rural to urban areas, boost national income, sustain industrial development in rural areas, and cut down the pressure on urban cities. In this manner, keeping the above realities in thought the current examination has been proposed to do with the accompanying objectives.

Specific objectives:

- (i) To study the profile of rural youth.
- (ii) To study the awareness about the agri-enterprise establishment by rural youth.
- (iii) To determine the association between profile of rural youth with their awareness about the agri-enterprise establishment.
- (iv) To observe the issues and suggestions of the establishment of agri-enterprise.

METHODOLOGY

In order to achieve the objectives of the present study, Morena District was purposefully selected as it has maximum number of rural youth in entire Chambal Division. On the basis of research problem and objects descriptive with survey research design were used for this investigation. Multistage sampling technique was used for the selection of study. The first stage of the sampling was the selection of block from selected district, among seven block of Morena, one block i.e. Kailarsh block was selected purposively. Locations, time available, accessibility with researcher, etc. were criteria for the selection. Further, the researcher had good acquaintance of the area, people and language which were helpful for developing good report required for collecting data. Village wise list was prepared which were running the agri-enterprise with the help of RAEO and ATMA project officer. From the prepared list of villages, 10 villages (Hatipura, Nepari, Kirawalijadid, Rajpura jagir, Rithoniya, Antari, Dipera, Malibajana, Jarena, and Kurroli) were selected with the help of simple random sampling. In the final stage 10 rural youth from each village was picked up with the help of simple random sampling. Thus, the sample comprise of 100 rural youth as respondents.

RESULTS AND DISCUSSION

Profile of rural youth:

In this category education and training participation under socio-personal variable; utilization of information and innovativeness under communication variable; family annual income and family land holding under socio-economic and

finally scientific orientation, risk orientation and economic orientation under psychological variable were studied of the rural youth which represented the Table 1.

Socio-personal variables:

1. Education:

Education was deliberated as the number of years of formal education acquired by the rural youth which may affect the awareness, knowledge and understanding of the establishment of agri-enterprise hence the improvement of own financial condition. The majority of the rural youth (63%) had 12th class education is followed by above graduate (16%), 10th (13%), 8th (5%) and 5th class (3%).

2. Training participation:

Participation in training has a significant role in establishing agri-enterprise; therefore, it becomes an important variable for this study. A great number of rural youth have (83%) undergone short duration training where as 15 per cent rural youth completed medium duration training and only 2 per cent had long duration training.

Communication variables:

3. Utilization of information:

It refers to the degree of uses of information for establishment and development of agri-enterprise by an individual with various information sources. The maximum number of the rural youth (75%) had medium followed by 18 per cent had low and only 7 per cent rural youth had high utilization of information.

*Table 1
Distribution of the rural youth according to their profile*

S. No.	Category	Frequency (n=100)	Percentage
A	Socio-personal variables		
1	Education		
	5 th	03	3.00
	8 th	05	5.00
	10 th	13	13.00
	12 th	63	63.00
	Above Graduate	16	16.00
2	Training participation		
	Short duration (1-3 days)	83	83.00
	Medium duration (4-7 days)	15	15.00
	Long duration (8-14 days)	02	2.00
B	Communication variables		
3	Utilization of information		
	Low (<14.27 Score)	18	18.00
	Medium (14.27-18.56 Score)	75	75.00
	High (>18.56 Score)	07	7.00
	Mean = 16.42	S.D. = 2.14	
4	Innovativeness		
	Low (<8.36 Score)	13	13.00
	Medium (8.36-11.42 Score)	79	79.00
	High (>11.42 Score)	08	8.00
	Mean = 9.89	S.D. = 1.53	
C	Socio-economic variables		
5	Family annual income (Rs. in Lakh)		
	Low (<Rs.2.35/-)	16	16.00
	Medium (Rs.2.35-5.03/-)	82	82.00
	High (>Rs.5.03/-)	02	2.00
	Mean = 3.69	S.D. = 1.34	

6	Family land holding		
	Marginal (< 1 hectare)	10	10.00
	Small (1.1 - 2 hectare)	71	71.00
	Medium (2.1- 5 hectare)	16	16.00
	Large (>5 hectare)	03	3.00
D	Psychological variables		
7	Scientific orientation		
	Low (<15.32 Score)	14	14.00
	Medium (15.32-22.44 Score)	78	78.00
	High (>22.44 Score)	08	8.00
	Mean = 18.88	S.D. = 3.56	
8	Risk orientation		
	Low (<14.34 Score)	11	11.00
	Medium (14.34-20.38 Score)	85	85.00
	High (>20.38 Score)	04	4.00
	Mean = 17.36	S.D. = 3.02	
9	Economic motivation		
	Low (<15.64 Score)	04	4.00
	Medium (15.64-22.76 Score)	71	71.00
	High (>22.76 Score)	25	25.00
	Mean = 19.20	S.D. = 3.56	

4. Innovativeness:

Innovativeness denotes to the degree of mental vigilance to perceive the recommended effective idea or technology which is helpful for the development of agri-enterprise. Innovativeness is considered as low in case of such rural youth who do not take much interest in agri-enterprise related innovations. The plenty of the rural youth (79%) had medium followed by 13 per cent had low and only 8 per cent rural youth had high innovativeness.

Socio-economic variables:

5. Family annual income:

In the present study, the family annual income is immensely useful for taking any financial risk and is establishing agri-enterprise, therefore, this particular variable has been selected purposefully. The study clearly showed that the majority of the rural youth (82%) had medium family annual income while, low (16%) and only 2 per cent had high family annual income.

6. Family land holding:

Family land holding is one of the essential factors of establishment of agri-enterprise. The distribution of rural youth according to family land holding showed that 71 per cent had small, subsequently 16 per cent medium, 10 per cent small

and only 3 per cent had large family land holding.

Psychological variables:

7. Scientific orientation:

Scientific orientation of the rural youth for the establishment of agri-enterprise is most important so this variable selected for this investigation. It is clearly seen from the results that most of the rural youth (78%) had medium scientific orientation, while low (14%) and only 8 per cent had high scientific orientation.

8. Risk orientation:

In the establishment of agri-enterprise, risk orientation play a crucial role without risk we can't imagine for development and establishment of agri-enterprise hence this variable is important for this investigation. This clearly shows that most of the rural youth (85%) had medium risk orientation, while low (11%) and only 4 per cent had high risk orientation.

8. Economic motivation:

It refers in terms of income expansion and the relative importance an individual placed on economic ends. This shows the abundance of rural youth (71%) had medium economic motivation, while high (25%) and only 4 per cent had low economic motivation.

2. Awareness about agri-enterprise establishment by rural youth:

Awareness about agri-enterprise establishment by rural youth is most important without awareness they will not establish the

enterprise hence it's an essential dependent variable. Table 2 clearly shows the greater part of the rural youth (74%) had partial awareness, while 14% had complete and only 12 per cent had low awareness about agri-enterprise establishment.

*Table 2
Distribution of rural youth according to their awareness about agri-enterprise establishment*

S. No.	Awareness about agri-enterprise establishment	Respondents	
		Frequency	Percentage
1	Low (6-10 Score)	12	12.00
2	Partial (11-14 Score)	74	74.00
3	Complete (15-18 Score)	14	14.00

3. Association between profile of rural youth with their awareness about the agri-enterprise establishment:

Table 3 highlighted that the independent variables viz., education (0.34), training participation (0.30), innovativeness (0.26), family annual income (0.32), scientific orientation (0.25) and risk orientation (0.28) were positive and highly

significantly related with awareness about the agri-enterprise establishment by rural youth at 0.01 level of significance while, utilization of information (0.22), family land holding (0.21), and economic motivation (0.23) were positively significant with awareness about the agri-enterprise establishment by rural youth at 0.05 level of significance.

*Table 3
Association between profile of rural youth with their awareness about the agri-enterprise establishment*

S.No.	Characteristics	'r' value	't' value
A	Socio-personal variables		
1	Education	0.34	3.58**
2	Training participation	0.30	3.11**
B	Communication variables		
3	Utilization of information	0.22	2.23*
4	Innovativeness	0.26	2.66**
C	Socio-economic variables		
5	Family annual income	0.32	3.43**
6	Family land holding	0.21	2.13*
D	Psychological variables		
7	Scientific orientation	0.25	2.56**
8	Risk orientation	0.28	2.89**
9	Economic motivation	0.23	2.34*

*Significant at 0.05 level of probability

** Significant at 0.01 level of probability

4. Issues and suggestions of the establishment of agri-enterprise:

4.1. Issues of the establishment of agri-enterprise:

Table 4 highlighted that the major issues stated by rural youth for the establishment of agri-enterprise were adequate power supply and interruption for several hours (98%) followed by insufficient knowledge of rules and regulations like

taxation, registration etc. (95%), fear of crop and other raw material damage due to typical climate (90%), delay in purchase of favorable plot or shed for establishment of agri-enterprise (89%), insufficient knowledge of quality certification (84%), shortage of skilled and experienced labor (81%), product price fluctuations in the market (78%), absence of working capital for enterprise operations (75%), shortage of raw materials and difficulty in procurement (71%),

lack of knowledge on supply chain management (68%), absence of skilled trainer and skill oriented training programs (66%), delay in setting up the enterprise if power connection is not received in

time (61%), and absence of knowledge about Incentives and support from the Government (59%).

Table 4
Issues of the establishment of agri-enterprise

S. No.	Issues	Frequency	%	Rank
1	Adequate power supply and interruption for several hours	98	98.00	I
2	Insufficient knowledge of rules and regulations like taxation, registration etc.	95	95.00	II
3	Fear of crop and other raw material damage due to typical climate	90	90.00	III
4	Delay in purchase of favorable plot or shed for establishment of agrienterprise	89	89.00	IV
5	Insufficient knowledge of quality certification	84	84.00	V
6	Shortage of skilled and experienced labor	81	81.00	VI
7	Product price fluctuations in the market	78	78.00	VII
8	Absence of working capital for enterprise operations	75	75.00	VIII
9	Shortage of raw materials and difficulty in procurement	71	71.00	IX
10	Lack of knowledge on supply chain management	68	68.00	X
11	Absence of skilled trainer and skill oriented training programs	66	66.00	XI
12	Delay in setting up the enterprise if power connection is not received in time	61	61.00	XII
13	Absence of knowledge about Incentives and support from the Government	59	59.00	XIII

4.2. Suggestions of the establishment of agri-enterprise:

Table 5 highlighted that the major suggestions stated by rural youth for the establishment of agri-enterprise were power supply and disruption should be removed (97%) subsequently, there should be a system of providing knowledge of rules and regulations such as taxation, registration etc. through trainer (93%), scientific technology should be provided to overcome the loss of crop and other raw materials due to the typical climate (89%), the availability of plots or sheds suitable for setting up agro-enterprises should not be delayed (85%), adequate knowledge of quality certification should be provided by the trainer (80%), skilled and experienced labor should be prepared by training (74%), government mechanism

should pay attention to control the fluctuations in the price of the product in the market (71%), working capital for the enterprise operations should be made available through loan by the bank (67%), the government should make proper rules to overcome the shortage of raw materials and the difficulty in procurement (63%), knowledge related to supply chain management should be made available through training (59%), government machinery should pay attention to the availability of skilled trainers and skill oriented training programs (57%), power connection should be provided on time so that there is no delay in setting up the enterprise (55%), and the availability of knowledge about incentives and support from the government should be provided before setting up the enterprise (52%).

Table 5
Suggestions of the establishment of agri-enterprise

S. No.	Suggestions	Frequency	%	Rank
1	Power supply and disruption should be removed	97	97.00	I
2	There should be a system of providing knowledge of rules and regulations such as taxation, registration etc. through trainer	93	93.00	II
3	Scientific technology should be provided to overcome the loss of crop and other raw materials due to the typical climate	89	89.00	III
4	The availability of plots or sheds suitable for setting up agro -enterprises should not be delayed	85	85.00	IV
5	Adequate knowledge of quality certification should be provided by the trainer	80	80.00	V
6	Skilled and experienced labor should be prepared by training	74	74.00	VI
7	Government mechanism should pay attention to control the fluctuations in the price of the product in the market	71	71.00	VII
8	Working capital for the enterprise operations should be made available through loan by the bank	67	67.00	VIII
9	The government should make proper rules to overcome the shortage of raw materials and the difficulty in procurement	63	63.00	IX
10	Knowledge related to supply chain management should be made available through training	59	59.00	X
11	Government machinery should pay attention to the availability of skilled trainers and skill oriented training programs	57	57.00	XI
12	Power connection should be provided on time so that there is no delay in setting up the enterprise	55	55.00	XII
13	The availability of knowledge about incentives and support from the government should be provided before setting up the enterprise	52	52.00	XIII

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