

A Study on Attitude of Youth towards Agripreneurship

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ABSTRACT

Agriculture is an important sector of Indian economy. As per 2018, it contributes about 17-18% to the total GDP and provides employment to over 50% of the population. India ranks second worldwide in farm outputs. Being an agrarian economy with young population, agricultural entrepreneurship is rosy subject as India is concerned. Agricultural entrepreneurship can be defined as being primarily related to the marketing and production of various agricultural products. Agricultural Entrepreneurship is also related to agricultural inputs. There is a great scope for entrepreneurship in agriculture. Agripreneurship is not only an opportunity, but also a necessity for improving the production and profitability in agriculture and allied sector. The present study aims to figure out the perception and attitude of youth towards agricultural entrepreneurship.

Key words- Agriculture, Entrepreneurship, Agripreneurship.

1. INTRODUCTION

Agriculture in India ranks the most valuable position worldwide. As per latest reports, agriculture employed 50% of the Indian work force and contributed 17-18% to country's GDP. Though economic contribution of agriculture in India is declining at a faster rate, still agriculture on demographic basis forms the largest economic sector and plays a very significant role towards attaining global standards and competency. India ranks 74 out of 113 major countries in terms of food security index. Indian agricultural/horticultural and processed foods are exported to more than 120 countries, primarily to the Japan, Southeast Asia, SAARC countries, the European Union and the United States. The India's agricultural efficiency and potential can be clearly depicted through the following specific details.

RANK	COMMODITY	VALUE (US\$, 2013)	UNIT PRICE (US\$ / KILOGRAM, 2009)	AVERAGE YIELD (TONNES PER HECTARE, 2010)	MOST PRODUCTIVE COUNTRY (TONNES PER HECTARE, 2010)	NAME OF THE COUNTRIES
1	Rice	\$42.57 billion	0.27	3.99	12.03	Australia
2	Buffalo milk	\$27.92 billion	0.4	0.63	23.7	India
3	Cow milk	\$18.91 billion	0.31	1.2	10.3	Israel
4	Wheat	\$13.98 billion	0.15	2.8	8.9	Netherlands
5	Mangoes, guavas	\$10.79 billion	0.6	6.3	40.6	Cape Verde
6	Sugar cane	\$10.42 billion	0.03	66	125	<u>Peru</u>
7	Cotton	\$8.65 billion	1.43	1.6	4.6	Israel
8	Banana	\$7.77 billion	0.28	37.8	59.3	Indonesia
9	Potatoes	\$7.11 billion	0.15	19.9	44.3	United States
10	Tomatoes	\$6.74 billion	0.37	19.3	55.9	China
11	Fresh vegetables	\$6.27 billion	0.19	13.4	76.8	United States

12	Buffalo meat	\$4.33 billion	2.69	0.138	0.424	Thailand
13	Groundnuts	\$4.11 billion	1.96	1.8	17.0	China
14	Okra	\$4.06 billion	0.35	7.6	23.9	Israel
15	Onions	\$4.05 billion	0.21	16.6	67.3	Ireland
16	Chick peas	\$3.43 billion	0.4	0.9	2.8	China
17	Chicken meat	\$3.32 billion	0.64	10.6	20.2	Cyprus
18	Fresh fruits	\$3.25 billion	0.42	1.1	5.5	Nicaragua
19	Hen eggs	\$3.18 billion	2.7	0.1 ^[72]	0.4	Japan
20	Soybeans	\$3.09 billion	0.26	1.1	3.7	Turkey

TABLE NO 1

India had grown to become the world's largest producer of the following agricultural products; some of them are, Fresh Fruit, Lemons and limes, Buffalo milk, whole, fresh, Castor oil seeds, Sunflower seeds, Sorghum, Millet, Spices, Okra, Jute, Beeswax, Bananas, Mangoes, mangos teens, guavas, Pulse Indigenous buffalo meat, Fruit, tropical, Ginger, Chick peas, Papayas, Chilies and peppers, fennel, coriander, Goat milk, whole, fresh. Moreover India is the world's second largest producer of the following agricultural products of which some of them are; Wheat, Rice, Fresh vegetables. Sugar cane, Groundnuts, with shell, Lentils, Garlic, Cauliflowers and broccoli, Peas, green, Sesame seed, Cashew nuts, with shell, Silk-worm cocoons, reelable, Cow milk, whole, fresh, Tea, Potatoes, Onions, Cotton lint, Cotton seed India's agricultural economy is undergoing structural changes. Between 1970 and 2011, the GDP share of agriculture has fallen from 43% to 16%. To some extent this isn't because of the consequence of agricultural policy but largely due to the decreased agricultural importance, rapid economic growth in services, industrial output, and non-agricultural sectors in India between 2000 and 2010. But this situation has to be taken more seriously as it needs a thorough analysis of the various ways in which the agricultural sector can be revived back to its traditional potential once the nation enjoyed. Based on this, the concerned study mainly focuses on the attitude of youth among Agripreneurship and its relevance i.e. the conversion of traditional form of agriculture into a professional form of entrepreneurial nature which ultimately gets to agripreneurship.

2. OBJECTIVES

- To analyze the present status of agriculture sector.
- To study the individuals i.e. youth's interest level and their perspective towards agricultural activities.
- To study the factors which restricts the entry of respondents in agriculture
- To assess the willingness of respondents in participating in agricultural promoting units.

3. METHODOLOGY

- The study is mainly based on descriptive and analytical analysis.
- The method of Data collection involves both primary and secondary.
- Sampling technique used comprises of convenient sampling elements.
- Sample size has been taken as 100 respondents.
- The tools used for analysing the data include Percentages, Charts and Diagrams.

4. DATA ANALYSIS AND INTERPRETATION

The following picture depicts the age wise category of the respondents

AGE WISE DATA ANALYSIS

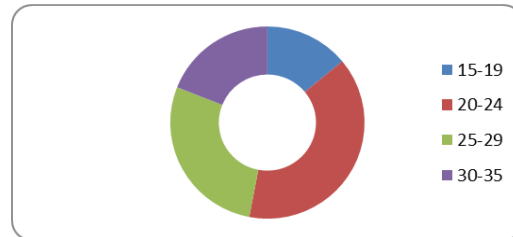


FIG NO 1

The following chart represents the gender wise classification of the respondents

GENDER WISE DATA ANALYSIS

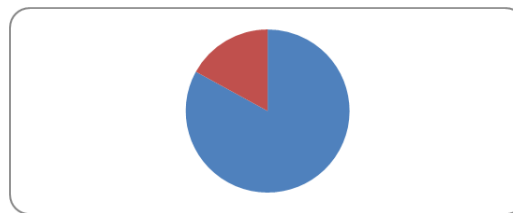


FIG NO 2

The following picture categorizes the educational level of the respondents

ACADEMICAL LEVELS OF THE RESPONDENTS

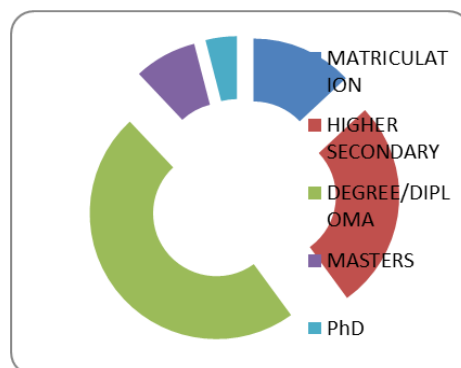


FIG NO 3

The following picture shows the respective interest level of the respondents towards agricultural field

LEVEL OF AGRICULTURAL INTEREST OF THE RESPONDENTS

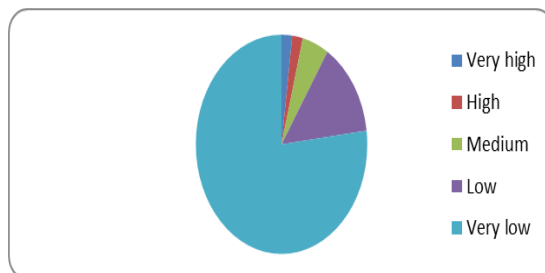


FIG NO 4

The following diagrams looks into various factors that restricts the entry of respondents in agricultural field

BLOCKING FACTORS WHICH RESTRICTS THE ENTRY OF RESPONDENTS IN AGRICULTURE

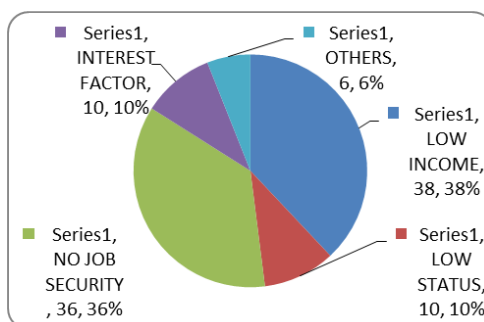


FIG NO 5

The following diagram shows the level of respondent's interest in participating youth oriented groups which promotes agriculture and allied activities

THE INTEREST OF RESPONDENTS IN PARTICIPATING AGRICULTURE PROMOTING UNITS

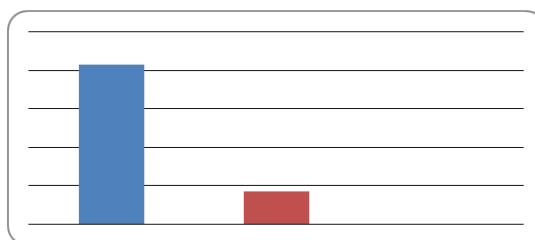


FIG NO 6

5. FINDINGS AND SUGGESTIONS

- While analyzing age group of the respondents, most of the respondents stood at the age range of (20-24) as indicated by the Red shade, followed by Light Green (25-29), Violet (30-35) and Dark Blue (15-19).
- Most of the respondents were Female category. The concerned gender related diagram represents Blue shade as (64% female) and Red shade representing (36% Male category)
- Regarding the academical levels of the respondents, the data were obtained from such respondents who have completed their Degree/ Diploma stream as indicated by Light Green, followed by Violet (masters), Light Blue (PhD), Dark Blue (matriculation), and Red (higher secondary).
- With regard to the interest level of the respondents towards the agricultural field, most of the respondents showed (very low) interest towards the agricultural field as indicated by Light Blue shade, followed by Dark Blue (very high), Red (high), Light Green (medium), Violet (low).
- While analyzing the various factors that restricts the entry of respondents in agricultural field the data obtained from the respondents were summarized as various blocking factors which represents in the following manner due to low income (38%) indicated by Dark Blue shade, followed by low status (10%) indicated by Red, no job security (36%) indicated by Green, interest factor (10%) indicated by indicated by Violet, and other reasons (6%) indicated by Light Blue.
- With regard to the level of respondent's interest in participating youth oriented groups which promotes agriculture and allied activities most of the respondents showed a positive response due to its entrepreneurial approach as represented by the concerned diagram with 83% positive response and 17% negative response.
- The study revealed that when the area of agriculture was related with entrepreneurial aspects, it enabled a positive change in the mindset of the respondents.
- The area of agriculture can be significantly revived through various new measures including the core area of the study.

6. SUGGESTIONS

- Agriculture has a significant impact on the performance of the Indian economy and therefore the administrative machinery should give more significance to all its operations.
- Provide awareness to youth regarding various central and state government schemes promoting agriculture.
- Introduction of a new company model called agricultural company as a solution for converting traditional form of agriculture into entrepreneurial based agriculture.

7. CONCLUSION

The study attitude of youth towards agripreneurship was an eye opener in the agricultural field due to its wide range of benefits and success rate. It is the right time to reform the agricultural area into more fruitful era as it was in ancient period. The study has significantly proved that in the present scenario the concept of agripreneurship gains much wide recognition which can do wonders in the field of agriculture in the coming days.

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