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Profile attributes of administrators of ICTs based agristart-ups

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Abstract

Start-up is a unique approach by Central Government of India to provide employment and encourage innovative idea. Agristart-ups are used for direct contact with experts for input needs and advisory services by clients. The present study was carried out to know the profile attributes of selected agristart-ups functionaries in Indore district of Madhya Pradesh. Total 80 administrators were selected through simple random sampling with replacement method. The results revealed that majority of administrators were in young age (85.00%), had education up to graduation (67.50%), male (78.75%), worked as subordinates of the agri start-up (90.00%), medium working experience (48.75%), received one training (53.75%), medium annual income (85.00%), formal source of credit (100.00%), medium utilization of information sources (46.25%), medium innovativeness (50.00%), medium risk preference (62.50%) and medium achievement motivation (62.50%).

Keywords: Start-ups, agriculture, agristart-ups and administrators

Introduction

In India, strong agricultural expansion continues to be the key to reducing poverty and fostering general economic development. However, the agriculture sector's growth pace is slowing down. In addition to this, the nation is very concerned about the rising unemployment rate. The Indian government has launched numerous efforts, including "Standup India-Startup India," to boost the agricultural industry and address the unemployment issue.

In the modern period, the word "startup" is widely used. It significantly affects the nation's economy. Innovative thinkers launch their start-ups with the fewest possible resources. The only way to maintain a thriving economy is through skills, and support is sought by entrepreneurs setting up new businesses. On January 26, 2015, India's Honourable Prime Minister Shri Narendra Modi joyfully unveiled "Standup India- Startup India," a programme that aims to inspire entrepreneurs to launch new businesses and support those that already exist. A startup would be considered creative and have technology in addition to a website, mobile application, etc.

When we combine agriculture and technology, it will increase the sector's performance and the farmers' standard of living because agriculture's ultimate goal is to create self-sufficient nations and raise farmers' living standards by developing Agristart-ups in their communities. The present study is conducted to find out the "Profile attributes of the administrator of ICT-based Agristart-ups in Madhya Pradesh".

Methodology

The study was purposively conducted in Indore district of Madhya Pradesh because the district has maximum number of agristart-ups. For present study those ICT based agristart-ups were selected which are providing agriculture and allied services to the clients. Thus the selected agri startups were Gramophone, Farmkart, Plant biotix and Farmsbest agristart-ups. Total 20 administrators as sample from each agristart-up were selected by using simple random sampling with replacement thus making a total sample of 80 administrators. Data were collected through the structured questionnaire of administrators.

Result and Discussion

The profile of administrators of selected agristart-ups is presented in Table 1.

Age: It is apparent from Table 1 that out of total respondents, 85.00 per cent belonged to young age category followed by 11.25 per cent from the middle age group.

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The probable reason might be that young persons are more energetic, more innovative in approach and preferred to perform their business independently as compared to old and middle generation. The similar findings were reported by Tanveer *et al.* [1], Khan [2], Bairwa [3], Afroz [4] and Reddy and Thomas [5]. However, it contradicts with the findings of Balaganoomath [6] and Azoulay *et al.* [7] who reported that successful administrators were in middle age groups not young.

Education: More than half (67.50%) completed their graduation followed by 32.50 per cent had completed post graduation. The probable reason could be that, education plays an important role in social and economical development. The similar findings are in agreement with the findings of Kamitewoko [8] and Hallyyev [9].

Gender: Majority of administrators involved in agri- start-ups were male (78.75%) followed by female (21.25%). The probable reason may be that due to the lack of external

motivation, the unfair attitude of officials, social insecurity, lack of confidence and lack of acceptance builds obstacle to women in their way. The findings are in line with Balan and Sammunnatha [10].

Occupation: Majority of administrators were subordinates (90.00%) in agristart-ups followed by superiors, which include founder, cofounder and directors (10.00%). The probable reason might be internal factor, innovation and opportunity of an individual for success. The similar finding was reported by Olalan [11].

Working experience: Higher per cent of administrators (48.75%) had medium work experience. The probable reason might be that most of them were young thus deals managing operation efficiently. The similar finding was reported by Reddy and Thomas [5]. It is contradictory with the study of Shivacharan [12], who reported that most of the respondents were in low experience category.

Table 1: Profile attributes of administrators of selected agri start-ups

| Characteristics | Category | Frequency | Percentage |
|------------------------|---|-----------|------------|
| Age | Young (Up to 35 years) | 68 | 85.00 |
| | Middle (36 - 55 years) | 12 | 15.00 |
| | Old (Above 55 years) | 0 | 0.00 |
| | Total | 80 | 100.00 |
| Education | Illiterate | 0 | 0.00 |
| | Primary school | 0 | 0.00 |
| | High school | 0 | 0.00 |
| | Higher secondary | 0 | 0.00 |
| | Graduate | 45 | 56.25 |
| | Post Graduation | 35 | 43.75 |
| | Total | 80 | 100.00 |
| Gender | Male | 63 | 78.75 |
| | Female | 17 | 21.25 |
| | Total | 80 | 100.00 |
| Occupation | Superiors(Founder, co-founder and directors) | 8 | 10.00 |
| | Subordinates | 72 | 90.00 |
| | Total | 80 | 100.00 |
| Working experience | Low (Up to 3 years) | 25 | 31.25 |
| | Medium (3.1-4 years) | 39 | 48.75 |
| | High (Above 4 years) | 16 | 20.00 |
| | Total | 80 | 100.00 |
| Training attended | No training | 30 | 37.50 |
| | One training | 43 | 53.75 |
| | More than one training | 7 | 8.75 |
| | Total | 80 | 100.00 |
| Annual income | Low (Up to Rs 134977.15) | 3 | 3.75 |
| | Medium (Rs 134977.16- Rs 494322.84) | 68 | 85.00 |
| | High (Above Rs 494322.85) | 9 | 11.25 |
| | Total | 80 | 100.00 |
| Source of credit | Formal | 8 | 100.00 |
| | Informal | 0 | 0.00 |
| | Total | 8 | 100.00 |
| Source of information | Low (Up to 27 score) | 23 | 28.75 |
| | Medium (28-31 score) | 37 | 46.25 |
| | High (Above 31 score) | 20 | 25.00 |
| | Total | 80 | 100.00 |
| Innovativeness | Low (Up to 18 score) | 2 | 25.00 |
| | Medium (19-22 score) | 4 | 50.00 |
| | High (Above 22 score) | 2 | 25.50 |
| | Total | 8 | 100.00 |
| Risk preference | Low (Up to 17 score) | 2 | 25.00 |
| | Medium (18-22 score) | 5 | 62.50 |
| | High (Above 22 score) | 1 | 12.50 |
| | Total | 8 | 100.00 |
| Achievement motivation | Low (Up to 19 score) | 17 | 21.25 |
| | Medium (20-22 score) | 50 | 62.50 |
| | High (Above 22 score) | 13 | 16.25 |
| | Total | 80 | 100.00 |

Training attended: More than half of administrators (53.75%) were attended one training only whereas 37.50 per cent did not any training and only 8.75 per cent had attended more than one trainings. The trainings attended by the administrators were on communication, technical and managerial aspect. The probable reason may be that training is important consideration for administrators to keep them up to date in terms of innovative information, new technology and skill required to manage the agristart-ups effectively. The findings find support with the work of Balaganoomath ^[6]. However, it is contradict from the findings of Shivacharan ^[12], who reported that 78.33 respondents did not receive any training because of less availability of fund and lacking of experienced personnel's.

Annual income: Majority of administrators (85.00%) came under medium annual income category followed by high (11.25%) and low (3.75%) income category. This might be because agristart-ups age is directly positively related with the annual income or net income of the agristart-ups. The finding is similar to the findings of Matemilola *et al.* ^[13].

Source of credit: Basic source of credit agency was formal (Bank, Private investors). The finding is in consideration with the findings reported by Nwibo and Okorie ^[14].

Source of information: Higher per cent of administrators (46.25%) had medium utilization of information sources followed by low (28.75%) and high (25.00%) category. The probable reason might be the authenticity of information because it is directly used in the farm or field level. The findings find support with the work of Shivacaharan ^[12].

Innovativeness: Half of the administrators (50.00%) had medium level of innovativeness followed by low (25.00%) and high (25.00%) level of innovativeness. The probable reason might be that complex and non-friendly regulation hindered the flourishing of innovative agristart-ups. This work is in line with the work of Nair ^[15]. Whereas the work of Shivacharan ^[12] contradict with the study, who reported high innovativeness among the respondents because of high decision making ability and now a day's respondents were finding new income oriented method.

Risk preference: Majority of administrators (62.50%) were having medium risk preference followed by, low (25.50%) and high (12.50%) risk preference. It might be due to the fact that starting and running the new agristart-ups into a profitable way itself is a big task. It needed so many tactics to run agristart-ups effectively. This result corroborates the finding of a great deal of the previous work of Kiran *et al.* ^[16]. The outcome is contrary to the work of Shivacharan ^[12] and Balaganoomath ^[6], who found high-risk preference in respondents and the probable reason was that because of more tolerance to risk factor they come up with the better management solution.

Achievement motivation: Majority of administrators (62.50%) came under medium achievement motivation category followed by, low (21.25%) and high (16.25%) level of achievement motivation respectively. The probable reason attributed to medium innovativeness, medium risk preference and medium management orientation this could leads administrators towards medium achievement category. They

were aware of their goal setting and achieving the goal. The similar finding is reported by Shivacharan ^[12].

Conclusion

The result essentially points out that agriculture needs to be associated with the technology for better performance. Agristart-ups need to be studied for making profitable and as strong as IT sector. Therefore, this study showed that profiles of the administrators are very important for agristart-ups. The result revealed that majority of the administrators belonged to medium level of profile attributes with respect to most of the variables selected. Administrators were young, graduated, male, subordinates, who were having 3.1 to 4 years of experience, had attended at least one training. They had medium annual income, formal source of credit, medium level of information source utilization, medium innovativeness, medium risk preference and medium achievement motivation. Any organization needs competent administrators for a proper stand up of agristart-up in present era. Agristart-ups have an aim to provide need based inputs and advisory to farmers for successful entities. Profile of administrators affects the success or performance of agristart-ups.

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