



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(12): 2046-2048
© 2023 TPI
www.thepharmajournal.com
Received: 22-10-2023
Accepted: 27-11-2023

Deshmukh JM
College of Agriculture, Latur,
Maharashtra, India

Rempuii
College of Agriculture, Latur,
Maharashtra, India

Attitude of rural youth towards agripreneurship

Deshmukh JM and Rempuii

Abstract

The present study was conducted in Aibawk and Thingsulthliah Blocks of Aizawl District from Mizoram state with an objective to study attitude of rural youth towards agripreneurship. Total of 120 respondents were selected by random sampling technique. Compilation and interpretation were done as per objectives of the study. Findings indicated that, 16.66 percent of the respondent had less favourable attitude, majority (61.67%) of respondent had favourable attitude and 21.67 percent of the respondents had highly favourable attitude towards agripreneurship. Significant and positive relationship was observed with education, land holding, annual income, farming experience, social participation, mass media, economic motivation and risk orientation exposure with their attitude towards agripreneurship.

It is suggested that there is a need of special efforts to attract, train and retain the rural youth in agripreneurship by changing the perspectives of agriculture and making it scientifically attractive and economically profitable.

Keywords: Rural youth, agripreneurship, favourable attitude

Introduction

In spite of huge potential in the North Eastern Regions for agricultural and horticultural produce, the productivity of the area falls below the national average. The region offers scope for cultivation of a wide variety of agricultural crops because of its diversities in topography, altitude and congenial agro-climatic environments. (Birthal *et al.*, 2006) ^[2]. Due to their limited access to assets, markets, finance, education and skill training, youth are often unemployed or work informally – often in low-paid, manual and hazardous jobs. This situation is enhanced in the hilly states of North East India because of less industrialization and employment opportunities. Productivity can be increased in these areas with the right tools and the right mind set.

Young people living in the rural areas have the potentiality to enhance the agricultural production and food security as well as boost the rural economies. They have a great capacity for transforming and innovating resources to be a future progressive entrepreneur. They often have exceptional capabilities for entrepreneurship especially agripreneurship than their elders. Due to their limited access to technologies, assets, markets, education, finance and education, we often find that rural youth are unemployed or migrate to the urban areas in search for employment. The rural youth of today needs to be aware of their substantial opportunities through agripreneurship in order to increase their economic level and achieve success in life. Agripreneurship is not only an opportunity but also a necessary force for improving the production and profitability in agriculture sector. The power of change is within the hands of the youth and thus it is imperative to find out the outlook and perspectives of the youth towards agripreneurship. A positive attitude will bring about economic development creating a better standard of living and make the society a better place. Keeping this in view it was important to study the attitude of rural youth towards agripreneurship.

Methodology

The present study was carried out in Aibawk and Thingsulthliah Blocks of Aizawl District in Mizoram. The rural youth were selected by random sampling method to make a sample size of 120. A presented interview schedule was used for the data collection. The data was collected personally at the residence of the rural youth. The collected data were coded, compiled, tabulated, and analysed in line with the objectives of the study. Qualitative data were converted into quantitative data by means of suitable scoring, wherever necessary. Descriptive statistics such as percentage, mean and frequency were used for describing the variables of the study.

Corresponding Author:
Deshmukh JM
College of Agriculture, Latur,
Maharashtra, India

Pearson's Co-efficient of correlation was used to explore the relationships between dependent and independent variables.

Results and Discussion

Data contain in Table 1 indicated that the respondents showed positive responses for these statements “Agri-entrepreneurship is better option for the rural poor in the present context of global challenges posed in agriculture sector”, “Entrepreneurship development programmes conducted from time to time provide adequate knowledge and expertise in rural youth to start an enterprise”, “I feel rural youth need more trainings and technical support from Govt./NGOs”, “Agri-entrepreneurship is the only source of self employment for rural youth to arrest their migration to nearby cities”, “I want to become a role model for other entrepreneurs by succeeding in my own enterprise”, “Entrepreneurship is not essentially a creative activity”, “Expert advice makes enterprise activities productive”, “Agri-

entrepreneurship is not suitable to youth and for the statement” “An entrepreneur should be a self-motivated in achieving his goals”, “Entrepreneurs should be optimistic/ positive in nature”, and “Agri-entrepreneurship could not develop analytical skill in rural youth.” Respondents were undecided with the statements “I feel having job either private/ public is better than starting enterprise.” and “Seasonal agri-enterprises are not remunerative.”. The respondents showed negative responses for the statements “I feel subsidies and incentives provided by the Government for young agri entrepreneurs were not adequate and supporting”, “Rural youth requires experience in establishing and running of an enterprise before he actually starts an agri-enterprise.”, “Agri-entrepreneurship decreases self confidence in youth” and” The entrepreneurs do not get help from the entrepreneurship related programmes/ schemes/ organisations.”

Table 1: Statement wise distribution of rural youth towards agripreneurship

Statement	Response				
	SA	A	UD	D	SD
I feel having job either private/ public is better than starting enterprise.	5 (4.17)	41 (34.17)	54 (45.00)	20 (16.67)	0 (0.00)
I feel subsidies and incentives provided by the Government for young agri entrepreneurs were not adequate and supporting.	0 (0.00)	6 (5.00)	43 (35.83)	58 (48.33)	13 (10.83)
Agri-entrepreneurship is better option for the rural poor in the present context of global challenges posed in agriculture sector.	10 (8.33)	51 (42.50)	47 (39.17)	12 (10.00)	0 (0.00)
Rural youth requires experience in establishing and running of an enterprise before he actually starts an agri-enterprise.	0 (0.00)	12 (10.00)	33 (27.50)	59 (49.17)	16 (13.33)
Entrepreneurship development programmes conducted from time to time provide adequate knowledge and expertise in rural youth to start an enterprise	17 (14.17)	70 (58.33)	31 (25.83)	1 (0.83)	1 (0.83)
I feel rural youth need more trainings and technical support from Govt. / NGOs.	21 (17.50)	77 (64.17)	21 (17.50)	1 (0.83)	0 (0.00)
Agri-entrepreneurship is the only source of self employment for rural youth to arrest their migration to nearby cities.	10 (8.33)	81 (67.50)	28 (23.33)	1 (0.83)	0 (0.00)
I want to become a role model for other entrepreneurs by succeeding in my own enterprise.	9 (7.50)	93 (77.50)	16 (13.33)	2 (1.67)	0 (0.00)
Entrepreneurship is not essentially a creative activity.	9 (7.50)	73 (60.83)	13 (10.83)	24 (20.00)	1 (0.83)
Expert advice makes enterprise activities productive.	18 (15.00)	85 (70.83)	17 (14.17)	0 (0.00)	0 (0.00)
Seasonal agri-enterprises are not remunerative.	3 (2.50)	41 (34.17)	44 (36.67)	26 (21.67)	6 (5.00)
Agri-entrepreneurship is not suitable to youth	3 (2.50)	47 (39.17)	25 (20.83)	35 (29.17)	10 (8.33)
An entrepreneur should be a self-motivated in achieving his goals.	14 (11.67)	84 (70.00)	21 (17.50)	1 (0.83)	0 (0.00)
Entrepreneurs should be optimistic/ positive in nature.	13 (10.83)	87 (72.50)	14 (11.67)	6 (5.00)	0 (0.00)
Agri-entrepreneurship decreases self confidence in youth.	5 (4.17)	38 (31.67)	24 (20.00)	47 (39.17)	6 (5.00)
The entrepreneurs do not get help from the entrepreneurship related programmes/ schemes/ organisations.	0 (0.00)	5 (4.17)	35 (29.17)	72 (60.00)	8 (6.67)
Agri-entrepreneurship could not develop analytical skill in rural youth.	8 (6.67)	44 (36.67)	42 (35.00)	25 (20.83)	1 (0.83)

SA- Strongly Agree

A- Agree

UD- Undecided

DA- Disagree

SDA- Strongly Disagree.



Fig 1: Distribution of respondents according to their attitude towards agripreneurship

It was clear from Fig 1, that majority (61.67%) of the respondents had a favorable attitude, followed by 21.67 percent with highly favorable attitude and the remaining 16.66 percent had less favorable attitude towards agripreneurship.

Conclusions

The findings revealed that the rural youth had favorable attitude towards agripreneurship. This might be due to the fact that most of the rural youth are not much aware about the opportunities of agripreneurship and how it can help them achieve to be self independent. In order to obtain highly favourable attitude, special efforts should be made to attract, train and retain the rural youth in agripreneurship by changing the perspectives of agriculture and making it scientifically attractive and economically profitable.

References

1. Baishya S, Sangtam H, Mhalo T, Megokhono M, Zuchamo T, Deka BC, *et al.* Empowering Rural Tribal Youth Through Agripreneurship – Evidence from a Case Study in North East India. *Current Science*. 2021;120:1854-1862. 10.18520/cs/v120/i12/1854-1862.
2. Pratap B, Awadhesh J, Joshi PK, Singh DK. Agricultural diversification in north eastern region of India: Implications for growth and equity. *Indian Journal of Agricultural Economics*. 2006;61:328-340.
3. Dioneo-Adetayo EA. Factors Influencing Attitude of Youth Towards Entrepreneurship *Journal of Adolescence and Youth*. 2006;13:1(2):127-145, DOI: 10.1080/02673843.2006.9747970
4. Mukhopadhyay, Boidurjo Rick. What is AGRIPRENEURSHIP, and why India needs it?. 2020, 4.
5. Shivacharan G, Sudharani V, Vasantha R, Supriya K. Construction of attitude scale for rural youth towards agri entrepreneurship. *International Journal of Pure and Applied Biosciences*. 2017;5(4):1117-1121.