

RELATIONSHIP BETWEEN PROFILE AND ATTITUDE OF RURAL YOUTH TOWARDS AGRI-PRENEURSHIP

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ABSTRACT

The study was conducted in the Navsari district of South Gujarat and all the six talukas of Navsari were covered under the study. From each taluka, 20 respondents were selected randomly. Thus, the sample size was 120 respondents for the present study. The appropriate measuring techniques/scale for dependent and independent variables were also chosen, and a well-structured interview schedule was developed accordingly. The collected data were analyzed using statistical tools and methods for analysis. The finding of this study revealed that the variable like, education, annual income, entrepreneurial experience, training undergone, extension contact, mass media contact and decision-making ability had positive and highly significant correlated to attitude, while leadership ability and social participation had positive and significant relationship with attitude, while age and marketing facility had positive and non significantly related with attitude towards agri-preneurship.

Keywords: attitude, relationship, agri-preneurship, rural youth

INTRODUCTION

Indian economy is an agrarian one. Most of the rural youth are illiterate and burdened with the needs of their own families. They lack opportunities for organizing themselves to be engaged in constructive work and lack guidance for participation in developmental activities. Thus, unemployment has remained the biggest challenge for India. The physical age of youth is usually categorized to be between 15 to 35 years, sometimes younger and older. Agri-preneurship in common language can be defined as sustainable, community oriented, directly marketed agriculture. Sustainable agriculture refers a system-oriented approach to farming that put emphasis on the interrelationships of social, economic and environmental processes. Agri-preneurship is not only an opportunity but also a necessary force for improving production and profitability in the agriculture sector.

Many young farmers engage in high-tech, high-risk and return agri-ventures like protected agriculture, precision farming, organic agriculture, floriculture, medicinal and aromatic plant cultivation *etc.* Which do the ageing farmers mostly avoid (Bhat *et al.*, 2015). Youth could be the ideal catalyst to change the poor image of agriculture given their greater possibility to adopt new ideas, concepts and technologies. Youth could be the ideal catalyst to change the poor image of agriculture given their greater possibility to adopt new ideas, concepts and technologies. Entrepreneurs in

agriculture would solve the entire problems like reducing the burden of agriculture, generating employment opportunities for rural youth, controlling migration from rural to urban areas, increasing national income, supporting industrial development in rural areas and reducing the pressure on urban areas.

The present study is a unique and pioneering one, where in an attempt has been made to study the "Attitude of rural youth towards agri-preneurship in Navsari". It will be useful to spot suitable profile characteristics of rural youth and their attitude towards agripreneurship. It also analyses the perception of rural youth towards agri enterprises. It would provide ample scope for identifying the factors influencing the attitude of rural youth towards agri-enterprises. (Saha *et al.* 2010)

OBJECTIVES

- (1) To study the profile of rural youth
- (2) The find out the relationship between profile and attitude of rural youth towards agri-preneurship

METHODOLOGY

An Ex-post-facto research design was used in the present investigation. South Gujarat region consist of seven districts namely Surat, Navsari, Valsad, The Dangs,

Tapi, Bharuch and Narmada. Out of these, Navsari was purposively selected because the researcher’s residence and the location of Navsari Agricultural University is in the same selected district along with that selected district had more rural population as compared to urban population. From each taluka, 20 respondents were selected randomly. Thus, the sample size was 120 respondents for the present study. Eleven independent variables of the rural youth were measured through respective scales with due modification.

RESULTS AND DISCUSSION

Profile of the rural youth

It can be indicated that more than half 55.83 per cent of the rural youth belongs to late young age (31-35 years), followed by 36.67 and 07.50 were moderate and very young age, respectively. Mounika *et al.* (2023) and Charan (2014) reported similar result.

It is specified that less than one third 28.33 per cent of the rural youth had middle school level education, followed by 25.00, 19.17, 18.33, 07.50 and 01.67 per cent had primary school, high school, functionally literate, graduation and above level, illiterate, respectively. This finding is in support to the findings revealed by Dattatray (2019) and Darandale *et al.* (2011).

Less than half 42.50 per cent of the rural youth had low (₹ 50,001 to 1,00,000) annual income, followed by 27.50, 23.33, 05.00 and 01.67 per cent of them had very low (Up to ₹ 50,000), medium (₹ 1,00,001 to 1,50,000), high (₹ 1,50,001 to 2,00,000) and very high (Above ₹ 2,00,000) annual income, respectively. It may be due to limited job opportunities and dependence on low-income agricultural activities contributes to low annual incomes in rural areas. This finding is in support to the findings revealed by Pakhmode *et al.* (2019).

It is evident that majority 80.00 per cent of the rural youth had medium level of entrepreneurial experience, followed by 10.83 and 09.17 per cent had high and low level of entrepreneurial experience, respectively. The present finding gets support from research reported by Dattatray (2019).

More than one-third 39.17 per cent of the rural youth trained from knowledge based training, 25.00, 20.00 and 15.83 per cent belongs to skill based, not undergone training and both knowledge and skill, respectively. This finding is in support to the findings revealed by Shivacharan (2014).

More than half 61.67 per cent of the rural youth had medium level of extension contact, followed by 26.66

and 11.67 per cent had high and low level of extension contact, respectively. This finding is in support to the findings revealed by Mubeena *et al.* (2017).

Table 1: Distribution of the rural youth according to their profile characteristics (n=120)

Categories	Frequency	Per cent
Age		
Very young age (18 - 25 years)	09	07.50
Moderate young age(26 – 30 years)	44	36.67
Late young age (31 – 35 years)	67	55.83
Education		
Graduation and above	09	07.50
High school (11th to 12th class)	23	19.17
Middle school (9th to 10th class)	34	28.33
Primary school (1st to 8th class)	30	25.00
Functionally literate	22	18.33
Illiterate	02	01.67
Annual income		
Upto ₹50,000	33	27.50
₹50,001to₹1,00,000	51	42.50
₹1,00,001 to ₹1,50,000	28	23.33
₹ 1,50,001 to ₹ 2,00,000	06	05.00
Above ₹ 2,00,001	02	01.67
Entrepreneurial experience		
Low	11	09.17
Medium	96	80.00
High	13	10.83
Training undergone		
Not undergone training	24	20.00
Knowledge based	47	39.17
Skill based	30	25.00
Both knowledge and skill	19	15.83
Extension contact		
Low	14	11.67
Medium	74	61.67
High	32	26.66
Mass media contact		
Low	19	15.83
Medium	88	73.33
High	13	10.83
Marketing facility		
Low	15	12.50

Categories	Frequency	Per cent
Medium	87	72.50
High	18	15.00
Leadership ability		
Low	30	25.00
Medium	59	49.17
High	31	25.83
Decision making ability		
Low	14	11.66
Medium	86	71.67
High	20	16.67
Social participation		
No membership in any organization (0 score)	09	07.50
Membership in one organization (1 score)	20	16.67
Membership in more than one organization (2 score)	78	65.00
Holding position in organization	13	10.83

Less than three fourth 73.33 per cent of the rural youth had medium level of mass media contact, followed by 15.83 and 10.83 per cent had low and high level of mass media contact, respectively. It may be due to in the present world, the electronic and print media are taking lead to reach the enterprise community. This finding is in accordance with the findings of Gangwar and Kameswari (2016).

Less than three fourth 72.50 per cent of the rural youth had medium level of marketing facility, followed by 15.00 and 12.50 per cent had high and low level of marketing facility, respectively. The finding has been partially supported by Mubeena *et al.* (2020).

Slightly less than half 49.17 per cent of the rural youth had medium level of leadership ability, followed by 25.83 and 25.00 per cent had high and low level of leadership ability, respectively. Mubeena *et al.* (2020) reported similar results.

Less than three fourth 71.67 per cent had medium level of decision making ability, followed by 16.67 and 11.66 per cent of them had high and high and low level of decision making ability, respectively. This finding is in accordance with the findings of Anusuya *et al.* (2020).

It is indicated that less than two third 65.00 per cent of the rural youth had membership in more than one organization, followed by 16.67, 10.83 and 07.50 per cent had membership in one organization, holding position in organization and no

membership in any organization, respectively. The results are similar with Anusuya *et al.* (2020) and Patel *et al.* (2017).

Relationship between profile and attitude of rural youth towards agri-preneurship

Table 1: Relationship between profile and attitude of rural youth towards agri-preneurship

(n=120)

Sr. No.	Variables	'r' value
X ₁	Age	0.060 ^{NS}
X ₂	Education	0.583 ^{**}
X ₃	Annual income	0.533 ^{**}
X ₄	Entrepreneurial experience	0.459 ^{**}
X ₅	Training undergone	0.485 ^{**}
X ₆	Extension contact	0.270 ^{**}
X ₇	Mass media contact	0.434 ^{**}
X ₈	Marketing facility	0.160 ^{NS}
X ₉	Leadership ability	0.209 [*]
X ₁₀	Decision making ability	0.520 ^{**}
X ₁₁	Social participation	0.180 [*]

NS Non-significant level of probability

*Significant at 0.05 level of probability

**Significant at 0.01 level of probability

The table 1 revealed that education, entrepreneurial experience, annual income, training undergone, extension contact, mass media contact, leadership ability, decision making ability, social participation was found to be positive and significantly associated with attitude of rural youth towards agri-preneurship in Navsari and age, marketing facility was found positive non significantly related with attitude rural youth towards agri-preneurship.

CONCLUSION

It can be concluded that the majority of rural youth belong to the late young age group with a middle school level of education having ₹ 50,001 to ₹ 1,00,000 annual income, medium level of entrepreneurial experience, extension contact, mass media contact, marketing facility, leadership ability, decision making ability and took knowledge-based training and hold membership in more than one organization. Whereas, education, annual income, entrepreneurial experience, training undergone, extension contact, mass media contact, leadership ability, decision making ability, social participation was found to be positive and significantly associated with attitude of rural youth towards agri-

preneurship in Navsari and age, marketing facility was found positive non significantly related with attitude rural youth towards agri-preneurship.

IMPLICATIONS

It could be stated based on the findings that, the rural youth had favorable attitude towards agri-preneurship. Therefore, in order to develop a highly favorable attitude, educational institutions and youth organizations can aware the rural youth from early age about the opportunities of agri-preneurship and create interests among them. The government ought to offer complimentary training for skill enhancement and place emphasis on amplifying initiatives and programs aimed at rural youth, such as Skill India and ARYA, to harness and nurture their capabilities, fostering selfsufficiency and independence.

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CONFLICT OF INTEREST

Authors have no conflict of interest . We certify that the submission is original work and is not under review at any other publication.

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