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## A critical analysis on performance of farm based agri-input entrepreneur in central Telangana region

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### Abstract

In a situation when farmers' suicide and distress sell still remain the key issues in India's Agricultural scenario, we are dreaming of achieving a double income for the farming community. This gap in the income level of farmers can only be bridged by adopting newer income generating opportunities like establishing Farm based enterprises. Farm based enterprises are the vehicles for transforming rural India, these enterprises are maintained by the agripreneurs this are the people enthusiastically more interestedly established units in agriculture especially in rural areas. Main aim of my research is to knowing about the performance of farm based agri input entrepreneurs and their impact on rural people especially on farmers of the area. The research investigation was conducted in Central Telangana region of Sanga Reddy district it consists of three revenue divisions namely Zahirabad, Narayanakhed and Sanga Reddy. From each revenue division Nine blocks were selected purposively using simple random sampling method thus making up a total of 27 blocks. From out of 27 Blocks each block 7-8 respondents interviewed and collected data with help of specially designed interview schedule it constitutes a total of 200 farm based agri-input entrepreneurs. Main aim of the research is to know the profile of agri-input based Agripreneurs and their role performance in already established farm based agri-input enterprises. The exploratory research design was used for the study. Most of the agripreneurs (i.e 80.00 percent) performs only sales and very low percent (i.e.20.00%) input dealers perform agro-advisory services that to specifically for large and medium farmers. 83.00 percent of the respondents had medium level of extent of performance of farm-based enterprises, followed by an equal percentage (8.5%) of respondents had low and high level (8.5%) of role performance of farm-based agri-input enterprises respectively.

**Keywords:** role performance, farm based agripreneurs, agri inputs, agro advisory services

### Introduction

A farm-based enterprise is one which produces the finished goods by using agricultural raw materials or producing required inputs for farm or producing economic agricultural produce or rendering services for the farm. Ex; Biofertilizers, Livestock, Agro-processing, Agri clinic etc. (Source: vikaspedia.in/agriculture/farm-based enterprises). India in order to remain a front-runner needs to primarily focus on agricultural sector, the back bone of the economy. This specialization will develop Agri-preneurs with distinct traits and skills to explore opportunities galore in the field of agriculture. Among the various strategies to promote planned growth in this sector, focus on promoting viable farm based agri-input enterprises will certainly help exploit its operational efficiency to handle. It is a long held view that innovation in the farming sector in India has progressed since the green revolution of the 1960s and 1970s, the drastic change in that period brought high yielding varieties of seeds along with major improvement in irrigation methods and soil nutrition etc it is a common argument that farmers in India continue to follow the paradigm established by the green revolution even today despite the fact that natural and economic factors demand revolutionary changes in the agricultural sector once again.

The farm based enterprises depends upon agriculture for raw materials. Farm based enterprises are the major market of agricultural commodities. Main farm-based enterprises in India are the sugar industry, the cotton textile industry, jute industry, food processing, paper industry and agricultural input industries or companies like seeds, fertilizers and pesticides employment opportunities in the rural areas of the country are increasing due to the establishment of more and more farm-based enterprises. Farm based enterprises playing a significant role in agricultural development. Increasing population growth in the country places pressure on agricultural production. The miss uses of agrochemicals, pesticides and over use of fertilizers increasing rapidly, the harmful effects of the pesticides are now established worldwide.

Farmers are the direct users of pesticides and more like to get acute toxicity of pesticides. The chronic toxicity effect whole population. Farmers were unaware of correct usage of such agro chemicals, they are guided by agri input dealers and retail outlets of agri inputs. Here the role performance of farm based agri-input enterprise and the agripreneurs great important for quality supply of agricultural inputs and proper recommendations for the diseases and pests of the crops. Today the average age of the farmer increasing globally and encouraging new generation farmers i.e youth into the farming, farm-based enterprises are crucial because the quality supply of agricultural inputs like seeds, fertilizers, pesticides etc. ensure the quality production and productivity of agricultural products. Farmers get reasonable cost of the farm-based product by interlinking of farm-based enterprise and farmers. Being an agrarian economy, it is the need of the hour for promoting farm-based enterprises and stabilizing Agripreneurship as one of the most emphasized sectors of governmental policies which are being seen as an answer to low production, unemployment, poverty reduction in agricultural sector.

### Materials and Methods

The research investigation was conducted in Central Telangana region of Sanga Reddy district it consists of three revenue divisions namely Zahirabad, Narayankhed and

Sanga Reddy. From each revenue division Nine blocks were selected purposively using simple random sampling method thus making up a total of 27 blocks. From out of 27 Blocks each block 7-8 respondents interviewed and collected data with help of specially designed interview schedule it constitutes a total of 200 farm based agri-input entrepreneurs. The collected data was processed and tabulated manually. Using Simple frequency and percentage were calculated to analyze the data. Exploratory and Ex-Post Facto research design was adopted for the study as the event was already occurred and the researcher has no opportunity to influence the independent variables.

To place it in Kerlinger (1968) words, ex-post facto research is an orderly experimental enquiry wherein the researchers don't have direct control of impacting (independent) factors. Since their appearances have just happened or on the grounds that they are characteristically not manipulatable. The research investigation was conducted in Zahirabad, Narayankhed and Sanga reddy Revenue divisions purposively based on the highest number of agripreneurs, nine blocks were selected from each revenue division, thus making up a total of 27 blocks with the main objective is to study and finding out the role performance of Farm based agri-input entrepreneurs. Total sample size constituted to 200 Agripreneurs involved in agri input services drawn from three revenue division randomly as shown in Table 1.

**Table 1:** Number of farm-based enterprises in study area

S. No	Revenue Divisions	Mandals	No of FBEs
1	Narayankhed revenue	1. Kalher	08
		2. Kangti	18
		3. Manor	10
		4. Nagilgidda	06
		5. Narayankhed	32
		6. Sirgapor	05
2	Sangareddy revenue	7. Ameenpur	03
		8. Andole	11
		9. Gummadidala	09
		10. Hathnoora	09
		11. Jinnaram	06
		12. Kandi	0
		13. Kondapur	02
		14. Munipally	13
		15. Patancheru	06
		16. Pulkal	09
		17. Ramchandrapuram	03
		18. Sadasivapet	35
		19. Sangareddy	10
		20. Vatpally	14
3	Zaheerabad revenue	21. Jharasangam	11
		22. Kohir	14
		23. Mogudampally	03
		24. Nyalkal	14
		25. Raikode	24
		26. Zahirabad	22

### Result and Discussion

The extent of performance of an agripreneur in the farm-based agri-input enterprise can be operationalized as the various role performed by the agripreneur in their enterprise. Based on the available literature, previous studies and opinion from the extension experts, the various role performed by the agripreneur were documented. The respondents were asked to provide their response against the roles under three-point continuum viz., 'Fully satisfied (FS)', 'Partially satisfied (PS)' and 'Not satisfied (NS)' with the scores 2, 1 and 0 respectively. Based on the total score obtained, the

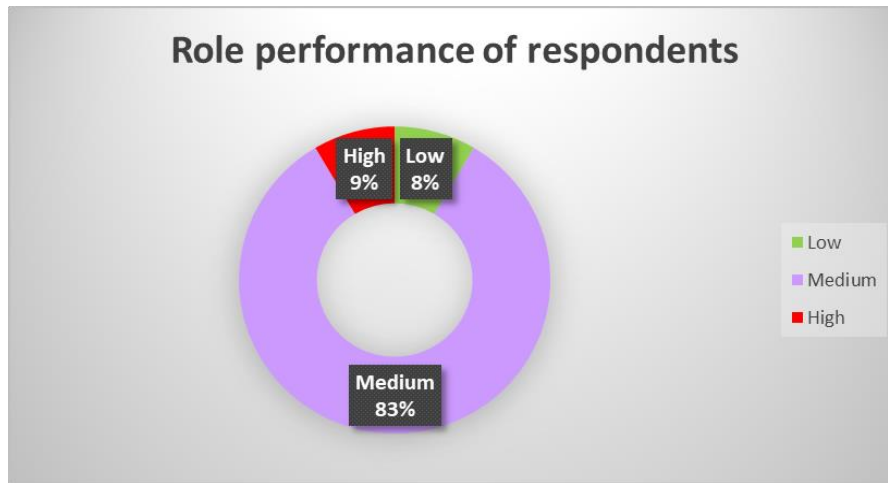
respondents were categorized into low, medium and high as mean and standard deviation as check.

**Table 1:** Distribution of respondents based on their extent of performance (N=200)

S. No.	Category	Response		$\bar{x} = 45.32$
		Frequency	Percentage	
1	Low	17	8.5	$\sigma = 5.37$
2	Medium	166	83	
3	High	17	8.5	

From Table.1, it can be evident that more than three-fourth of the respondents (83%) had medium level of role performance of farm-based agri-input enterprises, followed by an equal percentage (8.5%) of respondents had low and high level of role performance of farm-based enterprises respectively.

It might be because of the reason that, high level of education, good extension agency contact, good information sources and better mass media exposure leads to medium level of role performance in farm-based enterprises resulting in good advisory services.



**Fig 1:** Distribution of respondents based on their role performance

**Table 2:** Relationship between the independent variables and extent of role performance of the farm-based enterprise (n=200)

S. No.	Characteristics	Regression co-efficient	Standard error	t-value	p-value
X <sub>1</sub>	Education	-0.363	0.387	0.350**	-0.641**
X <sub>2</sub>	Socio-economic status	-0.998	0.332	0.259**	0.090 <sup>NS</sup>
X <sub>3</sub>	Trainings received	0.129	0.734	0.860	-0.414**
X <sub>4</sub>	Experience	-0.012	0.055	0.828	0.295**
X <sub>5</sub>	Sources of information utilization	0.248	0.137	0.072*	0.692**
X <sub>6</sub>	Ability to co-ordinate the farming activities	0.072	0.221	0.743	0.653**
X <sub>7</sub>	Value Orientation	0.107	0.393	0.787	-0.286**
X <sub>8</sub>	Extension agency contact	0.483	0.135	0.000*	-0.475**
X <sub>9</sub>	Mass media exposure	0.084	0.095	0.374**	0.733**
X <sub>10</sub>	Risk-taking behaviour	-0.308	0.320	0.337**	0.365**
X <sub>11</sub>	Innovativeness	0.575	0.269	0.034*	-0.150*
X <sub>12</sub>	Achievement motivation	0.334	0.150	0.027*	-0.534**

\* - Significant at 1% \*\* - Significant at 5% R<sup>2</sup>= 0.223 F = 3.459

From Table.2. It revealed that, the variables sources of information utilization, innovativeness, extension agency contact and achievement motivation had positive and significant relationship with the role performance of the farm-based enterprise at 1 percent level of significance. Subsequently, education, mass media exposure, risk-taking behavior and socio-economic status had positive relationship with role performance at 5 percent level of significance. Consequently, trainings received, experience, ability to co-ordinate the farming activities, value orientation had no significant relationship with the role performance of the farm-based enterprises. It was due to the reason that, innovativeness and achievement motivation determines the role and distinguishes their performance among the other agripreneurs.

From Table 2. in the light of role performance, the variables education, trainings received, value orientation, extension agency contact, innovativeness and achievement motivation were negatively correlated to the role performance of the respondents. Similarly, experience, sources of information utilization, ability to co-ordinate the farming activities, mass media exposure, risk-taking behavior had positive correlation with the role performance of the respondents. Further, socio-economic status was not related to the role performance of the respondents. It was due to the reason that experience, good

sources of information, mass media exposure and risk-taking behavior determines and improves the role of the respondents in their enterprise.

**Conclusion**

Farm-based enterprises not only empowers farmers, but also involved in social upliftment of rural areas thereby improving the standard of living, reducing unemployment and poverty alleviation, in another aspect it becomes necessary to feed the growing population in India. In this study through possible efforts i would concluding that the role performance of farm based agri input entrepreneur as follows like 83.00 percent of the respondents had medium level of extent of performance of farm-based enterprises, followed by an equal percentage (8.5%) of respondents had low and high level of role performance of farm-based enterprises respectively. The Independent variables such as sources of information utilization, innovativeness, extension agency contact and achievement motivation had positive and significant relationship with the role performance of the farm-based enterprise at 1 percent level of significance. Subsequently, education, mass media exposure, risk-taking behaviour and socio-economic status had positive relationship with role performance at 5 percent level of significance. Consequently, trainings received, experience, ability to co-ordinate the

farming activities, value orientation had no significant relationship with the role performance of the farm-based enterprises.

There is an urgent felt need to concentrate on the farm based agri input enterprises because the farmers are completely depends upon the agri input dealer only with intervention of government and other national institutes to give proper guidelines and conducting training session to improve the performance of the farm based agri input entrepreneur's through them quality supply of farm inputs leads to quality production there by improving the standard of living of the farmers, the central government aim of achieving doubling income to the farmers will be possible.

#### Implications of the study

- Creating awareness on the usage of insecticides, fungicides and fertilizers used through entrepreneurial programmes, trainings and awareness campaigns.
- Increased level of education, good extension agency contacts and better exposure to mass media helps them to be aware of the new technologies and practices,
- Support by family members and government, innovativeness, self-identity, need for additional family income motivates them to initiate their business.
- Most of the respondents were unaware of the purpose and place of training since participation of respondents in various extension programmes like exhibitions, awareness campaigns, training, etc. becomes necessary.
- Most of the respondents were aware on the various legal procedures related to documents applying for licenses, seed related, fungicides, insecticides, pesticides and fertilizers used, market related.
- Awareness level on various schemes and technologies seems to be increased through the efforts of Government promotional activities.
- Most of the respondents had medium level of role performance and they were aware of their role in their enterprise.
- Socio-economic status of respondents does not have any association with the factors that motivate them to start their enterprise, their extent of role performance.
- Providing vocational training programme, managerial and technical assistance, financial assistance, space and infrastructure facility, increased awareness about government schemes and institutional support, providing good education, credible sources of information which in turns promote the farm-based enterprises.
- Eliminating the middle men, creating new market opportunities, regulating price of inputs, provision of bank loans with low interest rate also motivated them to do their job efficiently and effectively.

#### Limitations of the study

Though, all possible efforts were made to make the study objective and precise, certain limitations did remain. The present study, being part of the Master's programme, has the normal limitations of time, funds and other facilities commonly faced by single student researcher. These limitations led to the purposive selection of only one district as the locale of the study. Generalizations made based on the findings of the study may not be directly applicable to other areas and need to be substantiated with other studies.

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