



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(7): 798-802
© 2021 TPI
www.thepharmajournal.com
Received: 17-05-2021
Accepted: 19-06-2021

MD Mubeena

PG Student, Department of
Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Dr. T Lakshmi

Professor, Department of
Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Dr. PLRJ Praveena

Professor, Department of
Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Dr. AV Nagavani

Professor, Department of
Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Dr. B Ramana Murthy

Assistant Professor, Department
of Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Corresponding Author:

MD Mubeena

PG Student, Department of
Agricultural Extension, S.V.
Agricultural College, Acharya N
G Ranga Agricultural
University, Tirupati, Andhra
Pradesh, India

Perception of rural youth towards agri-enterprises

**MD Mubeena, Dr. T Lakshmi, Dr. PLRJ Praveena, Dr. AV Nagavani and
Dr. B Ramana Murthy**

Abstract

This article investigates the nature of youth perceptions and their influence on youth's intentions of engaging in agripreneurship. The study findings reveal that the youth held positive economic perceptions of the agricultural sector. Along with the provision of secondary school agricultural education and a significant amount of financial support, these perceptions positively influenced their intentions to participate in agripreneurship. The findings affirm the need for improving awareness of the economic opportunities available in the agricultural sector.

Keywords: youth, agripreneurship, perception, economic opportunities

Introduction

Indian economy is ostensibly an agrarian economy with a contribution of 7.68 percentage of the total global agricultural output and moreover an economy with a highly promising and propitious young population. Being an agrarian economy with assuring young population, agripreneurship is a rosy subject as far as Indian economy is concerned. The present study made an attempt to figure out the determinants and challenges in the adoption of agripreneurship as a career option by youngsters. The study ends up with the following major findings such as; youngsters have a positive perception and attitude on most of the grounds under study except accessibility to inputs, credit facilities, slow and low return, profit and return from agripreneurship, potential for growth of agripreneurs, youth involvement for the development of agriculture sector and pride involved in agripreneurship. Besides, the study identified inadequate technical knowledge, dominant logic that only experienced person can run the agri-business, lack of support from family, lack of confidence to succeed in agri-business, lack of decisiveness to start agripreneurship, lack of positive mind-set regarding agripreneurship, lack of awareness on agricultural business supporting services and difficult to get expected number of consumers as major challenges facing by youngsters in the adoption of agripreneurship as a career option. In order to change the negative perception of agribusiness venture in some youths, Government, Non-Governmental Organizations, other agriculture promoting agencies, educational institutions and society should educate the youth about the benefit of venturing into agribusiness and should minimize the challenges that youth who venture in agribusiness faces. Various strategies should be put in place to motivate and encourage more youth to venture in agribusiness.

There are about 1.8 billion young and the 85% of these belong to developing countries (Affairs D. E., 2015). It is imperative for any agricultural based economy to motivate and encourage the youth to engage in agriculture to enable such economy to thrive and be stable. The importance of youth labour in agriculture emanates from the fact that they are able to overcome various challenges facing the agriculture sector since they are less conservative and are open to change, new methods and technology than elderly farmers (Daudu, 2009). Today's and tomorrow's agri-"culture" demands an entirely different approach from the past. We are keen in using the "buzz" words of the day with the entire scenario. Agripreneurship is one of those words. However, we collectively forget or ignore to check if we are ready to embrace the idea of Agripreneurship or if we are enough equipped to convert this idea into reality. This is an attempt to understand the readiness to embrace the concepts of Agripreneurship in the real world scenarios of developing countries, by the current and future generations, its transition from traditional to commercial agriculture and the problems it faces. The project discusses level of inclination of youngsters towards agripreneurship and some of the developmental challenges facing by them.

Review of literature

Olaniyi *et al.* (2011) [6] reported that the perception of utilization of agricultural information was favorable among the respondents.

Satapathy and Mishra (2011) [11] revealed that majority (82.59%) of the rural youth perceived seed production as a major profitable enterprise, followed by vegetable farming (81.25%), growing of scented rice (76.25%), oil seed production (73.75%), goat rearing (67.50%), floriculture (65.00%), raising of planting materials (48.75%), fingerling production (47.50%), agro service center (35.00%) and finally agro-processing unit (22.50%).

Dizoni *et al.* (2012) [2] found that on the average the youth have favourable perception of the rice terraces. 67 Arowolo *et al.* (2013) indicated that 35.00 per cent of the youth felt that, cattle rearing is unattractive, followed by traditionally operated (32.00%), long-time business (20.70%), too labour intensive (6.00%), Low income output (4.00%) and 2.70 per cent of them had given no response.

Samuel (2013) [9] reported that young farmers have a better perception of technology than old farmers. Preethi and Nataraju (2014) found that majority (46.67%) of the farm youth had high level of perception, whereas 30.00 per cent and 23.33 per cent of farm youth had medium and low level of perception towards agriculture respectively.

Alao *et al.* (2015) [1] revealed that 60.30 per cent of the youth strongly agreed that youth should mobilize and sensitize peers and people for innovation dissemination. Preethi (2015) [8] reported that more than half (50.50%) of the farm youth had medium level of perception towards agriculture. Whereas, 26.00 per cent and 23.50 per cent of them had medium and low level of perception towards agriculture.

Sarju *et al.* (2015) [10] revealed that cent per cent of farming youth perceived that agricultural income not fulfills their basic needs. Due to lack of any other income option, majority (92.00%) of them were practicing farming as occupation. Majority (85.00%) of them accepted that „dislike to farming as occupation for their children“ followed by „poor technology transfer regarding agricultural innovation was the main cause of non-adoption“ (73.71%). About 71.43 per cent of them agreed that, to leave farming“. More than one-third (35.71%) of them migrated during lean period of cop season for search of job.

Felicia *et al.* (2016) [4] reported that majority 80.80 per cent of the respondents had the opinion that farming can be considered as business but still have a negative perception about farming as a profession.

Oyediran *et al.* (2016) [7] reported that perception of most of the respondents strongly agreed that agricultural education helps youth in acquiring knowledge and skills in farming and it facilitates increased food production and promotes youth development and empowerment.

Giuliani *et al.* (2017) [5] reported that these findings are in

contrast to the general perception that the majority of rural youth aspire to migrate to urban areas in search of better livelihoods.

Vihari (2018) [13] reported majority (63.33%) of rural youth had medium level of perception towards agriculture as an occupation, followed by the rest with high (20.00%) and low (16.67%) levels of perception.

Varalakshmi *et al.* (2019) [12] reported that exactly half (50.00%) of youth had low perception, 30.00 per cent had moderate perception followed by 15.00 per cent had high perception towards entrepreneurship.

Perception of rural youth towards agri-enterprises

Perception is the process whereby sensory input is organized into meaningful experience. An attempt was made to assess the perception of rural youth towards agri-enterprises.

It is distinct from Table 1 and Fig. 1 that 60.00 per cent of the respondents had medium level of perception followed by high (25.00%) level and low (15.00%) levels of perception respectively.

Table 1: Distribution of respondents according to their levels of perception (n=240)

S. No.	Category	Frequency	Percentage
1.	Low level of perception	36	15.00
2.	Medium level of perception	144	60.00
3.	High level of perception	60	25.00
Total		240	100.00
		Mean=37.80	SD=10.98

Perception plays an important role in influencing the interests of the rural youth in agripreneurship. The above trend revealed that medium level of perception and probable reason might be economic, social, psychological, informational and technological aspects were found to be strongly influencing the intention of the rural youth to participate in agripreneurship. Availability of improved technologies, employment throughout the year in farm activities, regular income from farm enterprises, accessibility of gross root extension functionaries and regular participation in extension activities are the other reasons for more number of rural youth having medium level of perception. It is also recommended that efforts should be increased to raise the awareness of the lucrative business opportunities and remunerative employment that the agricultural sector offers in order to draw more members of the rural youth into agripreneurship.

Hence, Government should make efforts to provide subsidies and schemes as well initial investments have to be made for inspiring rural youth to take up agri-enterprises.

These findings are in agreement with Wachenheim and Rathge (2000) [14], Duncan (2004) [3], Olaniyi *et al.* (2011) [6], Preethi (2015) [8], Oyediran *et al.* (2016) [7] and Vihari (2018) [13].

Table 2. Item wise analysis of perception of rural youth towards agri-enterprises (n=240)

S. No	Statement	Response						TS	MS	R
		Agree (2)		Undecided (1)		Disagree (0)				
I	Economic aspects	f	%	f	%	f	%			
1.	Can earn income on my own	166	69.17	60	25.00	14	5.83	392	1.63	3
2.	Can save money as I decide	149	62.08	82	34.17	9	3.75	380	1.58	7
3.	Can repay loans in time	146	60.83	84	35.00	10	4.17	376	1.57	10
4.	Cannot have opportunity for career development in agripreneurship	11	4.58	31	12.92	198	82.50	53	0.22	29
5.	Can make use of self-employment opportunities	166	69.17	60	25.00	14	5.83	392	1.63	3

6.	Can acquire property	149	62.08	82	34.17	9	3.75	380	1.58	7
7.	Can use property as I wish	146	60.83	84	35.00	10	4.17	376	1.57	10
8.	Cannot support youth to take up agripreneurship as a career due to lack of farm youth programs*	31	12.92	14	5.83	195	81.25	76	0.32	25.5
II	Social aspects									
9.	Can take decisions on major activities	165	68.75	44	18.33	31	12.92	374	1.56	13.5
10.	Can solve problems	123	51.25	96	40.00	21	8.75	342	1.43	19
11.	Cannot express feelings, opinion and views boldly*	4	1.67	38	15.83	198	82.50	46	0.19	30
12.	Can interact and establish good relationship with others	117	48.75	39	16.25	84	35.00	273	1.14	23
13.	Can have wider social contact	166	69.17	60	25.00	14	5.83	392	1.63	3
14.	Cannot have more social participation*	31	12.92	14	5.83	195	81.25	76	0.32	25.5
15.	Can assume leadership position in team work	165	68.75	44	18.33	31	12.92	374	1.56	13.5
III	Psychological aspects									
16.	Can have more positive outlook	166	69.17	60	25.00	14	5.83	392	1.63	3
17.	Cannot have more self-confident*	10	4.17	21	8.75	209	87.08	41	0.17	31
18.	Can have more thoughtful	117	48.75	39	16.25	84	35.00	273	1.14	23
19.	Can have more dynamic behaviour	165	68.75	40	16.67	4	1.67	370	1.54	16
20.	Can be more responsible	165	68.75	44	18.33	31	12.92	374	1.56	13.5
21.	Can be more determined	123	51.25	96	40.00	21	8.75	342	1.43	19
22.	Cannot have more risk taking*	31	12.92	9	3.75	200	83.33	71	0.30	27
23.	Can be more innovative	123	51.25	96	40.00	21	8.75	342	1.43	19
IV	Informational and technological aspects									
24.	Can acquire new skills	117	48.75	39	16.25	84	35.00	273	1.14	23
25.	Can adopt improved methods	160	66.67	44	18.33	5	2.08	364	1.52	17
26.	Can become confident to provide advice and guidance on scientific methods	166	69.17	60	25.00	14	5.83	392	1.63	3
27.	Can promote advanced scientific techniques, but do not help for youth prosperity*	12	5.00	32	13.33	196	81.67	56	0.23	28
28.	Can get more access to market and market information	146	60.83	84	35.00	10	4.17	376	1.57	10
29.	Can get more information regarding government schemes, policies, rules and regulations	149	62.08	82	34.17	9	3.75	380	1.58	7
30.	Can become self-sufficient in managing enterprise	165	68.75	44	18.33	31	12.92	374	1.56	13.5
31.	Can become more independent in decision making	120	50.00	90	37.50	30	12.50	330	1.38	21
32.	Cannot improve employment status by opting agripreneurship*	3	1.25	31	12.92	206	85.83	37	0.15	32

Item wise analysis of perception of rural youth towards agri-enterprises

The item wise analysis of perception of rural youth towards agri-enterprises were analyzed and the results were presented in Table 1 and Fig 1.

I Economic aspects

1. Can earn income on my own

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 69.17 per cent of rural youth agreed with this statement followed by those coming under undecided (25.00%), disagree (5.83%) categories and ranked 3 based on (1.63) mean score.

2. Can save money as I decide

Table 4.20 and Fig 4.20, 4.21 clearly indicated that more than half (62.08%) of rural youth agreed with this statement followed by those coming under undecided (34.17%), disagree (3.75%) categories and ranked 7 based on (1.58) mean score.

3. Can repay loans in time

Table 4.20 and Fig 4.20, 4.21 clearly indicated that more than half (60.83%) of rural youth agreed with this statement followed by those coming under undecided (35.00%), disagree (4.17%) categories and ranked 10 based on (1.57) mean score.

4. Cannot have opportunity for career development in agripreneurship*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (82.50%) of rural youth disagree with this statement followed by those coming under undecided (12.91%), agreed (4.58%)

categories. and ranked 29 based on (0.22) mean score.

5. Can make use of self employment opportunities

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (69.17%) of rural youth agreed with this statement followed by those coming under undecided (25.00%), disagree (5.83%) categories and ranked 3 based on (1.63) mean score.

6. Can acquire property

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (62.08%) of rural youth agreed with this statement followed by those coming under undecided (34.17%), disagree (3.75%) categories and ranked 7 based on (1.58) mean score.

7. Can use property as I wish

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (60.83%) of rural youth agreed with this statement followed by those coming under undecided (35.00%), disagree (4.17%) categories and ranked 10 based on (1.57) mean score.

8. Cannot support youth to take up agripreneurship as a career due to lack of farm youth programs*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (81.25%) of rural youth disagree with this statement followed by those coming under agreed (12.92%), undecided (5.83%) categories and ranked 25.5 based on (0.32) mean score.

II Social aspects

9. Can take decisions on major activities

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (68.75%) of rural youth agreed with this statement followed by those coming under undecided (18.33%), disagree (12.92%) categories and ranked 13.5 based on (1.56) mean score.

10. Can solve problems

Table 4.20 and Fig 4.20, 4.21 clearly indicated that a little more than half (51.25%) of rural youth agreed with this statement followed by those coming under undecided (40.00%), disagree (8.75%) categories and ranked 19 based on (1.43) mean score.

11. Cannot express feelings, opinion and views boldly*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (82.50%) of rural youth disagree with this statement followed by those coming under undecided (15.83%), agreed (1.67%) categories and ranked 30 based on (0.19) mean score.

12. Can interact and establish good relationship with others

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 48.75 per cent of rural youth agreed with this statement followed by those coming under disagree (35.00%), undecided (16.25%) categories and ranked 23 based on (1.14) mean score.

13. Can have wider social contact

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 69.17 per cent of rural youth agreed with this statement followed by those coming under undecided (25.00%), disagree (5.83%) categories and ranked 3 based on (1.63) mean score.

14. Cannot have more social participation*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (81.25%) of rural youth disagree with this statement followed by those coming under undecided (12.92%), agreed (5.83%) categories and ranked 25.5 based on (0.32) mean score.

15. Can assume leadership position in team work

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 68.75 per cent of rural youth agreed with this statement followed by those coming under undecided (18.33%), disagree (12.92%) categories and ranked 13.5 based on (1.56) mean score.

III Psychological aspects**16. Can have more positive outlook**

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (69.17%) of rural youth agreed with this statement followed by those coming under undecided (25.00%), disagree (5.83%) categories and ranked 3 based on (1.63) mean score.

17. Cannot have more self-confident*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (87.08%) of rural youth disagree with this statement followed by those coming under undecided (8.75%), agreed (4.17%) categories. and ranked 31 based on (0.17) mean score.

18. Can have more thoughtful

Table 4.20 and Fig 4.20, 4.21 clearly indicated that little less than half (48.75%) of rural youth agreed with this statement followed by those coming under undecided (16.25%), disagree (35.00%) categories and ranked 23 based on (1.14) mean score.

19. Can have more dynamic behaviour

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (68.75%) of rural youth agreed with this statement followed by those coming under undecided (16.67%), disagree (1.67%) categories and ranked 16 based on (1.54) mean score.

20. Can be more responsible

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (68.75%) of rural youth agreed with this statement followed by those coming under undecided (18.33%), disagree (12.92%) categories and ranked 13.5 based on (1.56) mean score.

21. Can be more determined

Table 4.20 and Fig 4.20, 4.21 clearly indicated that a little more than half (51.25%) of rural youth agreed with this statement followed by those coming under undecided (40.00%), disagree (8.75%) categories and ranked 19 based on (1.43) mean score.

22. Cannot have more risk taking*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (83.33%) of rural youth disagree with this statement followed by those coming under agreed (12.92%), undecided (3.75%) categories and ranked 27 based on (0.30) mean score.

23. Can be more innovative

Table 4.20 and Fig 4.20, 4.21 clearly indicated that a little more than half (51.25%) of rural youth agreed with this statement followed by those coming under undecided (40.00%), disagree (8.75%) categories and ranked 19 based on (1.43) mean score.

IV Informational and technological aspects**24. Can acquire new skills**

Table 4.20 and Fig 4.20, 4.21 clearly indicated that a little less than half (48.75%) of rural youth agreed with this statement followed by those coming under undecided (16.25%), disagree (35.00%) categories and ranked 23 based on (1.14) mean score.

25. Can adopt improved methods

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 66.67 per cent of rural youth agreed with this statement followed by those coming under disagree (18.33%), undecided (2.08%) categories and ranked 17 based on (1.52) mean score.

26. Can become confident to provide advice and guidance on scientific methods

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 69.17 per cent of rural youth agreed with this statement followed by those coming under undecided (25.00%), disagree (5.83%) categories and ranked 3 based on (1.63) mean score.

27. Can promote advanced scientific techniques, but do not help for youth prosperity*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (81.67%) of rural youth disagree with this statement followed by those coming under agreed (5.00%), undecided (13.33%) categories and ranked 28 based on (0.23) mean score.

28. Can get more access to market and market information

Table 4.20 and Fig 4.20, 4.21 clearly indicated that 60.83 per cent of rural youth agreed with this statement followed by those coming under undecided (35.00%), disagree (4.17%) categories and ranked 10 based on (1.57) mean score.

29. Can get more information regarding government schemes, policies, rules and regulations

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (62.08%)

of rural youth agreed with this statement followed by those coming under undecided (34.17%), disagree (3.75%) categories and ranked 7 based on (1.58) mean score.

30. Can become self sufficient in managing enterprise

Table 4.20 and Fig 4.20, 4.21 clearly indicated that (68.75%) of rural youth agreed with this statement followed by those coming under undecided (18.33%), disagree (12.92%) categories and ranked 13.5 based on (1.56) mean score.

31. Can become more independent in decision making

Table 4.20 and Fig 4.20, 4.21 clearly indicated that exactly half (50.00%) of rural youth agreed with this statement followed by those coming under undecided (37.50%), disagree (12.50%) categories and ranked 21 based on (1.38) mean score.

32. Cannot improve employment status by opting agripreneurship*

Table 4.20 and Fig 4.20, 4.21 clearly indicated that majority (85.83%) of rural youth disagree with this statement followed by those coming under undecided (12.92%), agreed (1.25%) categories and ranked 32 based on (0.15) mean score.

Conclusion

From the analysis and interpretation, it can be concluded that youth are having awareness about agripreneurship and its various innovations and they are having a medium level of perception towards agripreneurship. They are motivated to do more innovations based on economic aspects, social aspects, psychological aspects, informational and technological aspects. Therefore it can be concluded that by giving more support towards youth and encouraging them to agripreneurship the growth of the country can be increased by multiple folds.

References

1. Alao OT, Torimiro DO, Ayinde JO. Perception of youth roles in agricultural innovation among arable crop farmers in farming communities of Osun state, Nigeria. *American Journal of Experimental Agriculture* 2015;5(2):124-133.
2. Dizoni Josefina T, Calderon Margaret M, Sajise Asa Jose U, Andara, Rogelio T, Salvador, Myranel G. Youth's perception and attitudes towards the ifugao rice terraces. *Journal of Environmental Science and Management* 2012;15(1):52-58.
3. Duncan WD. Knowledge and perceptions of Virginia secondary school educators towards agricultural technology program at Virginia tech. *Journal of Agricultural Education* 2004;45(1):21-28.
4. Felicia Wole AI, Emmanuel FO, Olaseinde Agunloye T. Assessing the future of agriculture in the hands of rural youth in Oraide local government area of Osun state, Nigeria. *International Journal of Agricultural Extension* 2016;4(2):105-110.
5. Giuliani A, Sebastian M, Courtney P, Nicole Perkins, Ingrid Flink, Oliveros O *et al.* Realities, perceptions, challenges and aspirations of rural youth in dry land agriculture in the Midelt province, Morocco. *Sustainability* 2017;9:871.
6. Olaniyi OA, Adebayo OO, Akintola S. Rural youth's perception and utilization of agricultural information in Oyo state, Nigeria. *Journal of Agricultural Social Science*

- 2011;7:117-123. <http://www.fspublishers.org>.
7. Oyediran WO, Omoare AM, Dick TT, Shobowale AA. Perception of youth in selected tertiary institutions on Agricultural education as a means of ensuring food security in Ogun state, Nigeria. *Journal of Asian Scientific Research* 2016;6(11):148-157.
8. Preethi. A study on perception, aspiration and participation of farm youth in agriculture, M. Sc. (Ag.) Thesis. University of Agricultural Sciences, Bengaluru 2015.
9. Samuel MP. Farmer perceptions, use and profitability of biofix on soybean (*Glycine max*) production in western Kenya. B.Sc. Thesis. University of Nairobi 2013.
10. Sarju N, Singh AK, Singh SRK. Perception of farming youth towards farming. *Indian Research Journal of Extension Education* 2015;15(2):105-109.
11. Satapathy C, Mishra S. Agribusiness in the vision of rural youths: A study in Odisha. *Indian Journal of Extension Education* 2011;47(3, 4):1-5.
12. Varalakshmi CH, Srivani N, Srinivasarao P. An empirical study on youth perception towards entrepreneurship with reference to Vijayawada city. *International Journal of Advanced Research* 2019;7(1):12-22.
13. Vihari A. A study on perception of rural youth towards agriculture as an occupation in srikakulam district. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Guntur, Andhra Pradesh 2018.
14. Wachenheim C, Rathge R. Societal perceptions of Agriculture. *Agribusiness and Applied Economics Report* 2000, 449.