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Determining socioeconomic drivers of entrepreneurship development among SKUAST-K agricultural students in Kashmir

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Abstract

The policy makers and universities are deviating students from job seekers to job producers due to increased unemployment at national and state level. Basically, the individual's entrepreneurial behavior is a function of household socioeconomic characteristics; therefore, it is pertinent to study the socioeconomic factors that influence the behavior of person towards entrepreneurship. The study investigated the socioeconomic factors that impact the formation of entrepreneurial behavior among the postgraduate agricultural students of SKUAST-K in Kashmir. Multistage random sampling technique was administered to select the sample of 120 postgraduate agricultural students from the 4 selected faculties. Data were collected through a pretested structured interview schedule. Both descriptive and inferential statistics were used in data analysis. Results revealed that majority of the respondents belonged to age group of 20-22, respondent's fathers were educated up to graduation and above, mothers were educated up to middle school, mostly belonged to the general category and nuclear family, possessed land holding from 5.5 to 15 kanal, fathers were employees and mothers were housewives, annual income was between 1 to 5 lakh and mostly belonged to the villages. Among the eight variables, seven variables namely age, parents education, caste, family type, land holdings, parents occupation and annual income had highly positively significant correlation with entrepreneurial behaviour of respondents while locality had non-significant correlation. As the youth entrepreneurship has gained momentum all over the country, the study recommends that the socioeconomic determinant drivers must be given due importance during planning for successful implantation and development of entrepreneurship among Agricultural Students.

Keywords: entrepreneurial behavior, socioeconomic drivers, agricultural entrepreneurs, Kashmir

1. Introduction

Entrepreneurship has become a crucial career pathway which offers a viable alternative to industrial recruitment as a sustainable development strategy in developing and developed countries (Banjoko *et al.*, 2020) [4]. Entrepreneurship is an activity that discovers, evaluates and exploits opportunities in order to introduce products, practices, services, methods, markets, processes and new materials (Karimi *et al.*, 2010; Sabuhilaki, 2016) [13, 28]. The entrepreneurship is the application of energy for initiation and building of an enterprise (Rahmanian *et al.*, 2011; Mishra *et al.*, 2010) [24, 19]. The entrepreneurship describes the dynamic process of creating wealth, opportunities and meeting the needs of individuals (Obayelu *et al.*, 2019) [20]. Entrepreneurship activities can be found in almost every sphere of world, as it has been recognized as the determinant or pivotal element of economic growth and development (Rudhumbu *et al.*, 2016) [27]. Consequently, entrepreneurship is described as the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, mental and social risks, and receiving the resultant monetary rewards and personal satisfaction and interdependence (Hisrich and Peters, 2002) [10].

The entrepreneurship development scenario in India has intensified in recent times, particularly with the rise in knowledge intensive services (Shailesh, *et al.*, 2013) [30]. In the Indian context, the more entrepreneurial developmental activities are confined to Micro, Small and Medium Enterprises (MSME) sector, which is often termed as the 'engine of growth' (Islam *et al.*, 2020a) [11]. It is considered as the most dynamic and vibrant sector of Indian economy as it provides large number of employment to rural as well as urban segment (Kumar, 2017) [14].

The MSMEs of India are being referred to as the cradle for the “Make in India” vision (Ram *et al.*, 2014) [25]. These are compared with a nursery where existing small businesses, properly nurtured, have the potential to become world renowned tomorrow (Kumar *et al.*, 2012; Sadashive *et al.*, 2017) [17, 29]. The larger players amongst the MSMEs would also be in a unique position to become global players attracting allies with technology and funds from abroad (Pahuja, 2015; Tiwari *et al.*, 2017) [21, 35]. Due to the very fast growth of entrepreneurship development in the world, many studies have been thus conducted in order to view the factors that play an important role in determining the intention of becoming an entrepreneur (Mazzarol *et al.*, 1999; Islam *et al.*, 2020b) [18, 12]. Among several factors found to influence willingness to undertake entrepreneurial activity are demographic factors such as family background, age, educational background and ethnicity (Bagby, 2004; Kumar *et al.*, 2017) [3, 14].

Entrepreneurial skills development in the University institutions will help in reduction of high rate of unemployment among post-graduates in Kashmir. Agripreneurs are seen as the new promoters of growth and development, playing a crucial role in emerging countries. Almost all the universities are acquainting students with managerial skills and equipping them with technical expertise towards their own field so as to make them self-reliant by setting up their own business in the country (Kumar, 2017) [14]. Provision of entrepreneurial skills and financial opportunities to youths in Kashmir will reduce unemployed youths’ involvement in crimes, open up business opportunities and economic growth for the entrepreneurs. High unemployment rates among young post-graduates creates a wide range of social ills and unemployed youths are susceptible to lack of skills, lower self-esteem, marginalization, impoverishment and wastage of human resource (Agu, 2013) [1]. As the sustainable development can only be achieved in Kashmir if the youths are gainfully employed, the entrepreneurship development among youths in agriculture sectors has created intense interest among researchers and policymakers (Shazia *et al.*, 2020; Tariq *et al.*, 2020; Islam *et al.*, 2020a) [31, 33, 11]. Furthermore, the socioeconomic characteristics of the youths play vital role in the business environment including innovation, expansion, and growth of the entrepreneurship. Since, building up youth entrepreneurial behavior has become a major topical issue and policy perspective in Kashmir, with both researchers and planners looking for practical solutions to boost youth entrepreneurial behavior, the identification of determinant socioeconomic drivers of youth’s entrepreneurship intentions is imperative. Hence, the present study was contemplated to analyze the behavior of agricultural students towards entrepreneurship development and assess the impact of socioeconomic factors of agricultural students on their entrepreneur behavior.

2. Material and Methods

2.1 Sampling procedure

The present study was conducted in the Sher-e-Kashmir University of Agricultural Sciences and technology of Kashmir (SKUAST- K), Srinagar, Kashmir. Sample selection procedure for the study was consisted of purposive sampling of faculties followed by two-stage simple random sampling (Ray and Mondol, 2004) [26] of postgraduate Agricultural students. In the 1st stage, out of seven Faculties of the

SKUAST-K, four Faculties including Faculty of Horticulture, Shalimar, Srinagar, Faculty of Agriculture, Wadura, Sopore, Faculty of Veterinary & Animal Husbandry, Suhama, Ganderbal and Faculty of Fisheries, Rangil, Ganderbal were selected randomly. In the 2nd stage, thirty (30) postgraduate Agricultural students were randomly selected from each selected Faculties. The final sample size comprised of one hundred and twenty (120) postgraduate students belonging to various selected faculties for the field study.

2.2 Data collection

A descriptive survey design was used to collect data from the participants on the entrepreneurship intention and determinant socioeconomic drivers of SKUAST-K Agricultural Students in Kashmir in the present study. The research design states clearly the characteristics of a particular situation or group or individual (Rudhumbu *et al.*, 2016) [27]. The data were collected through personal interviews of the respondents using a well-structured pre-tested interview schedule (Kumar, 2012) [17]. A self-administered interview was used for collection of data to avoid the respondents from being influenced by researchers.

The interview schedule was prepared on the basis of reconnaissance survey of the faculties, discussion with the postgraduate Agricultural students, consultation with the experts and earlier related works.

The entrepreneurial behaviours and socioeconomic characteristics included in the interview schedule structured were based on scales developed/ modified by earlier workers like Venkataramaiah (1990) [24] and Tariq *et al.* (2020) [33]. The interview schedule possessed socioeconomic information on age, caste, locality, family type, parent’s education, parent’s occupation, annual income and land holding. The respondents were interviewed in a group in order to get in-depth information and were given enough time to answer the questions to obtain a high response rate.

2.3 Data analysis

The data were analyzed using descriptive statistics *viz.*, frequency (f), percentage (%) and inferential statistics *viz.*, correlation analysis (Snedecor and Cochran, 1967) [32]. The data was analyzed using Statistical package for Social Sciences software version 16. The results were displayed through tables and graphs for meaningful interpretation of the data in simpler way.

3. Result and Discussion

3.1 Socioeconomic attributes of SKUAST-K agricultural students

The distribution of the respondents according to their age revealed that out of 120 respondents, majority (60.84%) belonged to age group of 20-22, followed by age group of 23-25 with (36.66%) and minimum in the age group of up to 19 with (2.50%), respectively (Table 1). The data regarding parents’ education indicated that by and large fathers of the respondents were more educated than their mothers. Most of the respondent’s fathers (68.33%) were educated up to graduation and above, followed by them educated up to higher secondary (18.00%), high school (14.16%) and middle school (2.50%), respectively. However, it was observed that none of the respondent’s fathers from each faculty were illiterate. Maximum number of respondents (30.83%) recounted that their mothers were educated up to middle school followed by 20.83%, 17.16%, 12.50% and 5.00%,

whose mothers were educated up to higher secondary, high school, graduation and primary school respectively. However, it was recounted that 20% of the respondents' mothers were illiterate. (Figure 1). The data related to the caste of the respondents, revealed that out of the total respondents, majority (82.51%) belonged to the general category, followed by OBC (9.16%), Scheduled Tribe (5.83%) and Scheduled caste (2.50%), respectively (Table 2). Family type of the respondents' revealed that maximum respondents (82.5%) belonged to nuclear family and minimum (17.5%) belonged to joint family (Table 3).

Size of land holdings of families of the respondents showed that majority of the families (36.66%) possessed land holding from 5.5 to 15 kanal, followed by the 29.19% of the respondents whose families possessed land holding of 1-5 kanals, 19.16% owned 15.50 to 20.00 kanals and 0.008% had 20.5 to 30 kanals land holdings, respectively. About 14.16% of the respondent's parents had no land (Table 4). The data

related to the parents occupation revealed that out of the total 120 respondents the maximum number of the respondents mothers (78.00%) were housewives followed by employees (20.83%) and business holder's (0.83%), respectively, whereas, majority of the respondents fathers (65.00%) were employees, followed by business holder's (27.50%) and farmers (5.0%), respectively. However, 2.50% of respondent's fathers were observed as labors (Figure 2). The annual income of the respondents revealed that majority respondents (55.00%) belonged to the family whose annual income was between 1 to 5 lakh followed by 38.33%, 5.83% and 0.833% of the respondents having annual income of ₹ 6-10 lakh, above 10 lakh and below 1 lakh, respectively (Table 5). The data of locality of respondents revealed that out of total respondents' majority of them (48.34%) belonged to the villages followed by city and town with the percentage of 40.00% and 11.66%, respectively (Table 6).

Table 1: Distribution of respondents according to their age (N=120)

Age group	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH		No.	%
	No.	%	No.	%	No.	%	No.	%		
Up to 19	1	3.33	1	3.33	1	3.33	0	0	3	2.50
20 – 22	21	70.0	17	56.67	19	63.34	16	53.34	73	60.84
23- 25	8	26.67	12	40.0	10	33.33	14	46.66	44	36.66
Total	30	100.0	30	100.0	30	100.0	30	100.0	120	100.0

Table 2: Distribution of respondents according to their caste (N=120)

Caste group	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH		No.	%
	No.	%	No.	%	No.	%	No.	%		
General	25	83.3	22	73.3	24	80.0	28	93.34	99	82.51
ST	2	6.70	2	6.70	2	6.7	1	3.33	7	5.83
SC	0	0	2	6.70	0	0	1	3.33	3	2.50
OBC	3	10.0	4	13.3	4	13.3	0	0	11	9.16
Total	30	100.0	30	100.0	30	100.0	30	100.0	120	100.0

Table 3: Distribution of respondents according to their family type (N=120)

Family type	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH		No.	%
	No.	%	No.	%	No.	%	No.	%		
Nuclear	24	80.0	23	76.7	25	83.3	27	90.0	99	82.5
Joint	6	20.0	7	23.3	5	16.7	3	10.0	21	17.5
Total	30	100.0	30	100.0	30	100.0	30	100.0	120	100.0

Table 4: Distribution of respondents according to their land holding (N=120)

Land holding (kanal)	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH		No.	%
	No.	%	No.	%	No.	%	No.	%		
Nil	6	20.00	3	10.0	7	23.34	1	3.33	17	14.16
1 to 5	10	33.33	5	16.67	10	33.33	10	33.33	35	29.19
5.5 to 15	8	26.67	10	33.33	9	30.00	17	56.67	44	36.66
15.5 to 20	6	20.0	11	36.67	4	13.33	2	6.67	23	19.16
20.5 to 30	0	0.0	1	3.33	0	0.0	0	0.0	1	0.008
Total	30	100	30	100	30	100	30	100	120	100

Table 5: Distribution of respondents according to their annual income (N=120)

Income (₹)	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH		No.	%
	No.	%	No.	%	No.	%	No.	%		
Below 1lakh	1	3.33	0	0.0	0	0.0	0	0.0	1	0.833
1 to 5 lakh	21	70.0	17	56.7	13	43.3	15	50.0	66	55.00
6 to 10 lakh	7	23.34	11	36.7	14	46.7	14	46.7	46	38.33

Above 10 lakh	1	3.33	2	6.6	3	10.0	1	3.33	7	5.83
Total	30	100	30	100	30	100	30	100	30	100

Table 6: Distribution of respondents according to their locality (N=120)

Locality	Faculties								Pooled	
	Fisheries		Agriculture		Horticulture		Vet. & AH			
	No.	%	No.	%	No.	%	No.	%	No.	%
City	11	36.7	10	33.3	15	50.0	12	40.0	48	40.00
Town	5	16.6	3	10.0	3	10.0	3	10.0	14	11.66
Village	14	46.7	17	56.7	12	40.0	15	50.0	58	48.34
Total	30	100.0	30	100.0	30	100.0	30	100.0	120	100.0

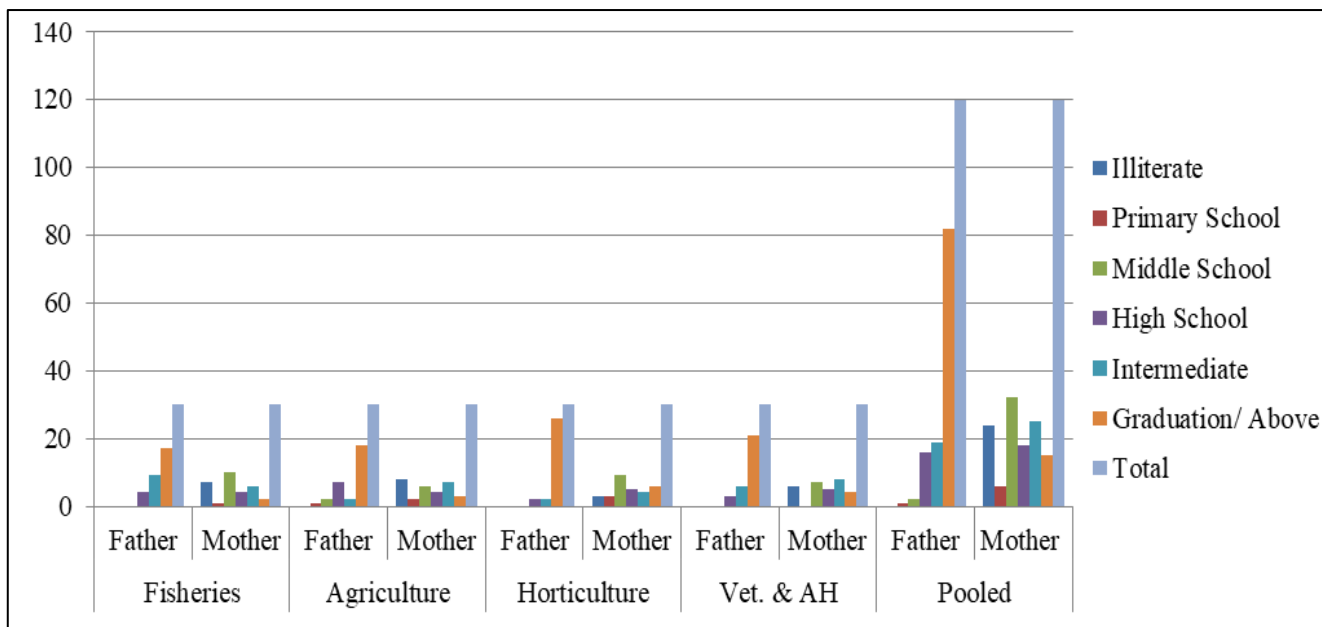


Fig 1: Distribution of respondents according to their parents education (N=120)

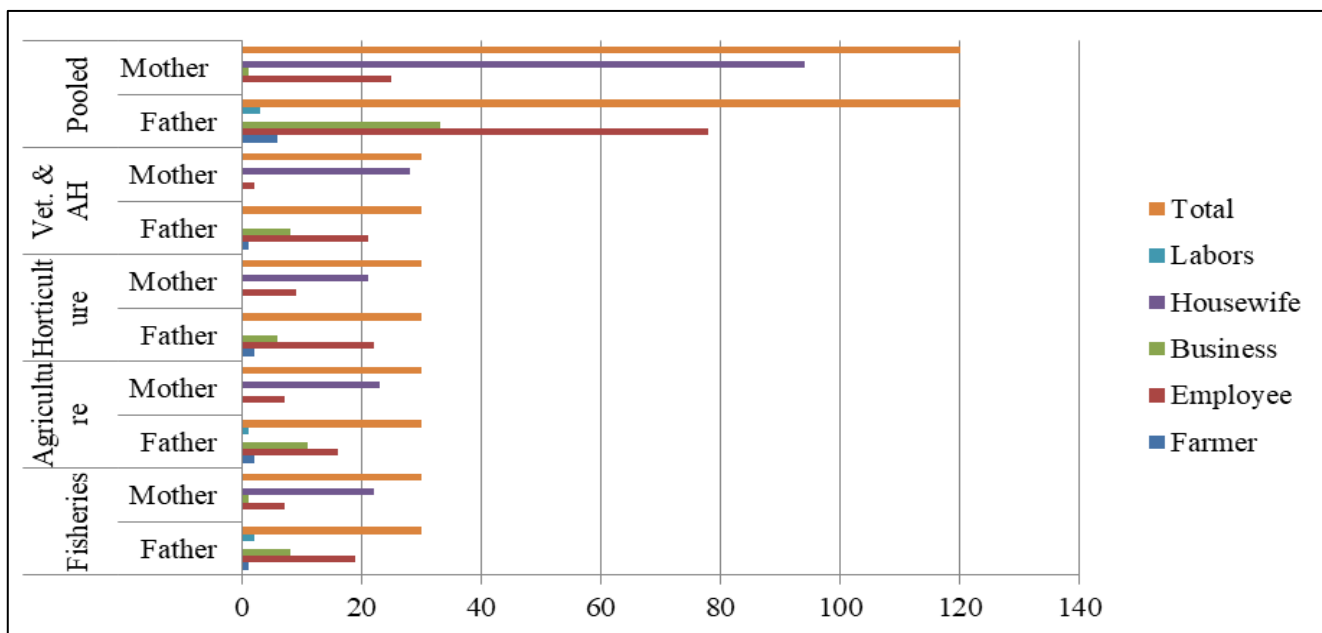


Fig 2: Distribution of respondents according to their parent's occupation (N=120)

3.2 Correlation analysis

Correlation analyses were used to examine the relationships among all available socioeconomic factors with the entrepreneurship intention of SKUAST-K agricultural students (Table 7). The correlation analysis indicated that out of the eight variables, seven variables namely age, parent's

education, caste, type of family, size of land holdings, parent's occupation and annual income had highly significant and positive correlation with entrepreneurial behaviour of respondents at 0.01% or 0.05% level of significance. The remaining one variable viz. locality had non-significant correlation with entrepreneurial intention. The positively

significant correlation between age and entrepreneurial intention is well uttered by the facts that the individuals within the age group of 20-22 are more energetic and enthusiastic (Ashwar, 1993) [2] and can evolve as successful entrepreneurs if sensitized properly (Gulruh, 2010) [9]. As 60.84% of the respondents belonged to age group of 20-22 years in the current study, therefore, the university has a wonderful opportunity to motivate and train the students for various entrepreneurial activities. The study clearly revealed that majority (68.33%) of the respondent's fathers were graduates, whereas, many of them were post graduates. However, their mothers (30.83%) were educated up to middle school only. Also the results of study revealed that majority of respondent's mothers (78.00%) were housewives and fathers (65.00%) were employed, respectively. The parents being educated and having government jobs could play a positive role in molding the behavior or intention of their children towards his/her career choice (Boz and Ergenelli, 2013) [5]. Hence, it can be stated that people's family background and parental role modeling are the most prominent factor that affect early socialization and hence formation of attitude towards their profession (Dhakre, 2014) [7]. The caste results in bringing desirable changes in human behavior and helps the individual to move in right direction (Patel, 2005) [22], hence, maximum individuals (82.51%) belonging to the general category is the most notable results of the study with regard to caste for entrepreneurship development.

The positive and significant relationship of type of family with the entrepreneurship intention could be inferred that modern age people tend to be in nuclear family than in joint ones because of growing individualism people prefer to lead independent life with personal assets and proper accommodation in nuclear families (Paul *et al.*, 2010) [23]. The maximum (82.5%) of the respondents lived in nuclear families in the study, which is an opportunity for entrepreneurship development. The family land holding could be a precursor for a person to choose entrepreneurship as their career option as they are having the agriculture/subsidiary related resources which could be an initiating factor for them to start their own business. The findings are in line with Chaurasiya *et al.* (2017) [6] who addressed that entrepreneurial behavior is positively related with land holding and annual income. The present study revealed that majority (36.66%) of the respondent's possessed land holding of 5 to 15 kanal, which could be due to reason as majority of the respondents' belonged to rural areas. It could be inferred from the present study that the respondent's parents who were having even income up to ₹ 1, 00,000/- can afford to send their children for higher education in agriculture. The majority of the respondent's parents had income level in between 1 to 5 lakh (55.00%) which can be exploited as opportunity for entrepreneurship development. In the present study majority (48.34%) of the respondents were from the rural areas, which could be due to the reason, as majority of population within India belongs to rural areas and our state is no exception. The result of the present study thus seems to be a positive factor for motivating students towards entrepreneurship in general and agripreneurship in particular. Thus it could be easy for students to start their business in this sector, if provided by basic training at University level (Kumar *et al.*, 2012) [17]. The studies (Gulruh, 2010; Boz and Ergenelli, 2013; Gibson and Gibson, 2010) [9, 5, 8] corroborated the positively significant correlation at 1% of significance level between age, caste, parent's education, parent's occupation, annual income and

land holding with entrepreneurship development.

Table 7: Correlation Analysis of Independent Variables with the Entrepreneurial behaviour of the respondent (N = 120)

sS. No.	Independent Variables	Overall correlation coefficient
1.	Age	0.603**
2.	Father's education	0.449**
3.	Mother's education	0.385**
4.	Caste	0.281**
5.	Type of family	0.264**
6.	Size of land holdings	0.202*
7.	Fathers occupation	0.286**
8.	Mothers occupation	0.358**
9.	Income	0.582**
10.	Locality	0.161 ^{NS}

** = highly significant at 0.01% level; * = Significant at 0.05% level; NS = Non-significant at 0.05% level

4. Conclusion

Apparently, the results of the study revealed that age, parent's education, caste, type of family, size of land holdings, parent's occupation and annual income are the key predictors of entrepreneurial behavior. Thus, universities while introducing entrepreneurship programmes should take into consideration all these relevant variables and design the programmes and blue print of activities accordingly. In this study it was noticed that majority of the respondents were from general category with rural background and owning the sizeable land resource. They can utilize the resources for developing an enterprise by instillation of expertise and skills. This implies that opportunities should be given to encourage students in order to avail and use information sources and familiarizing them with the sources of information through mass media relating to entrepreneurship. The study also revealed that family and relatives play a significant role in governing attitude of students towards entrepreneurship. Thus the elders of the families, at their individual level should encourage their children for setting up business ventures by supporting them and raising their aspirations. From the present study it was revealed that family income plays a significant role in governing positive intention of respondents for setting up his/her business. Thus it calls for attention of the policy makers and planners to design financial policies in such a way that individuals who do not have enough financial support from their families and become motiveless for venturing their own business, could easily avail for such loans and subsidies. At the same time Universities must organize awareness programmes and establish rapport with financial institutes to help students know about the schemes for their welfare.

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