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Preferences and Attitude of rural youth towards agri-entrepreneurship

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Abstract

The present study was conducted to study the preferences and attitude of rural youth towards agri-entrepreneurship. An exploratory research design of social research was used for investigation. A sample of 120 rural youth were selected by covering 20 villages from two districts of Eastern Vidarbha Zone viz. Chandrapur and Gadchiroli on the basis of higher population of rural youth. The rural youth mostly preferred agri-enterprises were dairy farming (60.00%) followed by poultry farming (55.83%), fisheries (49.16%) and vegetable farming (46.67%) respectively. The overall 60.00 per cent of respondents were preferred agri- enterprises. With respect to the statement wise attitude of the respondents towards agri-entrepreneurship, respondents were strongly agree rural youth require experience in establishing and running of an enterprise (40.83%) and rural youth need more trainings and technical support from government/NGOs (38.34%). More than half of respondents agree to statement, expert advice makes enterprise activities productive (59.16%) followed by entrepreneurship development programme should provide time to time (55.00%), agri-entrepreneurship is better option for the rural poor in the present context (53.33%) and rural youth need more trainings and technical support from government/NGOs (50.84%). respectively. In case of overall attitude 77.60 per cent of the respondents had highly favourable attitude towards Agri-entrepreneurship. The study focused on the preferences and attitude of rural youth towards agri-entrepreneurship.

Keywords: Rural youth, agri- entrepreneurship, attitude, preferences

1. Introduction

India's 1.3 billion people make it the second most populous country in the world, but with an average age of 29, it has one of the youngest populations globally. As this vast resource of young citizens enters the workforce, it could create a 'demographic dividend'. A demographic dividend is defined by the United Nations Population Fund as economic growth resulting from a shift in a population's age structure, mainly when the working-age population is larger than the number of dependents. Around 62.5% of India's working age population is aged between 15 and 59 years, ensuring that India will have a demographic advantage all the way to 2055 ^[1].

It is well established fact that, rural youth are the pillars and future of nation. Our land India is basically an agrarian dominant country. Most of the population depend directly or indirectly agri-enterprises activities for its livelihood. Our country possesses a large number of human labourers, most of which is youth. Today unemployment is a major problem among the rural youth and now they are trying to come out of this problem by migrating from rural areas to urban areas, as employment opportunities are more in urban areas.

Hence, to identify preferences of rural youth about agri-enterprises and to study the attitude of rural youth towards agri-entrepreneurship were considered in objectives of the present study. This study on rural youth will be useful for the policy makers for better planning and implementation of the scheme in rural areas especially for rural youth.

2. Materials and Methods

An exploratory research design of social research was used for present study. The research study was carried out in Chandrapur and Gadchiroli districts of Eastern Vidarbha Zone of Maharashtra State. From selected Chandrapur district, Mul and Chimur, two talukas were selected and from Gadchiroli district, two talukas namely Chamorshi and Armori were selected by random sampling method. Thus, four talukas from two districts were selected for proposed study having the highest population of rural youth than the other talukas of Chandrapur and Gadchiroli. From each taluka, five villages having higher rural population were selected randomly. The six rural youth from each village having minimum half acre of land were selected randomly from list of rural youth at village level and they were

considered as respondents. Thus, from 20 villages total 120 rural youth were selected for the present study.

An interview schedule consists of various items concerned with the objectives of the study, on that basis schedule was developed for data collection from the respondents. The schedule contained questions related to profile of rural youth as well as questions related to their attitude towards agri-entrepreneurship, preferences about agri-enterprises,

their expectations, problem faced were incorporated. The respondents were contacted at their home, in village at different places, at farm and the information collected through interview schedule and analyzed.

3. Results and Discussion

3.1 Preferences of rural youth towards Agri-enterprises

Table 1: Distribution of the respondents according to their preferences about agri-enterprises

Sl. No.	Agri-enterprises	Most preferred Freq / Per cent	Preferred Freq / Per cent	Not preferred Freq / Per cent
1.	Agri. clinic	36 (30.00)	38 (31.67)	46 (38.33)
2.	Agro Service Center	26 (21.66)	50 (41.67)	44 (36.67)
3.	Farm Advisory Services/ Consultancy Services	10 (08.33)	37 (30.83)	73 (60.83)
4.	Dairy farming	72 (60.00)	32 (26.67)	16 (13.33)
5.	Fisheries	59 (49.17)	33 (27.50)	28 (23.33)
6.	Vegetable farming	56 (46.67)	30 (25.00)	34 (28.33)
7.	Food processing unit	32 (26.66)	52 (43.34)	36 (30.00)
8.	Bee keeping	02 (01.67)	48 (40.00)	70 (58.33)
9.	Seed production	15 (12.50)	35 (29.16)	70 (58.34)
10.	Poultry	67 (55.83)	31 (25.34)	22 (18.33)
11.	Nursery grower	25 (20.83)	38 (31.67)	57 (47.50)
12.	Other (Mashroom production, Packaging of farm produce/ transportation, etc)	17 (14.17)	43 (35.83)	60 (50.00)

Freq-Frequency, Figure in parenthesis indicates percentage. It is concluded from Table 1 that, most of the respondent rural youth mostly preferred agri-enterprises dairy farming (60.00%) followed by poultry farming (55.83%), fishery (49.17%) and vegetable farming (46.67%), respectively. In case of preferred category of agri-enterprises also 26.67 per cent respondents preferred dairy farming followed by poultry farming (25.84%) per cent, fishery (27.50%) per cent and vegetable farming (25.00%), respectively. In case of preferred category respondents also preferred, agro service centers (41.67%), food processing unit (43.34%) and bee keeping (40.00%) agri-enterprises, respectively. The

35.83 per cent of them preferred other agri-enterprises like mashroom production, packaging of farm produce and transportation, etc. While recording the preferences it is suggested by the respondents that they should get product marketing facility nearby their village or as per easiest accessibility so that transportation cost should be minimized. By and large most of respondents mostly preferred dairy farming, poultry farming, fishery and vegetable farming in Eastern Vidarbha Zone. Overall preferences obtained by the rural youth towards different enterprises gives suitable indication of positive attitude towards agri-entrepreneurship.

Table 2: Distribution of the respondents according to preferences

Sl. No.	Preferences	Respondents (n = 120)	
		Frequency	Percentage
1.	Less preferred (Up to 20.47)	22	18.33
2.	Preferred (20.48 to 24.91)	72	60.00
3.	Highly Preferred (Above 24.91)	26	21.67
Total		120	100.00

It was observed from Table 2 that, 60.00 per cent of the respondents were preferred agri-enterprises followed by 21.67 per cent of them were highly preferred agri-enterprises and 18.33 per cent of them were less preferred agri-enterprises. It is concluded that higher percentage of the rural youth were interested and eager to learn and start different agricultural enterprises so as to gain financial stability in order to improve their socio-economic status.

The findings is in the conformity with the findings of Uttej *et al.*, (2022) ^[2].

3.2 Attitude of rural youth towards Agri-entrepreneurship

Attitude of the rural youth towards agri-entrepreneurship was analyzed and presented in Table 3.

Table 3: Distribution of respondents according to statement wise attitude of rural youth towards agri- entrepreneurship

Sl. No.	Statement	SA	A	UD	DA	SDA
1.	Job either private/public is better than starting enterprise	41 (34.17)	41 (34.17)	19 (15.83)	15 (12.50)	04 (3.33)
2.	Subsidies and incentives provided by the government for young agri-entrepreneurs were not adequate and supporting	17 (14.16)	40 (33.33)	23 (19.16)	10 (8.33)	30 (25.00)
3.	Agri-entrepreneurship is better option for the rural poor in the present context of global challenges posed in agriculture sector	24 (20.00)	64 (53.33)	18 (15.00)	11 (9.16)	03 (02.50)
4.	Rural youth require experience in establishing and running of an enterprise before he/she actually starts an agri-enterprise	49 (40.83)	48 (40.00)	08 (06.66)	10 (8.33)	05 (04.16)
5.	Entrepreneurship development programmes should be conducted from time to time to provide adequate knowledge and expertise to rural youth to start an enterprise	24 (20.00)	66 (55.00)	14 (11.66)	11 (9.16)	05 (04.16)
6.	Rural youth need more trainings and technical support from Govt. / NGOs.	46 (38.34)	61 (50.84)	02 (1.66)	06 (5.00)	05 (04.16)
7.	Agri-entrepreneurship is the only source of self-employment for rural youth to stop/arrest the migration to nearby cities	16 (13.33)	54 (45.00)	15 (12.50)	22 (18.33)	13 (10.83)
8.	I want to become a role model for other entrepreneurs by succeeding in my own enterprise	19 (15.53)	23 (19.16)	60 (50.00)	13 (10.83)	05 (04.16)
9*	Entrepreneurship is not essentially a creative activity	14 (11.66)	12 (10.00)	14 (11.66)	38 (31.66)	52 (43.33)
10.	Expert advice makes enterprise activities productive	21 (17.50)	71 (59.16)	07 (05.83)	11 (9.16)	10 (8.33)
11*	Seasonal agri-enterprises are not Remunerative	10 (08.33)	20 (16.66)	54 (45.00)	26 (21.67)	10 (8.33)
12*	Agri-entrepreneurship is not suitable to youth	06 (05.33)	32 (26.66)	09 (07.50)	06 (05.00)	67 (55.83)
13*	An entrepreneur should be a self-motivated in achieving his goals	12 (10.00)	44 (36.66)	40 (33.33)	17 (14.16)	07 (05.83)

SA-Strongly Agree, A-Agree, UD-Undecided, DA-Disagree and SDA-Strongly Disagree *Indicates negative statement

The data in Table 3 with respect to the statement wise attitude of the respondents towards agri-entrepreneurship revealed that, respondents were strongly agree with statement that, rural youth require experience in establishing and running of an enterprise (40.83%) and rural youth need more trainings and technical support from government / NGOs (38.34%). More than half of respondents agree to statement, expert advice makes enterprise activities productive (59.16%) followed by entrepreneurship development programme should provide time to time (55.00%), agri-entrepreneurship is better option for the rural poor in the present context (53.33%) and rural youth need more trainings and technical support from government / NGOs (50.84%). respectively. The majority of respondents were strongly disagree with statement Agri-entrepreneurship is not suitable to rural youth. By and large majority of

respondent rural youth attitude towards agri-entrepreneurship highly favourable. In case of overall attitude 77.60 per cent of the respondents had high level of attitude towards Agri-entrepreneurship.

This means rural youth were interested to start agri-enterprises if they get suitable guidance, training and financial support to establish an enterprises. Respondents expressed that the suitable enterprise with regular and technical guidance with the financial support and favourable marketing facilities one can become a successful entrepreneur.

It is depicted from Table 4 that, 77.60 per cent of the respondents had highly favourable attitude towards agri-entrepreneurship followed by 19.17 per cent of them had favourable attitude and only 3.33 per cent of the respondents had less favourable attitude towards agri- entrepreneurship.

Table 4: Distribution of the respondents according to their overall attitude index

Sl. No.	Attitude	Respondents (n = 120)	
		Frequency	Percentage
1.	Less Favourable (Up to 33.33)	04	3.33
2.	Favourable (33.34 to 66.66)	23	19.17
3.	Highly Favourable (Above 66.66)	93	77.60
Total		120	100.00

This indicates that there is serious need to focus on training and time to time guidance about different agri-enterprises in order to motivate rural youth by reducing the problems like training facilities, providing them experience in agri-enterprises by involving them in programmes like six months internships courses experience with authorized certificates and rewards so that problems like not support and trust from the family and society will be automatically minimized. The finding is supported by findings of Patel, *et al.* (2013) [3], Kimaro, *et al.* (2015) [4] and Tripathi, *et al.*

(2018) [5].

4. Conclusion

It is concluded from the findings that most of the respondent rural youth mostly preferred agri-enterprises dairy farming (60.00%) followed by poultry farming (55.83%), fishery (49.17%) and vegetable farming (46.67%), respectively. The overall 60.00 per cent of the respondents were preferred agri-enterprises whereas, 21.66 per cent of them were highly preferred agri-enterprises. The respondents were strongly

agree with statement that, rural youth require experience in establishing and running of an enterprise (40.83%) and rural youth need more trainings and technical support from government/NGOs (38.34%). More than half of respondents agree to statement, expert advice makes enterprise activities productive (59.16%) followed by entrepreneurship development programme should provide time to time (55.00%), agri-entrepreneurship is better option for the rural poor in the present context (53.33%) and rural youth need more trainings and technical support from government/NGOs (50.84%). respectively. In case of overall attitude 77.60 per cent of the respondents had highly favourable attitude towards Agri-entrepreneurship.

5. Recommendation

Rural youth towards different agri-enterprises gives suitable indications and had highly favourable attitude towards agri-entrepreneurship and they mostly preferred dairy farming, poultry farming, fishery and vegetable farming agri-enterprises. So, the extension functionaries, concern development agencies and policy makers should promote dairy farming, poultry farming, fishery and vegetable farming agri-enterprises for the rural youth of Eastern Vidarbha Zone by providing them production and marketing related technical knowledge and skill oriented trainings and financial support on priority basis.

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7. References

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