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Agri management behaviour of rural youth towards agribusiness

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Abstract

“Agri–business is a concept of economics which includes total sum of all activities involved in the manufacturing and distribution of farm supplies production operations on the farm and the storage processing and distribution of farm commodities and items made from them. The pivotal role of agribusiness at the nexus of agriculture and the rural sector cannot be understated. This stems from its potential to significantly impact employment rates, income levels, poverty alleviation, and the fulfillment of Corporate Social Responsibility (CSR) obligations through essential infrastructure. Therefore, keeping all this in mind the present study was undertaken with the objective to explore the Agri business management behaviour of Agripreneurs towards Agribusiness Activities. The study was conducted in four districts of Haryana state where Agri Business Centers were located. Thus from Bhiwani, Jind, Hisar, and Kurukshetra districts a sample of 240 rural youth from 16 villages formed the sample of the study. It was found that Majority of rural youth exhibited a moderate level of planning orientation, production orientation and moderate proficiency with respect to market orientation. Self confidence level of most of them was of moderate level. While, 52.51 percent rural youth had high proficiency level for utilization of available assistance.

Keywords: Agri management behaviour, youth, agribusiness

Introduction

Youth are energetic, courageous with a fresh mindset that can generate new ideas, they are faster in adapting to new technologies, and possess the highest degree of creativity compared to the elders (Msigwa & Kipesha 2013; Nyabam *et al.*, 2018) ^[3, 5]. In this case, developing youth agribusiness requires an appropriate support framework and relevant technologies that can attract and motivate youth engagement in agribusiness activities for income generation. In the years to come, the increase in agricultural production will mainly come from the growth in productivity which will invite intervention of agricultural extension activities in providing farmers information, training and support for adopting improved production technologies. The Ministry of Agriculture and Farmers' Welfare, Government of India, in association with NABARD and MANAGE has launched unique agribusiness scheme to take better methods of farming to each and every farmer across the country. Agribusiness functions as a conduit for supplying inputs to farmers and establishing connections between them and consumers across various stages including handling, processing, transportation, marketing, and distribution of agricultural products. Agribusiness management refers to purposeful activities aimed at initiating, promoting, and maintaining economic activities related to agricultural production for the creation and distribution of wealth. The individual acting as an agribusiness manager plays a critical role in economic development and is integral to socio-

economic transformation. Therefore, the fundamental concept of agribusiness management emphasizes effectiveness and efficiency in turning activities into profitable business ventures.

Methodology

The study was conducted in Haryana state. From Haryana state, four districts were selected purposively where the Agri Business Centres were located i.e. Bhiwani, Jind, Hisar, and Kurukshetra. A total sample of 240 rural youth having knowledge of Agribusiness from 16 villages from selected districts formed the sample of the study. The data for the study were collected through a well-tested interview schedule and intimate interaction with each of them. Data so collected were statistically treated to reveal relevant information. Agri Management Behaviour was operationalized as the degree to which the respondents were oriented towards managing their income generating activities regarding planning, production and marketing functions. The scale developed by Samantha (1977) ^[6] with suitable modifications was used for the study.

Results and Discussion

Socio- personal profile of the rural youth

Results regarding socio personal profile of rural youth shows that most of the respondents were between the age group of 24.1-30 years and majority were male, 65.00% respondents belonged to general category, 67.50% were

married, around one fifth of the respondents were educated up to high school followed by middle school, 40.00% of respondents having medium education status of family, 64.59% respondents having joint family type and large

family size, 69.16% respondents had no participation in any social activity and half of the respondents (50.00%) had 31.-5 years of experience in farming.

Table 1: Socio personal profile of Rural Youth

Sr. No	Variables & Categories	Respondents				
		Bhiwani n=60	Jind n=60	Hisar n=60	Kurukshetra n=60	Total N=240
1	Age					
	18-24 years	07(11.67)	11(18.33)	05(8.33)	05(8.33)	28(11.67)
	24.1-30 years	32(53.33)	34(56.67)	40(66.67)	41(68.33)	147(61.25)
	30.1-35 years	21(35.00)	15(25.00)	15(25.00)	14(23.34)	65(27.08)
2	Gender					
	Male	52(86.67)	56(93.33)	48(80.00)	51(85.00)	207(86.25)
	Female	08(13.33)	04(6.67)	12(20.00)	09(15.00)	33(13.75)
3	Caste					
	SC/ST	02(3.33)	05(8.33)	03(5.00)	05(8.33)	15(6.25)
	BC/OBC	20(33.33)	10(16.67)	15(25.00)	24(40.00)	69(28.75)
4	Marital status					
	Married	35(58.33)	42(70.00)	40(66.67)	45(75.00)	162(67.50)
	Unmarried	25(41.67)	18(30.00)	20(33.33)	15(25.00)	78(32.50)
5	Education					
	Illiterate	08(13.33)	11(18.33)	10(16.67)	05(8.33)	34(14.17)
	Primary school	10(16.67)	13(21.67)	05(8.33)	11(18.33)	39(16.25)
	Middle school	15(25.00)	11(18.33)	10(16.67)	14(23.34)	50(20.84)
	High school	13(21.66)	15(25.00)	12(20.00)	15(25.00)	55(22.91)
	Graduate	10(16.67)	06(10.00)	13(21.66)	10(16.67)	39(16.25)
6	Family Education Status					
	Low (2.0-3.0)	12(20.00)	19(31.67)	07(11.67)	21(35.00)	59(24.58)
	Medium (3.1-4.0)	27(45.00)	30(60.00)	24(40.00)	15(25.00)	96(40.00)
	High (4.1 -5.0)	21(35.00)	11(18.33)	29(48.33)	24(40.00)	85(35.42)
7	Type of family					
	Nuclear	20(33.33)	21(35.00)	18(30.00)	26(43.33)	85(35.41)
	Joint	40(66.67)	39(65.00)	42(70.00)	34(56.67)	155(64.59)
8	Size of family					
	Small (upto 4 members)	10(16.67)	14(23.33)	12(20.00)	20(33.33)	56(23.34)
	Medium (5-7 members)	16(26.67)	18(30.00)	18(30.00)	15(25.00)	67(27.91)
	Large (Above 7 members)	34(56.66)	28(46.67)	30(50.00)	25(41.67)	117(48.75)
9	Social participation					
	No membership	42(70.00)	39(65.00)	45(75.00)	40(66.67)	166(69.16)
	Member of one organization	15(25.00)	16(26.67)	13(21.67)	14(23.33)	58(24.16)
	Member in two or more organization	03(5.00)	05(8.33)	02(3.33)	06(10.00)	16(6.68)
10.	Experience in farming					
	Upto 3 years	18(30.00)	11(18.33)	20(33.33)	26(43.33)	75(31.25)
	3.1-5 years	35(58.33)	30(50.00)	25(41.67)	30(50.00)	120(50.00)
	Above 5 years	07(11.67)	19(31.67)	15(25.00)	04(6.67)	45(18.75)

Figures in parenthesis indicate percentages

Agri Management Behavior of Rural Youth

Table 2 elucidated that with regards to planning orientation, a majority of the respondents, specifically 62.92 percent, exhibited a moderate level, followed by 32.92 percent displaying a high level, while a mere 4.16 percent demonstrated a low proficiency in planning. The identical pattern was observed across all districts. Regarding production orientation, over half of the respondents (51.25%) exhibited a moderate proficiency, trailed by 44.17

percent demonstrating a high level, while a mere 4.58 percent of the respondents displayed a low aptitude in production. In the context of marketing orientation, a predominant proportion (70.41%) of the respondents demonstrated a moderate proficiency, followed by a quarter of the respondents exhibiting a high level, with only 4.50 percent of the participants displaying a low competence in marketing.

Table 2: Agri Management Behavior of Rural Youth

S. No.	Aspects	Respondents				Total N=240
		Bhiwani	Jind	Hisar	Kurukshetra	
		n=60	n=60	n=60	n=60	
1	Planning Orientation					
	Low(4-7)	03(5.00)	01(1.66)	02(3.33)	04(6.67)	10(4.16)
	Medium(8-12)	42(70.00)	37(61.67)	39(65.00)	33(55.00)	151(62.92)
	High(13-16)	15(25.00)	22(36.67)	19(31.67)	23(38.33)	79(32.92)
2	Production Orientation					
	Low(4-7)	02(3.33)	03(5.00)	04(6.67)	02(3.33)	11(4.58)
	Medium(8-12)	27(45.00)	34(56.67)	30(50.00)	32(53.33)	123(51.25)
	High(13-16)	31(51.67)	23(38.33)	26(43.33)	26(43.34)	106(44.17)
3	Marketing Orientation					
	Low(4-7)	02(3.33)	03(5.00)	03(5.00)	03(5.00)	11(4.50)
	Medium(8-12)	41(68.33)	44(73.33)	55(91.67)	29(48.33)	169(70.41)
	High(13-16)	17(28.34)	13(21.67)	02(3.33)	28(46.67)	60(25.00)

Figures in parenthesis indicate percentages

The results are in line with Ram *et al.* (2013) [4] pointed out that 58.67 percent of entrepreneurs belonged to medium agri management behaviour followed by 24.66 percent belonged to low level of agri management behaviour and 16.67 percent belonged to high level of agri management behaviour.

of the respondents, specifically 49.30 percent, demonstrated a moderate level, while 28.70 percent and 22.00 percent exhibited levels categorized as moderate and low, respectively. In the utilization of available assistance, the majority of respondents, totaling 52.51 percent, demonstrated a high proficiency level. This was followed by 35.83 percent displaying a moderate level, while only 11.66 percent exhibited a low competence in this regard.

Self-Confidence and Utilization of Available Assistance of Rural Youth: In terms of self-Confidence, less than half

Table 3: Self-Confidence and Utilization of Available Assistance by Rural Youth

S. No.	Statements	Respondents				Total N=240
		Bhiwani	Jind	Hisar	Kurukshetra	
		n=60	n=60	n=60	n=60	
1	Self confidence					
	Low (10-12)	13(21.67)	13(21.67)	18(30.00)	09(15.00)	53(22.00)
	Medium (13-16)	29(48.33)	32(53.33)	26(43.33)	31(51.67)	118(49.30)
	High (17-20)	18(30.00)	15(25.00)	16(26.67)	20(33.33)	69(28.70)
2	Utilization of available assistance					
	Low (9-11)	06(10.00)	12(20.00)	07(11.66)	03(5.00)	28(11.66)
	Medium (12-14)	24(40.00)	16(26.67)	25(41.67)	21(35.00)	86(35.83)
	High (15-18)	30(50.00)	32(53.33)	28(46.67)	36(60.00)	126(52.51)

Figures in parenthesis indicate percentages

Relationship between Independent Variable with their Agri Management Behavior

The results in Table-4 revealed that Education, family education status, family size, social participation and family occupation had significant correlation with agribusiness management behaviour of rural youth. Most of the economic, communication, psychological variables and agriprenuerial variables were found to have significant relationship with agri management behaviour of rural youth.

The present finding are in turned with the finding of Jaiswal and Patel (2012) [2] reported in their study that factors like education, family income, risk taking capacity and training received had association with the entrepreneurial behaviour. Further study also revealed that age, occupation, owing responsibility for failure, family type and size, land holding, socio economic status and material possession were independent from entrepreneurial behaviour.

Table 4: Relationship between independent variable with Agri management behavior of Agripreneurs

S. No.	Independent variable	Planning orientation	Product orientation	Marketing orientation	Self confidence	Utilization of available assistance
1.	Age	0.01	0.01	0.05	0.02	0.06
2.	Education	0.178*	0.189*	0.161*	0.009	0.210**
3.	Family education status	0.169*	0.194*	0.117	0.123	0.261**
4.	Social participation	0.128*	0.155*	0.128*	0.091	0.194**
5.	Family occupation	0.152*	0.170*	0.227**	0.170**	0.599**
6.	Respondent occupation	0.127*	0.158*	0.229**	0.136*	0.548**
7.	Income from agriculture	0.141*	0.191*	0.210**	0.201**	0.227**
8.	Income from agribusiness	0.154*	0.161*	0.210**	0.548**	0.562**
9.	Milch animal	0.062	0.083	0.047	0.004	0.158*
10.	Land holding	0.047	0.223**	0.088	0.099	0.223**
11.	Information source utilization	0.210**	0.136*	0.229**	0.170**	0.141*
12.	Mass media sources	0.227**	0.229**	0.154*	0.143*	0.170**
13.	Risk orientation	0.136*	0.155*	0.169**	0.261**	0.134*
14.	Change proneness	0.132*	0.159*	0.147*	0.144*	0.165*
15.	Experience in farming	0.340**	0.290**	0.200*	0.190*	0.205**

*-Significant at 0.5 level **- Significant at 0.1 level

Conclusion

From the analysis and interpretation, it can be concluded that Majority of rural youth were between the age group of 25-30 years, were married, educated up to high school having medium family education status with joint large size of family. Majority of rural youth exhibited a moderate level of planning orientation, production orientation and moderate proficiency with respect to market orientation. Self confidence level of most of them was of moderate level. While, 52.51 percent rural youth had high proficiency level for utilization of available assistance. Education, family education status, family size, social participation and family occupation had significant correlation with agribusiness management behaviour of rural youth. Most of the economic, communication, psychological variables and agripreneurial variables were found to have significant relationship with agri management behaviour of rural youth.

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