

A Study on the Influencing Factors for a Literate Youth to Take up Agricultural Entrepreneurship

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Abstract: Agriculture Sector of Indian Economy is one of the most significant aspects of India. The Indian government introduced many schemes and also set up the Ministry of Food Processing Industries to stimulate the agriculture sector of Indian economy and make it more lucrative. However it was never seen as an attractive option to the working class nor the educated youths of today. The primary objective of this research is to identify the factors that influence the youth's intention to become agricultural entrepreneur, and to analyze the relationship of the various factors with the intention of youth to become entrepreneur. In this research, 250 youth in Chennai were selected from the population of graduated students in Chennai. This study used both qualitative and quantitative where the respondents were selected using convenient sampling. The respondents selected were all students of management studies who have been imparted with entrepreneurship knowledge as a part of their curriculum and also have knowledge on the importance of agricultural sector in lifting our Indian economy to new heights. In the first finding is all respondent agrees that attitude, acceptance and knowledge are the factors that influence the youth to become agriculture entrepreneurs. The second finding indicates that attitude and acceptances are the main factors which significantly influence the youth intention in agriculture entrepreneurship and also revealing that knowledge factor is not significant in influencing the intention of youth to become agricultural entrepreneurs. The open-ended questions reveal other factors which influenced the educated youth to become entrepreneurs are; family support, government support, family income and promotion through various expos. These findings provide insight to the government officials in the ministry of agriculture to resolve unemployment issues and achieve successful economic growth through the agriculture sector.

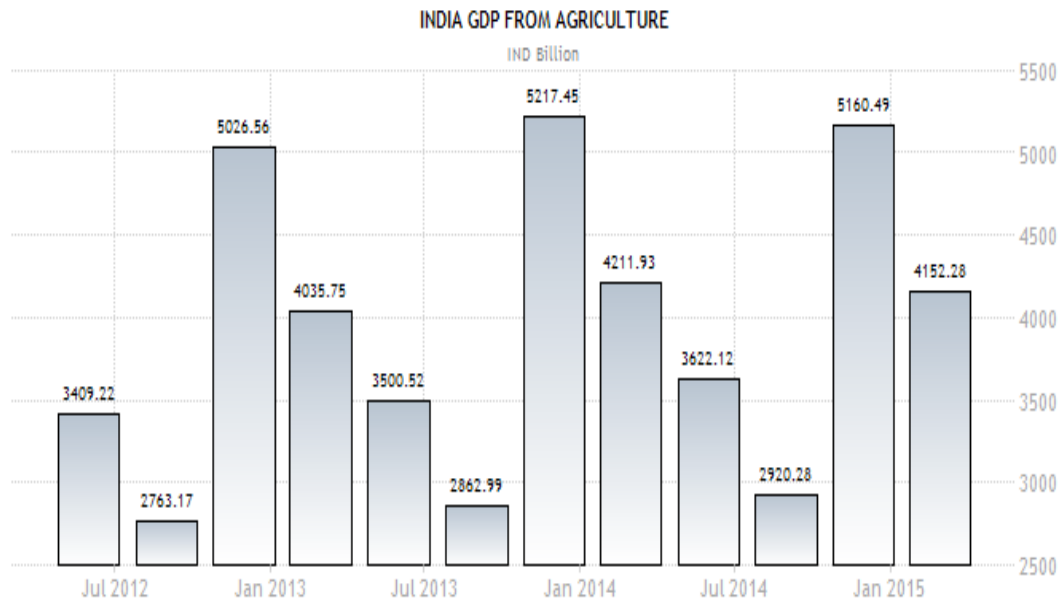
Keywords: Agricultural entrepreneurship, influencing factors for a literate youth, agriculture to resolve unemployment issues and achieve successful economic growth.

1. INTRODUCTION

Agriculture plays a vital role in India's economy. Over 58 per cent of the rural households depend on agriculture as their principal means of livelihood. Agriculture, along with fisheries and forestry, is one of the largest contributors to the GDP. As per estimates by the Central Statistics Office (CSO), the share of agriculture and allied sectors (including agriculture, livestock, forestry and fishery) was 16.1 per cent of the Gross Value Added (GVA) during 2014–15 at 2011–12 prices.

The country is the largest producer, consumer and exporter of spices and spice products. It ranks third in farm and agriculture outputs. Agricultural export constitutes 10 per cent of the country's exports and is the fourth-largest exported principal commodity. The agro industry in India is divided into several sub segments such as canned, dairy, processed, frozen food to fisheries, meat, poultry, and food grains.

The Department of Agriculture and Cooperation under the Ministry of Agriculture is responsible for the development of the agriculture sector in India. It manages several other bodies, such as the National Dairy Development Board (NDDB), to develop other allied agricultural sectors.



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2. MARKET SIZE

Over the recent past, multiple factors have worked together to facilitate growth in the agriculture sector in India. These include growth in household income and consumption, expansion in the food processing sector and increase in agricultural exports. Rising private participation in Indian agriculture, growing organic farming and using information technology are some of the key trends in the agriculture industry. As per the 3rd Advance Estimates, food grain production is estimated at 251.12 million tonnes (MT) for 2014-15. With an annual output of 138 MT, India is the largest producer of milk. It also has the largest bovine population.

India is the largest producer and importer of pulses at 19.0 MT and 3.4 MT, respectively.

India, the second-largest producer of sugar, accounts for 14 per cent of the global output. It is the sixth-largest exporter of sugar, accounting for 2.76 per cent of the global exports. Spice exports from India are expected to reach US\$ 3 billion by 2016-17 due to creative marketing strategies, innovative packaging, strength in quality and strong distribution networks. The spices market in India is valued at Rs 40,000 crore (US\$ 6.42 billion) annually, of which the branded segment accounts for 15 per cent. The procurement target for rice during marketing season (MS) 2014-15 has been finalised as 35.10 MT.

3. GOVERNMENT INITIATIVES

Given the importance of the agriculture sector, the Government of India, in its Budget 2015-16, planned several steps for the sustainable development of agriculture. The government has already taken steps to address two major factors (soil and water) critical to improve agriculture production. Steps have been taken to improve soil fertility on a sustainable basis through the soil health card scheme and to support the organic farming scheme 'Paramparagat Krishi Vikas Yojana'. Other steps include improved access to irrigation through 'Pradhanmantri Gram Sinchai Yojana'; enhanced water efficiency through 'Per Drop More Crop'; continued support to MGNREGA and the creation of a unified national agriculture market to boost the incomes of farmers.

The central government recognises the importance of micro irrigation, watershed development and 'Pradhan Mantri Krishi Sinchai Yojana'; thus, it allocated a sum of Rs 5,300 crore (US\$ 830 million) for it. It urged the states to focus on this key sector. The state governments are compelled to allocate adequate funds to develop the agriculture sector, take measures to achieve the targeted agricultural growth rate and address the problems of farmers.

The Department of Agriculture and Cooperation under the Ministry of Agriculture has inked MOUs/agreements with 52 countries including the US. In addition, the Department of Agriculture Research & Education (DARE) and the

Department of Animal Husbandry, Dairying & Fisheries (DAHD&F) under the Ministry of Agriculture have signed MOUs/agreements with other countries, taking the number of partnerships with other countries to 63. These agreements would provide better agricultural facilities in areas such as research and development, capacity building, germ-plasm exchange, post-harvest management, value addition/food processing, plant protection, animal husbandry, dairy and fisheries. The agreements could help enhance bilateral trade as well.

Given the correlation between improvement in agriculture and the development of the country, the Government of India adopted several initiatives and programmes to ensure continuous growth. It allocated Rs 25,000 crore (US\$ 3.9 billion) for the Rural Infrastructure Development Fund (RIFD), Rs 1,500 crore (US\$ 234 million) for the long-term rural credit fund, Rs 45,000 crore (US\$ 7.03 billion) for the short-term cooperative rural credit finance fund and Rs 25,000 crore (US\$ 3.9 billion) for the short-term RRB refinance fund. It also marked an ambitious target of Rs 8.5 lakh crore (US\$ 132 billion) of agriculture credit during 2015–16.

Some of the recent major government initiatives in the sector are as follows:

- The National Dairy Development Board (NDDB) announced 42 dairy projects with a financial outlay of Rs 221 crore (US\$ 35.47 million) to boost milk output and increase per animal production of milk.
- The government planned to invest Rs 50,000 crore (US\$ 8.0 billion) to revive four fertiliser plants and set up two plants to produce farm nutrients.
- The Ministry of Food Processing Industries took some new initiatives to develop the food-processing sector that would enhance the income of farmers and export of agro and processed foods, among others.
- Israel increased contribution to Indian agriculture and helped farmers multiply their income with better practices and yields. It also helped choose the right crops or vegetables to make this a success story, which is strengthening bilateral ties.
- The Government of Telangana allocated Rs 4,250 crore (US\$ 682.31 million) for the first phase of the farm loan waiver scheme. The scheme is expected to benefit 3.6 million farmers who took loans of Rs 100,000 (~US\$ 1,600) or below before March 31, 2014.

With such extended hand from the government India has a great scope of performing in the agriculture sector. However with India's continuous increasing literate percentage it is necessary to view agriculture as a luring business and take forth the government initiatives to better use thus improving the economy of our country through agriculture.

4. ROAD AHEAD

The agriculture sector in India is expected to generate better momentum in the next few years due to increased investments in agricultural infrastructure such as irrigation facilities, warehousing and cold storage. Factors such as reduced transaction costs and time, improved port gate management and better fiscal incentives would contribute to the sector's growth. Furthermore, the growing use of genetically modified crops will likely improve the yield for Indian farmers.

The 12th Five-Year Plan estimates the food grains storage capacity to expand to 35 MT. Also, a 4 per cent growth would help restructure the agriculture sector in India in the next few years.

5. STATEMENT OF THE PROBLEM

The decreasing revenue of India from agriculture and the continuous rise in the unemployment of educated youth has led to an enormous downfall in the country's development.

- Decreasing India's GDP from agriculture
- Increasing literate rate but an unemployment problem of 12.9 % as on 2015 Jan

6. OBJECTIVES

The objectives of the study are to identify the factors that influence youth to become agriculture entrepreneur and to investigate the relationship of factors with the interest of youth to become agriculture entrepreneur.

- To find the factors that influences the interest of the youth to become agricultural entrepreneur
- To identify the relationships of factors with the interest of youth to become entrepreneur

7. LIMITATIONS OF THE STUDY

One of the limitations of the study is that the sample taken only from Chennai

The selected respondents were those aged between 18-40, both male and females, where there are chances of dishonest or inaccurate answers.

8. LITERATURE REVIEW

Definition of Entrepreneur & Agriculture Entrepreneur:

The entrepreneur is a person who bought factors of production for the production of goods to be sold (Othman et al., 2010). An entrepreneur is also an innovator or a developer who recognizes, seizes and converted opportunities into workable or marketable ideas, adds value through time, effort, skills, money, assumes the risks of the competitive marketplace to implement these ideas, and finally realizes the rewards from these efforts (Ronstadt, 1991). However, agricultural entrepreneurs are those who classifies all activities that help farmers to adjust a free market economy as entrepreneurial (Richards and Bulkley, 2007). This makes agricultural entrepreneurs a fairly diverse group with farm activities (Richard and Bulkley, 2007). These activities are not necessarily correlated with farm size, gross receipts, production classification or geographic region (Richard and Bulkley, 2007). The other aspect of agriculture entrepreneurship is the management strategies employed by agricultural businesses in response to the structural changes in the agriculture sector (Man et al., 2002). These strategies are specialization, diversification, and supplementation.

Factors that influences youth intention towards Agricultural Entrepreneurship:

Although many people are aware of the significant advantage of agricultural sector, it still requires a monumental tasks attract the youth to become agriculture entrepreneurs. Thus, recognizing the factors that influence them to become entrepreneur is crucial as it can acts as guidance to strategize and to promote agricultural sector. There are several factors that influence the youth to become agricultural entrepreneurs. These factors which are extracted from the review of previous literature review are socio-demography, attitudes, acceptance and knowledge discussed in the subsequent sections.

Socio-Demography:

The Socio-Demography is the first factor that affects the attitude and acceptance of youth towards agriculture entrepreneur. It includes gender, age, income, locality, and ethnicity. Demography factors are the variables that effect attitude towards contract farming (Silva et al., 2010). Demographic variables that had been studied were gender, age, income, locality and ethnicity (Silva et al, 2010).

Gender is one of the indicators for the factors that play a role in determining the attitude and acceptance of youth towards entrepreneurship (Silva et al., 2010). However gender did not have a significant impact on work performance (Konavalchuk et al., 2008). However in study by Gidarakau (1999) found that women were found to have negative attitude towards contract farming compared to men.

Age is meant to refer to the individual age appropriate for agricultural activities (Silva et al., 2010). There were significant differences between age groups concerning attitude towards contract farming (Man, 2007). Uli et al. (2010) stated that the research completed by Salleh and Azril (2009) and Ezhar et al. (2007) revealed that the average age of farmers in Malaysia is exceeding 46 years old. All of these findings bring us to one understanding; Malaysia needs a backup agriculture community consisting of youth, both men and women to support the current group of farmers.

Needless to say, there should be initiatives to attract the youth interest towards agriculture. For majority of the people, the most important consideration in choosing jobs is the remuneration, i.e. the wages or salary (Silva et al., 2010). Youth believed that agricultural industry is not a vibrant industry as it generates only meager income (Gidarakou, 1999). Hence, the attitude of youths in general is that getting involved in agriculture sector is seen as a temporary experience, acceptable as an answer to unemployment problem only for such time until better solution can be found (Girdarakou, 1996).

Silva et al. (2010) stated previous study by Stephenson and Lev (2004) found that income is not a major determinant in

creating a positive attitude towards agriculture activities while a study completed by Hyttia and Kola (2006) found a altogether a totally different view. Generally, lower income people tend to choose agriculture activity as their main money generating activity or as a side income (Hyttia and Kola, 2006). Silva et al. (2009) claimed based on Kumar (2007) in his study noted that what contract farming has got to offer to the community posses the potential to increase youth acceptance of contract farming.

The study done by Kumar further strengthens the research completed by Mann and Kogl (2003) which emphasized bigger profits garnered through contract farming will be a catalyst for having more peopl to have a positive attitude to accept contract farming. The opportunity in agriculture can be tremendous and overwhelming. Needless to say, the demand for food will never subside regardless of the economic situation in any given country. Hence, the opportunity for agriculture entrepreneurship will be limitless. The problems of poverty and unemployment in the community also can be resolved.

The poor chose agriculture as one of their main income generating activities because of their belief in the ability of agriculture in producing higher productivity with less investment (Silva et al., 2009). Rural people are always associated with agriculture activities including contract farming (Silva et al., 2010). However, it was found that no significant difference between those with agriculture background and those without (Silva et al., 2010).

Attitudes:

Attitude is another factor that influences youth to be involved in agriculture entrepreneur. These attitudes can be formed based on an individual's degree of like or dislike on something (Bahaman et al., 2010). Usually attitude portrays either positive or negative views of a person, place, thing or an event (Brahaman., 2010). Attitude is an important determinant of an individual's success in entrepreneurship (Othman and Ishak, 2009). The attitudinal approach is the best way to explain the entrepreneurial process because it links the individual and the ever-changing attitudinal object (Robinson et al. 1991; cited by Kuratko and Hodgetts 2004). A true and positive attitude is needed to assist a person in choosing and participating in entrepreneurship (Salleh et al. 2005). This is because the decision to abandon a current career or comfortable life as it is not an easy decision to make, as entrepreneurship demands sacrifices (Hisrich et al., 2008).

Acceptance:

Acceptance is another important factor in influencing youths to become agriculture entrepreneur. Youth will be more emotionally prepared and have positive outlook towards agriculture as a whole, and more importantly, motivated to establish their own agriculture related business. Acceptance as an expression or implication by action that demonstrates agreement to the terms and condition of an offer, this results in the formation of binding contract (Bahaman et al., 2010). Offer through some act of performance confer the exercise of power (Bahaman et al., 2010). This act of exercising the power for something is offered by oneself or another as intended by retaining the subject of the offer.

Knowledge:

Knowledge is the third factor and considered as important factor to establish an interest in youth in agriculture entrepreneurship. Knowledge can lead to more skills to youth as a preparation to establish their own business (Othman et al., 2010).

9. RESEARCH DESIGN AND METHODOLOGY

This study is conducting both quantitative and qualitative research

Qualitative Method:

The qualitative method is used in identifying the factors that will establish interest in literate youth to take up agricultural entrepreneurship

Sampling Design:

Purposive sampling techniques are used where respondents were chosen with varied years of experience and varied expertise in agriculture as a business.

Quantitative Method:

The quantitative methods allows researcher to deduce research questions a priori from established theory, allowing to test theories and examine relationships between cause and effects proven or tested empirically (Higgins, 2009). Descriptive

statistics and multiple regressions were used as the two method of analysis.

Sampling Design:

This study uses the simple random sampling with a sample of 250 respondents in Chennai. The respondents are ranged between the age group of 18- 40 years with varied demographic backgrounds , gender race , marital status and education.

Questionnaire Design:

A survey is a questionnaire that is designed to capture information about attitudes, behaviors, and beliefs (Haggins, 2009). The section A of the questionnaire attempts to examine the socio demographic profiles of respondents, the section B is on the factors that influence the youth to take up agriculture entrepreneurship and the section C is constructed to find the relationship of the factors and the intent of the literate youth to become an entrepreneur. The final section D is an open ended question regarding the other factors that may influence the literate youth to become an agricultural entrepreneur.

Likert scale was used in this study. Besides strength, simple and easy to use, Likert Scale is often interesting for respondents to complete the questionnaire (Robson, 1993). The five point Likert Scale ranging from 1= Strongly Disagree to 5 = Strongly Agree.

Data Collection:

A total of 250 respondents were selected from Chennai. The researcher collected the data through online as well as in person survey.

Data Analysis:

Descriptive statistics and multiple regressions are used to analyze the data. In this study, the relationship between the factors and intent of youth to become agriculture entrepreneur is determined through multiple regressions. Once the data has been collected from the survey, Statistical Package for the Social Science (SPSS Version 17.0) is used to analyze the data.

10. DATA ANALYSIS

Qualitative Analysis Findings:

Table 1 indicated the results of the qualitative method of the information of the youth intention towards becoming an agricultural entrepreneur. It resulted with high level responses on all ten opinions that were asked in the interview process.

Table 1: Reasons for the intention of literate youth towards Agriculture Entrepreneurship

	<i>Results</i>	<i>High</i>	<i>Medium</i>	<i>Low</i>
1.	Reasons for positive intention			
a.	Agriculture business is profitable	√		
b.	Passion and desire start a business	√		
2.	Motivation			
a.	Highly motivated to run a business	√		
3.	Satisfaction level			
a.	Freedom in decision making	√		
b.	Freedom in managing the entire business	√		
c.	Authority and freedom to manage work time	√		
d.	Provide employment	√		
e.	Ability to share profits	√		
4.	Gaining Knowledge			
	Continuous up gradation of knowledge and skill	√		
5.	Views on the field			
a.	Believe this field has good future	√		

Quantitative Analysis Findings:

Respondents

The respondents are classified into three classes of age. The respondents who are between 18 – 25 years old formed the biggest percentage of 36.0%. The respondents who are between 26 – 35 years old formed 33.2% and the smallest percentage was 30.8% refers to respondents between 36 – 40 years old. On gender category, 63.2% were male while the female group formed 36.8%. In the marital status category, 77.6% are single, 22.4% are married.

The respondents with income less than Rs 1,00,000 constitute a percentage of 11.2% , 22.8 % draw an income of Rs 100000 – Rs 200000, 57.6% with an income of Rs 200001 – Rs 500000 and 2.45 of the respondents receive an income above 500000. Based on their educational background, 9.2% are diploma holders and 62.4 % of respondents are graduates, while 28.4 % are postgraduates.

89.4% of respondents are coming from an agricultural background and 10.4% do not have any agricultural background. 39.2% of respondents are from a rural hometown and 60.8 % are from a urban hometown.

The table shows the demographic profile of the respondents

Table 2: Demographic Profile of Respondents

Variable		Frequency N=250	Percentage (%)
Age	18-25	90	36.0
	26-35	83	33.2
	36-40	77	30.8
Gender	Male	158	63.2
	Female	92	36.8
Status	Single	194	77.6
	Married	56	22.4
Income per year	Less than 1,00,000	28	11.2
	Rs 100000 – Rs 200000	72	28.8
	Rs200001 – Rs 500000	144	57.6
	Above 500000	6	2.4
Education	Diploma	23	9.2
	Degree	156	62.4
	Master	71	28.4
Background	Have agriculture background	186	89.6
	Do not have agriculture background	64	10.4
Home town	Rural	98	39.2
	Urban	152	60.8

Table 3: Factors influencing literate youth on agriculture entrepreneurship (Frequency N=250)

Description	Mean
Attitude	4.4
Acceptance	4.8
Knowledge	4.6

Table 3 shows that the mean variable for attitude is 4.4, for acceptance is 4.8 and for knowledge is 4.6.

Based on the results it is evident that respondents agree that these factors do influence the literate youth to take up agricultural entrepreneurship.

The section D of the questionnaire gave the respondents the space to give opinion on other factors which influences them to take up agricultural business. The results are illustrated in Table 4.

Table 4: Other factors that influence the literate youth to take up agricultural Entrepreneurship

<i>Factors</i>	<i>Frequency N=250</i>	<i>Percentages</i>	<i>Qualitative Result</i>
Family guidance & Support	128	51.2%	High
Government initiatives	90	36%	Medium
Other Promotions	32	12.8%	Low

It was found that the respondents feel that other factors such as family guidance and support (51.2%), government initiatives (36%) and other promotions on agriculture (12.8%) also influences them to become an agricultural entrepreneur.

The relationship between factors with the intention of youth to become entrepreneur:

The three factors consists of the attitude (X_1) acceptance (X_2) and knowledge (X_3) as independent and to intention of literate youth to become entrepreneur as the dependent (Y).

Table 5: Coefficients of the Independent Variable

	Unstandardized Coefficients		Sig
Model	B	Std. Error	
(Constant)	1.218	0.192	0
Attitude	0.168	0.038	0
Acceptance	0.356	0.05	0
Knowledge	0.124	0.051	0.001

Dependent Variable: Intention towards agricultural entrepreneurship

From Table 5, the Coefficients of the independent variables can be presented in the form multiple regression equation as:

$$Y = 1.218 + 0.168X_1 + 0.356X_2 + 0.124X_3$$

From the above table it can be inferred that all the three identified factors have a significant relationship with the dependent variable.

11. CONCLUSION

This study has identified three factors that influence the youth to involve in agricultural entrepreneurship; attitudes, acceptance and knowledge. It also discusses on the relationship between these factors with the intention of youths to take up agricultural entrepreneurship. Other factors such as family guidance and support, government initiatives and promotions on agriculture were identified. The results are interpreted as the factors such as attitude, acceptance and knowledge has significant relationship with the intention of youth to take up agricultural entrepreneurship. The study also concludes that apart from the mentioned factors, other factors such as family guidance and support, government initiatives and promotions on agriculture also contributes in building up the intention of the literate youth to become an agricultural entrepreneur.

It would be a great prospect to the country as well as the to the educated youth of today to own an agriculture business, as both issues i.e. declining agriculture in India and high percentage of unemployment is answered. The literate youth could play a significant role in building up the agricultural tradition of India, and ultimately contribute to the development of the nation as a whole

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