



Attitude of Agripreneurs towards Agriculture Entrepreneurship: A Study of Haryana

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ABSTRACT

The main aim of the current study was to gauge how agripreneurs felt about agri-preneurship. The study was conducted in 22 district of Haryana state. 180 agripreneurs Haryana state comprising 22 districts were purposively selected This state was purposively selected for the study because it has a large number of first generation agripreneurs handling small, medium as well as large enterprise in food processing, bee keeping, mushroom cultivation, horticulture, dairy farming, poultry farming etc. The present study revealed that agripreneurs had favourable and positive attitude towards willing to seek for further knowledge & skills in agri-preneurship among nine statements. The study also found significant and positive impact with respect to both the variables namely experience and educational level on attitude of agripreneurs on Agri-preneurship. Majority of the agripreneurs agreed to have enough faith in their ability and have fear of failing in anything which they want to fulfil.

Keyword: Agripreneurship, Attitude, Agripreneurs, Favourable

JEL Codes: M13, M21, M31

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Introduction

Many developing countries, like India, place a high value on involving youngsters in agriculture. This is evident from the global trend of youngsters abandoning agricultural and rural communities. India is also losing about 2,000 farmers per day, and overall the number of farmers has decreased by 15 million since 1991. (Sainath, 2013) Youth are the most productive human resource in terms of socioeconomic growth. As a result, it is critical to identify the significance role of youth in mainstream development. This pool of young people will play a critical role in defining our country's fate. India is now the world's youngest country, with one of the best human resource indices. (S. Kavya 2020) large-scale rural youth migration from villages to cities has alarmed the nation's policy makers because, if not reversed, this trend is likely to have an impact on the agricultural sector in the future since the majority of those leaving agriculture have learned the fundamentals from their parents. Also in India, the Indian Council of Agricultural Research (ICAR) launched a program called Attracting and Retention of youngsters in Agriculture (ARYA) to encourage youngsters to pursue farming in order to buck this trend ([https://dfr.icar.gov.in/ Extension/ARYA](https://dfr.icar.gov.in/Extension/ARYA)) Because young people are often open to embracing

new ideas and technologies, they can easily alter the way that agriculture is currently done. Getting young people involved in agriculture is a top concern for many developing nations, including India. (Tripathi, 2018) There was a period when India's educational system was restricted to general studies in the humanities, sciences, and business. There was little information available on any agricultural science programs that teach subjects like agriculture, forestry, horticulture, agricultural engineering, dairy science, food technology, fisheries, animal husbandry, etc.(Makwana, 2018) Youths may not be aware of the wide variety of employment prospects available to agricultural graduates if they are not made aware of and exposed to diverse facts and knowledge about agriculture sciences.(Ester and Culloh, 2008)

According to the Economic Survey of Haryana 2020–21, the state of Haryana is home to 65.9% of the rural population engaged in agricultural pursuits. The geographical area of the Haryana state is 4.4 million hectares, or 1.3% of the total area of the nation. In 2019–20, it will also make up around 3.3% of India's gross domestic product. State Gross Value Added (GSVA) from agriculture and related industries was anticipated to expand at a rate of approximately 5.9 percent in 2019–20, up from the estimated growth rate of around 5.4% in 2018–19. (Economic Survey of Haryana)

Given that over 35% of the nation's population is between the ages of 15 and 35, and that roughly 75% of them reside in rural areas, widespread dissatisfaction with farming is concerning. If the majority of the population shifts to cities, the already overloaded urban areas will face significant strain. Furthermore, it would be a major loss for the rural farming sector, as youth have the biggest opportunity to transform farming into a science- and knowledge-based economy. An attitude is defined as a "relatively stable organization of beliefs, feelings, and behavioural tendencies toward socially significant objects, groups, events, or symbols." (Hogg and Vaughan 2005) There is a critical need to inform young people about opportunities in agriculture and ultimately entice them to pursue agricultural science careers.(Thoron and Myers, 2008) The number of young people moving to urban areas in pursuit of employment has decreased the number of persons available for agricultural activity. In order to boost agricultural productivity, which is crucial for the country's food security, it is important to address the reasons that discourage young people from pursuing careers in agriculture. If agriculture is successful, it might be able to provide youth with productive employment. (Swaminathan, 2007)

This has a number of consequences for the future of Indian agriculture and food security. Thus, in order to prepare young people in rural areas for the agriculture sector, it is critical to assess their attitudes in order to find gaps and opportunities.

Objectives of the study

1. To study the attitude of agripreneurs towards agri-preneurship.
2. To study the association between agripreneurs attitude on agri-preneurship with experience, education.

Literature Review

The attitudes of young people about employment in agriculture are formed early on. (Halbeisen, 2017) According to Bello's study which showed that young views and decisions about agriculture are positively influenced by the expenditures of production (highest mean attained = 4.05). Additionally, it was revealed (obtained the lowest mean 2.28) that a scarcity of agricultural land has no bearing on young people's decision to pursue agriculture. Gender, age, and marital status did not significantly influence respondents' sentiments toward the reasons why they left agricultural labour, but education level did have a significant impact on such attitudes. According to experts, there are several job and career chances in India for agricultural graduates and postgraduates. However, young people hardly ever choose agricultural science for their postgraduate courses. (Kumari et al., 2019) Additionally one of the study found that young people in rural areas have a fairly favourable propensity to engage in farming activities. Based on the findings, special efforts may be made to entice, educate, and keep rural youth engaged in farming by making it more affordable, lucrative, and successful by scientific interventions that turn agriculture into agribusiness enterprises. (Tripathi, 2018) According to studies, many people think of agricultural science as a humiliating profession or a poor man's career. (Zaki et al., 2018) The majority of young people in Africa view agriculture negatively. Their aim and involvement in agriculture are influenced by this. Access to land, money, technology, education, and agriculture skills are all lacking. (Ninson and Brobbey, 2023) According to (Lundy et al., 2022) stereotypes of agricultural workers were held by both adults and children. One of the laborers was a tough, tan man who was working outside. One of the study found that the majority of respondents (85.20%) had a neutral opinion toward agriculture as a source of livelihood, followed by 13.90% of respondents with a negative attitude and only 0.90% of respondents with a favourable attitude. (Gangwar and Kameswari, 2016) In the Anantapuram district, (Ravikishore and Swamy, 2020) investigated the attitudes of farmers regarding agribusiness. They discovered that the majority of agripreneurs (52%) had a favourable opinion toward agricultural entrepreneurship. 19% of agripreneurs had a negative view about agri-preneurship, followed by 29% of those who had a neutral opinion. Land ownership, engagement with extension agencies, and scientific orientation are some additional elements that favourably influence the agripreneurs' attitude toward agricultural entrepreneurship. Additionally, they came to the conclusion that regular skill-development training programs should be set up and that farmers' attitudes about entrepreneurial endeavours needed to be upgraded. Maiti (2018) conducted research on the opportunities for young people in agriculture in India. He stated that developing agri-preneurship skills is crucial for young people. As a result, it's critical to teach agribusiness management to farmers and recent graduates in the agricultural sector who are now without jobs, as well as to support their development. To encourage young agricultural entrepreneurs and to facilitate their participation in the advancement and improvement of socioeconomic conditions, the government should offer interest-free crop loans, low-cost crop insurance, support services, various training programs, marketing assistance, etc.

Research Methodology

In this study, the impact of youth attitude towards agribusiness was examined in relation to education and experience size. The association between education and experience and young agripreneurs attitude towards agribusiness has been accessed in order to present this objective using the Friedman non parametric test method. For the research project, a total of 180 agripreneur respondents were carefully chosen among the 22 districts that make up the four geographical zones that comprise the state of Haryana. All agribusiness owners involved in mushroom cultivation, dairy farming, aquaculture, beekeeping, poultry farming, horticulture, floriculture, organic farming, food processing, and the cultivation of medicinal plants were taken into account by the study. An organized interview schedule was used to collect first-hand information about the agripreneurs believed to be important for success. The information has been collated and analysed using the correct statistical techniques, including averages, Friedman non-parametric statistics, and semantic differential scales. The young agripreneurs were ranked according to their answers. The aggregate total weighted score for each individual statement has been established. The highest ranks were given to those with the highest scores, with the top rank obtaining the highest score. According to a five-point Likert scale used in the study, a score of 5 indicates strong agreement and a score of 1 indicates significant disagreement.

Friedman test

According to Conover (1999), nonparametric approaches are the only legitimate statistical branch for studying data that may be assessed on an ordinal or nominal scale but cannot be analyzed using arithmetic operations. The Friedman test is more beneficial than the prior nonparametric statistical tests, and it is frequently employed by academics. (Petrovic, Miljovic & Jokic 2019; Liu 2020) The non-parametric Friedman test is used in statistics to analyse the impact of two variables. When an ordinal variable is present, the Friedman test is applied to examine group differences. It is a repeated measure one way ANOVA with non-parametric analysis.

The equation of Friedman test is as below:

$$FM = \left[\frac{12}{(N * k * (k + 1))} \right] * \sum R^2 - [3 * N * (k + 1)]$$

Where,

R= Total Rank

N= Number of respondents

K= Number of groups

This test was employed in the current study to establish the rank data.

Semantic differential scale

The semantic differential scale approach is a series of five to seven-point attitude scales that are used for psychological testing and a particular kind of rating scale that is created to determine the connotative meaning of things, concepts, and words. Or to put it another way, it can be used to gauge a person's values, approaches, opinions, and attitudes. In order to analyse the link between

the variables—experience, education and first-generation agripreneurs’ perspectives on business and production, marketing, competition, finance, and human resource management—the semantic differential scale was utilized.

Table: 1 Demographic profile of first generation agripreneurs.

Variables	Frequency	Percent
Gender		
Male	167	92.8
Female	13	7.2
Education of First Generation Agripreneurs		
Primary education	38	21.1
Secondary education	60	33.3
Graduate	56	31.1
Post Graduate	26	14.4
Experience in Agri-enterprise		
Less than 2 years	8	4.4
Between 2 - 5 years	48	26.7
More than 5 years	124	68.9

According to the table from the sample that was selected, out of 180 respondents, 167 (92.8%) were men and the remaining 13 (7.2%) were women who worked in agriculture. The number of respondents with a secondary education was 60 (33.3%), and the percentage with a postgraduate degree was 26 (14.4%). As shown in Table 1, the study's agripreneurs had an average tenure of more than five years in the field, with only 8 (4.4%) having fewer than two years of experience.

Result and Discussion

All of the factors examined in this study were reported using descriptive statistics and graphs.

4.1 Attitude of Agripreneurs towards agri-preneurship.

The data in Table 2 enumerates rank ordering of attitude of first generation agripreneurs towards agri-preneurship. It depicts that among all the nine statements “I am willing to seek for further knowledge and skills in agri-preneurship” ranked first by first generation agripreneurs with the highest scaled score 843. “I feel proud to be as part of profession building nation” was ranked second with scaled score 821, followed by 797 scaled score obtained by “There are lots of opportunity for career development in agri-preneurship” as third highest rank and remaining ranks 4th, 5th, 6th and 7th were assigned to “If you choose agriculture entrepreneurship, you have to be ready to face the adverse effect”, “I want to continue in agri-

preneurship further”, “Shortage of resources is major limiting factor in agri-businesses” and “I prefer to be a agripreneur than as an employee” with scaled score 788, 752, 741 and 725 respectively.

Let us now test relationship between attitude of first generation agripreneurs on agri-preneurship and experience of agripreneurs, education and number of employees in the enterprise.

In order to study the association between first generation agripreneurs attitude on agri-preneurship with the experience, education and number of employees the relevant null and alternate hypotheses have been formulated and tested through Friedman test.

4.1.1 Effect of experience on attitude of first generation agripreneurs on agri-preneurship.

The results presented in the Table 3 indicates that the first generation agripreneur. with less than 2 years’ experience to run the enterprise reckoned “Shortage of resources is major limiting factor in agri-businesses” as the topmost important statement amongst all the other statements on attitude of first generation agripreneurs with the average value of 4.6 and “Agripreneurship leads to increase in standard of living” and “I want to continue in agri-preneurship further” with 3.2 average value as a least valuable statement. In contrast of first generation agripreneurs with having experience between 2 to 5 years found “I am willing to seek for further knowledge and skills in agri-preneurship” as a highly valuable statement while running the enterprise with 4.6 average score and “I feel agri-preneurship is more profitable than any other occupation” as a minimal valuable opinion with the average value of 3.5, lastly with more than 5 years’ experience of first generation agripreneurs attitude towards agri-preneurship on “I am willing to seek for further knowledge and skills in agri-preneurship” with 4.7 average value considered as the highest valuable and “I feel agri-preneurship is more profitable than any other occupation” as a least important opinion with the average value 3.4

The results of the association of experience with attitude of the first generation agripreneurs on agri-preneurship as shown in Table 3 has been interpreted and displayed in figure 1 using semantic differential scale conveys that experience does not affect the attitude of first generation agripreneurs towards agri-preneurship.

Statements	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Scaled score	Final Rank
There are lots of opportunity for career development in agri-preneurship	110	48	14	5	3	797	III
I prefer to be a agripreneur than as an employee	82	46	29	21	2	725	VI I
I feel agri-preneurship is more profitable than any other occupation	59	34	35	36	16	624	X
I am willing to seek for further knowledge and skills in agri-preneurship	136	33	9	2	0	843	I
Agripreneurship leads to increase in standard of living	61	49	47	18	5	683	VI II
I want to continue in agri-preneurship further	86	45	44	5	0	752	V
I feel proud to be as part of profession building nation	113	55	12	0	0	821	II
Shortage of resources is major limiting factor in agri-businesses	83	67	10	8	12	741	VI
If you choose agriculture entrepreneurship, you have to be ready to face the adverse effect	111	46	10	6	7	788	IV

Table: 2 Attitude of First Generation Agripreneurs towards agri-preneurship

Source: Primary data

Table 3 Relationship between experience of agripreneurs and attitude of First Generation Agripreneurs towards agri-preneurship

Statements	Average Score		
	Less than 2 years	Between 2-5 years	More than 5 years
There are lots of opportunity for career development in agri-preneurship	4.1	4.4	4.4
I prefer to be a agripreneur than as an employee	3.5	3.9	4
I feel agri-preneurship is more profitable than any other occupation	3.6	3.5	3.4
I am willing to seek for further knowledge and skills in agri-preneurship	4.2	4.6	4.7
Agripreneurship leads to increase in standard of living	3.2	3.7	3.8
I want to continue in agri-preneurship further	3.2	4	4.2
I feel proud to be as part of profession building nation	4.2	4.4	4.6
Shortage of resources is major limiting factor in agri-businesses	4.6	4.1	4
If you choose agriculture entrepreneurship, you have to be ready to face the adverse effect	4.3	4.2	4.4

*Significance level at .05 percent

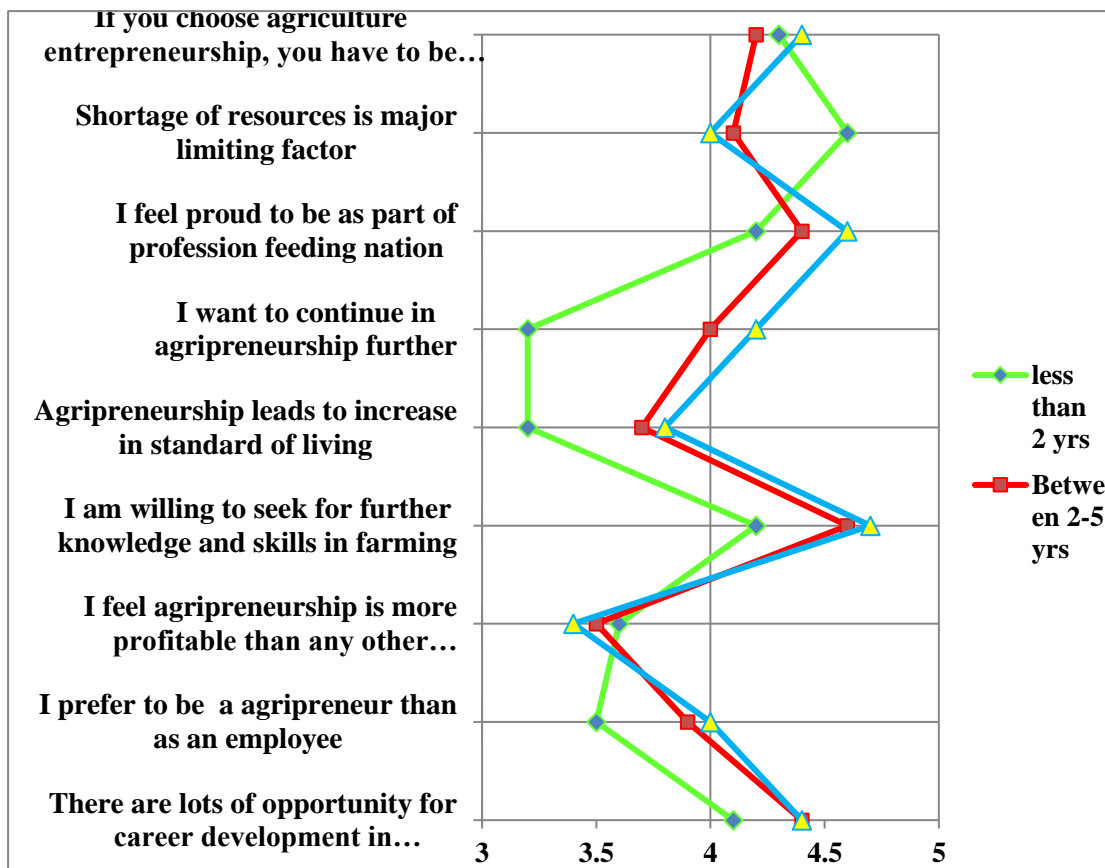


Figure 2: Relationship between experience of agripreneurs and attitude of First Generation Agripreneurs towards agri-preneurship

4.1.2 Effect of education of agripreneurs on attitude of First Generation Agripreneurs on agri-preneurship

It is evident from the Table 4 that according to Primary education level of first generation agripreneurs found “I am willing to seek for further knowledge and skills in agri-preneurship” as the highest positive statement towards agri-preneurship with the average value of 4.6 and the least to “I feel agri-preneurship is more profitable than any other occupation” with 3.5 average value. In the case of first generation agripreneurs persuade secondary education considered the topmost statement of “I am willing to seek for further knowledge and skills in agri-preneurship” with 4.7 average score and minimal to “I feel agri-preneurship is more profitable than any other occupation” with the average value of 3.1. The First Generation Agripreneurs who were possessed graduation believed that “There are lots of opportunity for career development in agri-preneurship” and “I am willing to seek for further knowledge and skills in agri-preneurship” as a highly positive statements amongst all other towards agri-preneurship with the average value of 4.6 and “I feel agri-preneurship is more profitable than any other occupation” as the minimal valuable with 3.7 average value.

The results of the association of education of agripreneurs with attitude of the first generation agripreneurs on agri-preneurship as shown in table 4 has been interpreted and displayed in figure 2 using semantic differential scale.

H₀₁: There is no effect of type of education of agripreneurs on attitude of First Generation Agripreneurs on agri-preneurship

This hypothesis has been formulated and tested using Friedman test. The calculated value of chi-square at 0.05 percent level of significance was 8.417 while tabulated value was 7.815. The calculated value (8.417) is greater than tabulated value (7.815) and p value .038 < 0.05 which clearly indicates that there is a significant impact of education of agripreneurs on attitude of first generation agripreneurs on agri-preneurship and null hypothesis (**H₀₁**) has been rejected.

Table 4: Relationship between agripreneurs education and attitude towards agri-preneurship

Statements	Average Score				Chi-Square Value	Significance Level
	Primary Education	Secondary Education	Graduated	Post Graduated		
There are lots of opportunity for career development in agri-preneurship	4.3	4.1	4.6	4.5	8.417	*.038
I prefer to be a agripreneur than as an employee	3.9	3.9	4.1	3.9		
I feel agri-preneurship is more profitable than any other occupation	3.5	3.1	3.7	3.4		
I am willing to seek for further knowledge and skills in agri-preneurship	4.6	4.7	4.6	4.7		
Agripreneurship leads to increase in standard of living	3.6	3.7	3.9	3.7		
I want to continue in agri-preneurship further	3.7	4.1	4.2	4.1		
I feel proud to be as part of profession building nation	4.5	4.5	4.5	4.5		
Shortage of resources is major limiting factor in agri-businesses	4.4	3.8	4.2	3.9		
If you choose agriculture entrepreneurship, you have to be ready to face the adverse effect	4.3	4.2	4.4	4.6		

*Significance level at .05 percent

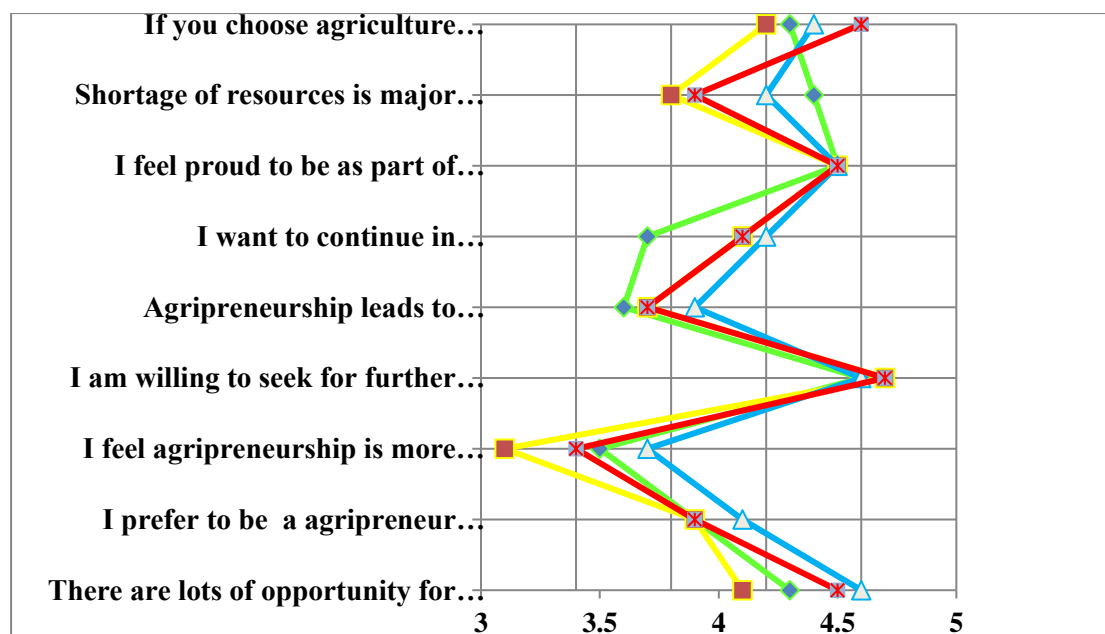


Figure 2: Relationship between agripreneurs education level and attitude towards agripreneurship

Conclusion

The study found that rural young people had a favourable propensity to engage in farming activities. Agripreneurs showed a willingness to seek out additional education and training in agri-preneurship. The study also discovered a significant ($p < 0.05$) and favourable relationship between the agripreneurs' attitudes about agri-preneurship and each of the four variables: type, number of employees, experience. The majority of first-generation agricultural entrepreneurs concurred that they have adequate confidence in their abilities and dread failure in anything they wish to accomplish.

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