

Expectations and Problems of Rural Youth to Become Agri-entrepreneur

Abstract

The present study was conducted in Chandrapur and Gadchiroli districts of Eastern Vidarbha Zone of Maharashtra. 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 on the basis of higher population of rural youth. The two objectives were studied, to study the expectations of rural youth towards agri-entrepreneurship and problems of rural youth to become agri-entrepreneur. Majority of the respondents had **expectation** to earn more money (95.00%), provide technical knowledge and skill oriented training program about agri-enterprises (84.16%), to gain social status through agri entrepreneurship (77.50%), provide market place to sell agri product (70.83%), government should provide credit/ loan facilities to start agri-enterprises (65.83%) and receive the higher prices to their agri products (70.83%), respectively. The overall 45.00 per cent of respondents had high level of expectations about agri-entrepreneurship. Majority of the respondents were reported **problems**, lack of proper training and guidance (93.33%), lack of experience in agri-enterprises (90.00%), lack of support from government and other organizational policies, rules and regulations (85.00%), fear about starting of new enterprises (82.50%) and financial/ capital problem (78.33%), respectively.

Key words: *Rural Youth, Agri- entrepreneur, Expectations, Problems*

1. Introduction

India is one of the youthful nations within the world with 27.50 per cent of the population falling in the youth category and interestingly 70.00 per cent of them reside in rural areas (UN, 2014a)^[1]. More than half of India's population is under the age of 35 making India the youngest nation within the world. India's Youth development index with a value of 0.48 which is low. When gender disparities in the youth development index are considered, the worth is reduced further (the commonwealth, 2015)^[2]. Approximately 67.00 per cent of people live in rural areas and rely on agriculture and related industries for their income (Khan, M. A. 2021)^[3]. Uneducated and unskilled youth are mostly living in rural areas. Considering growing unemployment in rural areas and slow growth of agricultural sector for promoting the entrepreneurship in agriculture, it is necessary to tap the opportunities. Educated, skilled youth are mostly living in urban areas. Urban youth are organized in many forms and have access to facilities and institutions meant for youth services. Although agriculture and allied activities constitute the bulk of the rural economy, its dominance has been dwindling over the years. Engaging rural youth in productive agricultural activities will help India to reap the benefits of the demographic dividend. In order to leverage this demographic dividend, there is a need to have a systematic approach to creating a suitable environment to develop opportunities for gainful employment of the rural youth. It is a 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 study the attitude, preferences and expectations 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 respondents were contacted at their home, in village at different places, at farm and the data collected through interview schedule were analyzed. [11]

3. Results and Discussion

3.1 Expectations of rural youth about agri- entrepreneurship

Table 1. Distribution of respondents according to different expectations about agri entrepreneurship

Sl. No.	Expectations about agri- entrepreneurship	Expectations of respondents (n = 120)		Rank
		Yes Freq.(%)	No Freq.(%)	
1	To earn more money	114 (95.00)	06 (5.00)	I
2	Government should provide credit/loan facilities to start agri- enterprises	79 (65.83)	41 (34.16)	VI
3	To gain social status through agri- entrepreneurship	93 (77.50)	27 (22.5)	III
4	Required guidance for marketing of products	89 (74.16)	31 (25.83)	IV
5	Provide technical knowledge and skill oriented training programme about agri- enterprises	101 (84.16)	19 (15.83)	II

6	Government should provide subsidiaries for machinery and infrastructure	77 (64.16)	43 (35.83)	VII
7	Receive the higher prices to their products	76 (63.33)	44 (36.67)	VIII
8	Provide market place to sell agri- products	85 (70.83)	35 (29.16)	V
9	Provide daily information of domestic and international market about their agri products	64 (53.33)	56 (46.66)	XII
10	Government helps to promote agri products	73 (60.83)	47 (39.16)	IX
11	Organize study tours/visits to successful agri-enterprises	73 (60.83)	47 (39.16)	IX
12	Parents and family members must support to start new agri-enterprises	72 (60.00)	48 (40.00)	X
13	Subordinate / worker can give input to create better plan for agri-entrepreneurship	66 (55.00)	54 (45.00)	XI
14	Required export facility	56 (46.67)	64 (53.33)	XVI
15	Customers may trust on our agri-entrepreneurship	60 (50.00)	60 (50.00)	XV
16	Agri-entrepreneurship can grow consistently	61 (50.84)	59 (49.16)	XIV
17	Networking with other agri-entrepreneurs, industry experts, and potential partners	49 (40.83)	71 (59.16)	XVII
18	Required branding for their products	65 (54.16)	55 (45.84)	XIII
19	Others (Modern technologies, overall community development)	46 (38.33)	74 (61.67)	XVIII

Figure in parenthesis indicates percentage, Freq-Frequency

It was observed from Table 1 that, majority of the respondents reported expectations about agri-entrepreneurship were to earn more money (95.00%) followed by provide technical knowledge and skill oriented training programme about agri-enterprises (84.16%), to gain social status through agri entrepreneurship (77.50%), required guidance for marketing of products (74.16%), provide market place to sell agri. product (70.83%) and government should provide credit/loan facilities to start agri-enterprises (65.83%) and they were ranked as I, II, III, IV, V & VI, respectively.

The other expectations of respondents about agri-entrepreneurship were government should provide subsidiaries for machinery and infrastructure (64.16%), receive the higher prices to their product (63.33%), government helps to promote agri products (60.83%), organize study tours/visits to successful agri-enterprises (60.83%), parents and family members must support to start new agri-enterprises (60.00%), subordinate/worker can give input to create better plan for agri-entrepreneurship (55.00%), provide daily information of domestic and international market about their agri products (53.33%), required branding for their products (54.16%) and agri-entrepreneurship can grow consistently (50.54%), customers may trust on our agri-entrepreneurship (50.00%) and they were ranked as VII, VIII, IX, IX, X, XI, XII, XIV and XV, respectively. The overall 45.00 per cent of respondents had high level of

expectations about agri-entrepreneurship. Similar results were reported by Richard Royan Sequeira (2020)^[4] Kadate (2021)^[5] and Jamunkar (2022)^[6].

This indicate that they want to earn money, need to provide technical knowledge and skill oriented training programme about agri-enterprises by government agencies, they also expected to gain social status in the society by stating agri-entrepreneurship, they also expected guidance regarding how to do the marketing of their products, place for marketing of their products and government should provide credit/loan facilities to start agri-enterprises. These are the major expectations of rural youth.

Table 2. Distribution of respondents according to overall expectations about agri-entrepreneurship

Sl. No.	Expectations	Respondents (n = 120)	
		Frequency	Percentage
1.	Low (Up to 33.33)	25	20.83
2.	Medium (33.34 to 66.66)	41	34.17
3.	High (Above 66.66)	54	45.00
	Total	120	100.00

It is evident from Table 2 that, **45.00 per cent** of the respondents had **high level of expectations** about agri-entrepreneurship followed by 34.17 per cent of them had medium level of expectations while 20.83 per cent of them had lower level of expectations about agri-entrepreneurship. Majority of the respondents expected to earn more money for better standard of living and improving their socio-economic status for that purpose guidance regarding suitable marketing strategies and specific market place should be made available to sell their product in order to get more price to their product.

3.2 Problem faced by rural youth to become an agri-entrepreneur.

Table 3. Distribution of respondents according to problems facedby them to become an agri-entrepreneur

Sl. No.	Problems faced by rural youth	Frequency(n = 120)	Per cent	Rank
1	Lack of proper training and guidance	112	93.33	I
2	Lack of experiences in agri. Enterprises	108	90.00	II
3	Lack of support from govt. and other organizational policies, rules and regulation	102	85.00	III
4	Fear about starting of new agri- enterprises	99	82.50	IV
5	Financial / capital problems	94	78.33	V
6	Less support from family member and relatives	78	65.00	VI
7	Lack of market information	72	60.00	VII
8	High labour cost	60	50.00	VIII
9	High cost of input	58	48.33	IX

10	Fear of poor return	52	43.33	X
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In case of problems faced by the respondents to become an agri-entrepreneur, major problems faced by respondents were, 93.33 per cent of the respondents faced problem of lack of proper training and guidance and it ranked Ist followed lack of experiences in agri. enterprises (90.00%), lack of support from govt. and other organizational policies, rules and regulation (85.00%), fear about starting of new agri- enterprises (82.50%) and financial/capital problems (78.33%) and they were ranked as II, III, IV and V, respectively. The other problems faced by respondents were, less support from family member and relatives (65.00%), lack of market information (60.00%), high labour cost (50.00%), High cost of input (48.33%) and fear of poor return (43.33%) and they were ranked as IV, V, VII, IX and X, respectively. There is need to create awareness among the rural youth about different agricultural enterprises which are still unknown to rural youth. Regular technical guidance should be provided by the experts and should take updates from the entrepreneurs about progress and ongoing difficulties during running of the enterprises and provide time to time solution on the problems arises by authorized person. Workshop/ training programmes on lower input cost (expenditure) enterprises should be organized to rural youth. Similar findings were reported by Viswanatha *et al*, (2014)^[7], Srishailam *et al*. (2021)^[8], Shivacharan *et al*,(2017)^[9] and Tomar and Kumari (2023)^[10].

4. Conclusion

Majority of the respondents reported expectations about agri-entrepreneurship were to earn more money (95.00%) followed by provide technical knowledge and skill oriented training programme about agri-enterprises (84.16%), to gain social status through agri entrepreneurship (77.50%), required guidance for marketing of products (74.16%), provide market place to sell agri. product (70.83%) and government should provide credit/loan facilities to start agri-enterprises (65.83%) and they were ranked as I, II, III, IV, V & VI, respectively. The 45.00 per cent of the respondents had high level of expectations about agri-entrepreneurship followed by 34.17 per cent of them had medium level of expectations.

In case of problems of rural youth to become agri-entrepreneur, majority of the respondents were reported the problems, lack of proper training and guidance (93.33%), lack of experience in agri-enterprises (90.00%), lack of support from government and other organizational policies, rules and regulations (85.00%), feared about starting of new enterprises (82.50%) and financial / capital problems (78.33%), respectively. Training and guidance regarding agri-enterprises specially, dairy farming, poultry farming, fishery and vegetable farming must be provided. Workshop/ training programmes on lower input cost (expenditure) enterprises should be given to rural youth. The government must provide scheme related information and subsidies to the rural youth on time. Financial support or loan facilities from the service providing agencies or government should be facilitated to start said selected and preferred enterprises as youth are initially unable to spend large amount to start any enterprises.

Disclaimer (Artificial intelligence)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

6. References

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