



P-ISSN: 2349-8528

E-ISSN: 2321-4902

IJCS 2019; 7(5): 1686-1689

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Received: 09-07-2019

Accepted: 13-08-2019

OP Parganiha

Assistant Professor, IGKV,
Raipur, Chhattisgarh, India

VK Soni

Associate Professor, IGKV,
Raipur, Chhattisgarh, India

CR Netam

Associate Professor, IGKV,
Raipur, Chhattisgarh, India

NK Toorray

Assistant Professor, IGKV,
Raipur, Chhattisgarh, India

Study of agricultural graduates converted into successful agripreneurs in Chhattisgarh state

OP Parganiha, VK Soni, CR Netam and NK Toorray

Abstract

Agriculture has been one of the leading economic sectors where there is a wide range of business or enterprise opportunities. The transformation of these opportunities to economic development, however, depends on agricultural talents producing from agricultural universities. This study was conducted among 60 agricultural graduates of Chhattisgarh those converted themselves as an agripreneurs during the year 2018-19. Majority of the agriculture graduates (51.28 %) belonged to age group of above 35 years with 56.41 per cent of them were having education up to graduation level and belonged to nuclear family (69.23%). About 69 per cent of agriculture graduates were newly started their business as sole enterprise (89.74%). Out of them, 38.46 per cent were indulge in business of commodity/input selling followed by 35.90 per cent of the graduates were doing commodity production. Almost two third of the graduates in each case had taken self decision for selection of enterprise, selection of product to produce/sell, size of business, acquisition of credit, selection of credit institution and marketing venue of product. As for income of the agripreneurs is concerned, almost 44 per cent of the agripreneurs were earning income up to 5 to 10 lakh per year. They said that need to high achievement (89.74%) and skillfulness to start particular business (82.05%) were major motivational factor to become an agripreneurs, whereas, most of the agriculture graduate (71.79%) were facing major constraint as competition with established business. Further, the information generated by this research has been documented in the form of success stories, which will also serve as basis in providing advice and career guidance to students in agriculture. In effect, this will broaden the employment and economic opportunities of agriculture graduates.

Keywords: Entrepreneur, agripreneur, agriculture graduate, success stories

Introduction

Entrepreneurship has widely been considered as a solution to economic and unemployment problems. It creates employment, improves the quality of life, contributes to more equitable distribution of income, utilizes and mobilizes resources for greater national productivity and brings social benefits through the government. With these contributions of entrepreneurship, we can conclude that the more a society engages in entrepreneurial undertakings, the more it is likely to develop economically and socially. Entrepreneurship is a career that demands the best decisions and actions to be able to start and sustain the enterprise/business. Entrepreneurship is a self-dictating activity. As such, it requires positive and desirable behaviours or traits to able to make sound decisions and actions. Further, the identification of factors related or linked to behaviours and success of the agricultural entrepreneurs will be a significant input in the development of entrepreneurial career framework of students. The framework or road map developed through the study can serve as a guide in enhancing and developing the potentials of students particularly those looking forward to their career in agriculture. The primary purpose of agricultural colleges should be development of entrepreneurial capacities and mindsets of the students. The teaching of entrepreneurship has yet to be sufficiently integrated into college - indeed it is necessary to make positive attitude and entrepreneurial behaviour of all the students by innovative business ideas.

Agriculture has been one of the leading economic sectors in the country like India and state like Chhattisgarh in particular where there is a wide range of business or enterprise opportunities. The transformation of these opportunities to economic development, however, depends on agricultural talents producing from agricultural universities. Some of the agricultural graduates are developing themselves as agripreneurs. On the other hand fact is that most of them luring for government job to secure their life and some of them compelled to serve under others business. Job oriented tendency of agriculture graduates developed due to lacking of such a location specific documentation on successful agricultural entrepreneurs.

Correspondence

OP Parganiha

Assistant Professor, IGKV,
Raipur, Chhattisgarh, India

Findings of the study are expected to enhance, develop and hone the knowledge, skills, attitudes and values of the students.

Keeping in a view the above points, this study have been conducted among agriculture graduated those converted themselves as an agripreneurs in Chhattisgarh. Further, success stories of them have been documented in the form of magazine in Hindi, so that message might be rich up to the maximum number of agriculture students in order to motivate them to become an agripreneurs.

Methodology

The present study was carried out in all three zones of Chhattisgarh State namely Chhattisgarh Plains, Northern Hills and Bastar Plateau during the year 2018-19. A total of 60 agriculture graduates from 20 districts out of total 27 districts of Chhattisgarh were approached for the purpose, out of them, success stories of 39 graduates have been documented, those running their business successfully. Remaining 21 graduates were also interviewed to find out the factors responsible for their failure as an agripreneurs. Agriculture graduates (agripreneurs) were identified as per pre decided indicators by contacting KVKs, Department of Agriculture and ATMA in each selected districts. Further, interview schedule was development of as per objectives selected and its refinement was done by testing its reliability & validity and discussion with experts. The interview schedule was composed of four parts as (i) Profile or background of the entrepreneurs; (ii) Study about business, right from establishment and its functioning, market linkage and profitability; (iii) Items that will measure the entrepreneurs achievement motivation; and (iv) Items that will measure their work habits, attitudes, managerial skills and management patterns. Furthermore, success stories of agriculture graduates those converted themselves as an agripreneurs were documented and published in form of magazine as well as uploaded in university and college website.

Result and Discussion

Present study was carried out in project mode with financial assistance from university funded project of Indira Gandhi Krishi Vishwavidyalaya, Raipur (C.G.). Success stories of 39 agriculture graduates those converted themselves as an agripreneurs have been documented under this project.

The findings regarding socio-personal characteristics of the agripreneurs are presented in Table 1, it shows that majority of the agriculture graduates (51.28 %) belonged to age group of above 35 years. Among agripreneurs, 56.41 per cent were

having education up to graduation level, whereas, 38.46 and 5.13 per cent were post graduate and Ph.D. holders. Majority of the agripreneurs (69.23%) belonged to nuclear family with no participation in any kind of business organizations (48.72%). Out of them, 76.92 per cent said that they had received moral support from family to start business followed by financial support (56.41%), physical support (30.77%) and technical support (25.64%).

Entrepreneurial activities of agriculture graduates were studied which can be observed from Table 2. It indicates that about 69 per cent of agriculture graduates were newly started their business as sole enterprise (89.74%). Out of them, 38.46 per cent were indulge in business of commodity/input selling followed by 35.90 per cent of the graduates were doing commodity production. About 38 per cent of them were operating agri-business and agri-clinic centers, whereas, 23.08, 10.26 and 5.13 per cent of agriculture graduates were practicing crop production including vegetable and seed production, agriculture input production and dairy farming, respectively.

Decision making patterns of the agripreneurs was operationalised according to nature of the decision making (individual, joint or collective) that the business family had resorted to, while performing business activities. The results in Table 3 indicate that almost two third of the graduates in each case had taken self decision for selection of enterprise, selection of product to produce/sell, size of business, acquisition of credit, selection of credit institution and marketing venue of product whereas, nearly 30 per cent each had taken consultative decision along with his wife, family members or friends for size of business, selection of credit institution and acquisition of credit. As for income of the agripreneurs is concerned, the data presented in Table 4 illustrate that almost 44 per cent of the agripreneurs were earning income up to 5 to 10 lakh per year, followed by nearly 30, 15 and 10 per cent of them were earning up to 5 lakh, 10 to 15 lakh and more than 15 lakh, respectively.

According to table 5, majority of the agriculture graduated said that need to high achievement (89.74%) and skillfulness to start particular business (82.05%) were major motivational factor to become an agripreneurs followed by Family support (46.15%) and lacking of Job opportunities (43.59%). Table 6 revealed that majority of the agriculture graduate (71.79%) were facing major constraint as competition with established business followed by lacking of government financial support and they were not getting remunerative prices of their produce.

Table 1: Distribution of agripreneurs according to their socio-personal profile

Particulars	Frequency (n=39)	Percentage
Age		
Below 35	19	48.72
Above 35	20	51.28
Education		
Graduate	22	56.41
Post Graduate	15	38.46
Doctorate	02	5.13
Type of Family		
Joint	12	30.77
Nuclear	27	69.23
Participation in business organizations		
Members	13	33.33
Office bearers	07	17.95
No Participation	19	48.72
Kind of support received from family (based on multiple responses)		

Moral support	30	76.92
Financial support	22	56.41
Physical support	12	30.77
Technical support	10	25.64

Table 2: Distribution of agripreneurs according to their entrepreneurial activities

Particulars	Frequency	Percentage
Type of business		
Traditional	12	30.77
Newly started	27	69.23
Sole	35	89.74
Partnership	04	10.26
Joint venture	00	0.00
Kind of Enterprises Adopted by Agripreneurs		
Commodity/Input selling	15	38.46
Commodity production	14	35.90
Input production	04	10.26
Consultancy services	03	7.69
Others (NGO, Processing)	03	7.69
Enterprises practicing by agripreneurs		
Agri-business and Agri-clinic Centers	15	38.46
Crop Production including vegetable and seed production	09	23.08
Agriculture Input Production	04	10.26
Dairy Farming	02	5.13
Mushroom Production	02	5.13
N.G.O.	02	5.13
Coaching Centers	02	5.13
Fruit and Vegetable Processing	01	2.56
Land Scapping	01	2.56
Pearl Production	01	2.56

Table 3: Decision making pattern of agripreneurs

Decision making activities	Self decision	%	Consultative decision	%	Decision by others	%
Selection of enterprise	28	71.79	07	17.95	04	10.26
Selection of product to produce/sell	26	66.67	10	25.64	02	5.13
Size of business	24	61.54	12	30.77	02	5.13
Acquisition of credit	29	74.36	10	25.64	00	0.00
Selection of credit institution	26	66.67	12	30.77	01	2.56
Marketing venue of product	28	71.79	07	17.95	03	7.69
Quantity of product to sell/produce	24	61.54	09	23.08	06	15.38
Purchasing of input/raw material	30	76.92	06	15.38	02	5.13
Appointment of man power	30	76.92	05	12.82	03	7.69
Buying machineries	26	66.67	08	20.51	05	12.82

Table 4: Yearly net income of the agripreneurs

Income (Rs.)	Frequency	Percentage
Up to 5 lakh	12	30.77
5 – 10 lakh	17	43.59
10-15 lakh	06	15.38
More than 15 lakh	04	10.26

Table 5: Motivational factors to become an agripreneurs

Particulars	Frequency	Percentage
Lacking of job opportunities	17	43.59
Need to high achievements	35	89.74
Belongs to business family	12	30.77
Family support	18	46.15
Established paternal business	10	25.64
Easily availability of financial support	14	35.90
Skillfulness to start particular business	32	82.05
Easily availability of market	14	35.90
Availability of infrastructural facilities	09	23.08

Table 6: Distribution of agripreneurs according to constraints faced by them

Particulars	Frequency	Percentage
Lacking of government financial support	19	48.72
Competition with established business	28	71.79
Not getting remunerative prices of products	16	41.03
Unavailability of market	07	17.95
Lacking of awareness among farmers	14	35.90
Duplicate/fake products	08	20.51
Unavailability of labour in proper time	15	38.46
Uncertainty and natural calamities	12	30.77
Lacking of quality agricultural Inputs	10	25.64

Conclusion

As per the present study conducted among the agriculture graduates, it is evidenced that they are experiencing some constraints to become successful agripreneurs, which may be rectified with reliable, effective and timely financial support by government in subsidized rates to establish agricultural enterprises. Looking at the issue of technical knowhow and managerial skills, the study strongly suggests the need to incorporate entrepreneurship education in the curriculum and the role of entrepreneurship development programme in this regard has significant role to motivate the agriculture graduates to become an agripreneurs. Agriculture graduates, those developed themselves as an agripreneurs should get support in learning about market mechanisms and merchandising their products. They should have easy access to markets and information about market prices.

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