

Rural youth's attitude towards agri-entrepreneurship and relationship of their profile characteristics to attitude

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ABSTRACT

The present study was conducted in Nizamabad and Karimnagar districts of Telangana to investigate the profile and attitude of rural young agri-entrepreneurs. Total 120 respondents were randomly selected for the study and interviewed. Most (30.00%) of the respondents had neutral attitude towards agri-entrepreneurship followed by favourable (24.17%), most unfavourable (18.33%), unfavourable (15.00%) and most favourable (12.50%) attitude. There was a positive correlation between attitude and age, education, trainings undergone, entrepreneurial experience and economic motivation.

Keywords: Attitude; rural agri-entrepreneurs; relationship; characteristics

INTRODUCTION

Indian economy is basically agrarian one. Over 85 per cent of the rural population in India is dependent on agriculture for livelihood. Most of the rural youth are illiterate burdened with the needs of their own families. They lack opportunities for organizing themselves to get engaged in constructive work and also lack guidance for participation in developmental activities.

Thus unemployment has remained as the biggest challenge for India. Especially

unemployment among rural educated youth is very critical. The main reason for this is that rural youth though educated like their urban counterparts lack skill and for them employment means only government jobs. The unemployment among the age group of 15–29 years for both males and females and in urban and rural areas is significantly higher than the average level of unemployment of all age groups.

Rural youth are the very important section of the rural society and they play a vital role in the development of rural areas and country as a whole. As rural youth

participate enthusiastically and with interest in various self-employment activities of the village hence they were selected as respondents in the present study.

METHODOLOGY

In the present study ex post facto research design was followed. According to Kerlinger (1973) ex post facto research is a systematic empirical enquiry in which the scientists do not have direct control of influencing (independent) variables because manifestations are already occurred. Two districts from the Telangana state, 6 villages from each district and 10 respondents from each village were randomly selected thus making a sample of total 120 respondents for the study. An attitude scale was developed to study the attitude of rural young entrepreneurs towards agri-entrepreneurship.

Edwards (1957) defines attitude as the degree of positive or negative affect associated with some psychological object. Attitude in this study was operationally defined as the degree of positive or negative feeling of rural youth towards agri-entrepreneurship. Method of summated rating scale (Likert 1932) was used to construct the attitude scale.

Scoring and categorization: The scale consisted of seventeen statements of which ten statements were positive and seven were

negative. The scoring was given for all the statements on a five point continuum. The scores given for the positive statement were 5, 4, 3, 2 and 1 for strongly agree, agree, undecided, disagree and strongly disagree respectively and these were reversed for negative statements. The scores of all the statements were summed up to arrive at total score of each respondent. The obtained score range on the scale was 33 to 78. The respondents were classified into five categories based on exclusive class interval technique where upper limit score was considered in the next higher class (Table 1).

Table 1. Classification of respondents based on exclusive class interval technique

Class #	Category	Class interval
1	Most unfavourable	33 – 42
2	Unfavourable	42 – 51
3	Neutral	51 – 60
4	Favourable	60 – 69
5	Most favourable	69 – 78

RESULTS and DISCUSSION

It can be observed from Table 2 that most of the respondents (30.00%) had neutral attitude towards agri-entrepreneurship followed by favourable (24.17%), most unfavourable (18.33%), unfavourable (15.00%) and most favourable (12.50%) attitude. The finding is in accordance with that of Patel and Chauhan (2009).

Most of the rural youth had neutral to favourable attitude towards agri-entrepreneurship. The reason for this could be that most of the youth were not much aware of entrepreneurial development programmes. Though they had interest in agri-entrepreneurship yet due to lack of technology, capital, capacity building and family support they had neutral to favourable attitude. Some of the youth who got entrepreneurial activity by succession expressed neutral attitude towards agri-entrepreneurship. These findings suggest that proper/congenial environment, regular trainings, low cost technologies, frequent product-oriented training programmes and family support could influence the respondents to move from neutral attitude to most favourable attitude.

Table 3 reveals that the calculated 'r' values between attitude and age, education, trainings undergone and entrepreneurial experience were greater than table 'r' values at 1 per cent level of probability whereas economic motivation was related at 5 per cent level of probability. Therefore it can be concluded that there was a positive and significant relationship between attitude and specified profile characteristics. On the other hand the calculated 'r' values between attitude and type of enterprise, extension contact, socio-political participation, information seeking behaviour, family support, financial support and marketing facilities were less than tabulated 'r' values. Therefore there was no significant

relationship between these characteristics and attitude. There was positive and significant relationship observed between age and attitude of rural youth towards agri-entrepreneurship. The reason for this might be that the most of the respondents were in late young category. As age increases entrepreneurial experience also increases leading to formation of favourable attitude towards agri-entrepreneurship. There was also positive and significant relationship between education and attitude as education might have brought more awareness and positive perception in the attitude of rural youth. The finding is in accordance with the observation of Parmar and Patel (2013).

There was positive and significant relationship between trainings undergone and attitude. Training brings changes in attitude, knowledge and skill in the trainees. Experience also leads to change in attitude hence positive and significant relation between entrepreneurial experience and attitude. The long term profits in enterprise leads to favourable attitude thus positive and significant relationship was observed between economic motivation and attitude. This is in accordance with the finding of Parmar and Patel (2013). However the variables like type of enterprise, extension contact, socio-political participation, information seeking behaviour, family support, financial support and marketing facilities were found to be non-significant with overall entrepreneurial behaviour.

Table 2. Distribution of respondents according to their attitude (n= 120)

Class #	Category	Class interval	Respondents	
			Frequency	Percentage
1	Most unfavourable	33 – 42	22	18.33
2	Unfavourable	42 – 51	18	15.00
3	Neutral	51 – 60	36	30.00
4	Favourable	60 – 69	29	24.17
5	Most favourable	69 – 78	15	12.50

Table 3. Correlation coefficient values between profile characteristics to entrepreneurial behaviour attitude of rural youth (n=120)

Profile characteristics	Attitude
Age	0.300**
Education	0.413**
Trainings undergone	0.423**
Entrepreneurial experience	0.284**
Type of enterprise	-0.139
Extension contact	0.035
Soci-political participation	0.165
Information seeking behaviour	-0.012
Economic motivation	0.234*
Family support	0.118
Financial support	0.105
Marketing facilities	-0.060

**Significant at 1% level, *signifincnt at 5% level

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