



Profile characteristics of Agripreneurs in Andhra Pradesh

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ABSTRACT

The study was conducted in three selected districts (Chittoor, Krishna and Visakhapatnam) of Andhra Pradesh during 2015 to investigate the profile characteristics of agripreneurs. The study was undertaken by using the ex post facto research design. The present investigation included 240 agripreneurs. Majority of the agripreneurs have medium level profile categories but education, size of the enterprise and type of the enterprise have a significant difference between the selected districts of Andhra Pradesh.

Key words : *Agri entrepreneurship, Profile characteristics.*

Entrepreneurship in agriculture solve the problem viz. reduce the burden of agriculture, generate employment opportunities for rural youth, utilizes the idle human and natural resources, control migration from rural to urban areas, promotes balanced regional development, induces backward and forward linkages for industrial and economic development, and promotes country's exports etc(Nagalakshmi and sudhakar,2013). keeping in this view it is necessary to tap the opportunities for promoting entrepreneurship in agriculture. To improve the agri entrepreneurship, it is important to understand how regional factors influence on individual's decision to transition from employment to self-employment. This study focuses on the profile characteristics of agripreneurs in three selected districts of Andhra Pradesh.

MATERIAL AND METHODS

The study was conducted in three selected districts of Andhra Pradesh i.e Chittoor, Krishna and Visakhapatnam because these districts have highest number of agri linked enterprises among all the districts. From the selected districts 80 agripreneurs have been selected by using proportionate random sampling. Thus comprises a total of 240 agripreneurs had been included in the study. Ex-post facto research design was used for the study.all the selected agripreneurs were interviewed personally by using a well structured pretested interview schedule.for analysis of collected data, descriptive statistics (frequency and

percentage) and analytical statistics were used in the study.

RESULTS AND DISCUSION

1.AGE

Pooled sample from Table 1 indicated that, 65.50 per cent of the agripreneurs were found to be middle aged followed by young age (19.00 %) and 15.50 per cent of the agripreneurs were found to be old age in all the selected districts of Andhra Pradesh. The probable reason might be that middle aged entrepreneurs are usually enthusiastic and have moderate experience in business. They also possess more physical vigour, more working efficiency and have more family responsibilities than younger ones.

2.GENDER

Pooled sample from Table 1 indicated that 80.00 per cent of the agripreneurs were found to be males and remaining (20.00%) agripreneurs belongs to female category in all the selected districts of Andhra Pradesh. More number of males turned out to be agripreneurs compared to their counterparts. The fact might be that male would have been given free choice, liberty and independence to become agripreneurs to start own business than female groups.

3.Education

Pooled sample from Table1 indicated that, less than half (40.83%) of the agripreneurs

possessed secondary school education followed by primary school (19.83 %), middle school education (15.60 %), collegiate education (15.41 %), Post Graduation (8.33 %) and none of the agripreneurs fall under illiterate category in all the selected districts of Andhra Pradesh. It could be inferred that the agripreneurs who had higher level of education were able to start business when compared to less educated persons. Moreover, the educated persons with entrepreneurial thoughts showed less interest to work as employee. Which strongly indicates a relationship between education and entrepreneurship.

From the Table 1 it could be concluded that 33.75 per cent of the Krishna district agripreneurs belonged to primary school. In my study area of Krishna district half of the agripreneurs belonged to aqua growers. Poor educational facilities during their childhood days coupled with tradition based living style of agripreneurs were the contributing reasons for their poor education.

4.Previous work experience

Pooled sample and Table 1 indicated that 60.00 per cent of the agripreneurs had previous work experience related to present business followed by 33.75 per cent of the agripreneurs had experience, which was somewhat related to their present business and the rest (6.25 %) of them had previous experience which was not related to present business in all selected districts of Andhra Pradesh. These results indicate that agripreneurs who had more number of years of experience with relevance to their present business were successfully running their business than others.

5.Training undergone

Pooled sample and Table 1 indicated majority of the agripreneurs (57.91%) have not attended any training for the last five years and remaining (42.09%) had attended trainings, in which 23.75 per cent, 12.50 per cent, 5.84 per cent had attended varying number of trainings which were less than five, five to ten and more than ten respectively. The results showed that the agripreneurs attended minimum one and maximum five trainings per year.

6.Mass Media Exposure

Pooled sample and Table 1 indicated 48.33 per cent of the agripreneurs were under medium level of mass media exposure followed by high (28.75%) and low levels (22.92%) in all selected districts of Andhra Pradesh. The results also

revealed that in the surveyed area most of the agripreneurs regularly read newspapers like Eenadu, Sakshi, Andhra bhoomi, browse internet and watch the television programmes regularly to update their knowledge.

7. Social Participation

Pooled sample and Table 1 indicated that in three selected districts two-fourth (54.58%) of the agripreneurs had medium level of social participation followed by low (30.42%) and high (15.00%) level of social participation. This might be due to the fact, that majority of agripreneurs enrolled as members in one or other organizations related to their business.

8. Socio economic status

Pooled sample and Table 1 indicated that in selected three districts two-fourth (56.25%) of the agripreneurs had medium level of socio economic status followed by low (22.50%) and high level of socio economic status was observed among 21.25 per cent of the agripreneurs It can be understood that the agripreneurs with small farms and small family size and running enterprise is an occupation, backward caste with concrete house and medium material possession will naturally possess medium level of socio-economic status and it may also due to the profitability in agri business is low, because of escalation of costs of inputs and also due to the uncertainty of weather conditions lead to uncertainty of fetching expected returns in agri business.

9.Financial Behaviour

Pooled sample and Table 1 exhibited that 56.25 per cent of the agripreneurs had medium financial behaviour followed by those with low (22.50 %) and high (21.20 %) financial behaviour. It could be inferred that agripreneurs started their business by investing own capital but at the expansion stage they needed the support of financial institutions and they felt that, it is difficult to secure credit from financial institutions because the bankers only reviewed the monetary profit of the business and are much more interested to know the security provided by the agripreneurs.

10. Size of the Enterprise

Pooled sample and Table 1 exhibited that 60.84 per cent of the agripreneurs had micro enterprises followed by small enterprises (34.16 %), medium

Table 1: Distribution of agripreneurs based on their profile characteristics.

Variables	chittoor (n=80)		Krishna (n=80)		Visakhapatnam (n=80)		Pooled sample (n=240)	
	F	%	F	%	F	%	F	%
Age								
Young age(up to 35 years)	14	17.50	13	16.25	19	23.75	46	19.00
Middle age (36-58 years)	52	65.00	56	70.00	49	61.25	157	65.50
Old age (>58 years)	14	17.50	11	13.75	12	15.00	37	15.50
Gender								
Female	13	16.25	11	13.75	24	30.00	48	20.00
Male	67	83.75	69	86.25	56	70.00	192	80.00
Education								
Primary school	0	0.00	27	33.75	20	25.00	47	19.83
Middle school	10	12.5	13	16.25	15	18.75	38	15.60
Secondary school	40	50.00	23	28.75	35	43.75	98	40.83
Collegiate	16	20.00	11	13.75	10	12.50	37	15.41
Post Graduation	14	17.50	6	7.50	0	0.00	20	8.33
Previous work experience								
Related to present business	44	55.00	51	63.75	49	61.25	144	60.00
Somewhat related to business	31	38.75	23	28.75	27	33.75	81	33.75
Not related to business	5	6.25	6	7.50	4	5.00	15	6.25
Training undergone								
None	46	57.50	40	50.00	49	61.25	139	57.91
Less than five training Programmes	19	23.75	19	23.75	18	22.50	57	23.75
5-10 training programmes	10	12.50	11	13.75	9	11.25	30	12.5
More than 10 training programmes	5	6.25	10	12.50	4	5.00	14	5.84
Mass media exposure								
Low (6-12)	14	17.50	23	28.75	18	22.50	55	22.92
Medium(13-19)	42	52.50	38	47.50	36	45.00	116	48.33
High (20-26)	24	30.00	19	23.75	26	32.50	69	28.75
Social participation								
Low (5-9)	19	23.75	25	31.25	29	36.25	73	30.42
Medium(10-14)	51	63.75	42	52.50	38	47.50	131	54.58
High (15-19)	10	12.50	13	16.25	13	16.25	36	15.00
Socio economic status								
Low	15	18.75	28	35.00	11	13.75	54	22.50
Medium	43	53.75	38	47.50	54	67.50	135	56.25
High	22	27.50	14	17.50	15	18.75	51	21.25
Mean	12.75		15.75		13.36		26.86	
S.D	2.38		3.09		2.44		3.64	

cont.....

Variables	chittoor (n=80)		Krishna (n=80)		Visakhapatnam (n=80)		Pooled sample (n=240)	
	F	%	F	%	F	%	F	%
Age								
Financial behaviour								
Low	15	18.75	28	35.00	11	13.75	54	22.50
Medium	43	53.75	38	47.50	54	67.50	135	56.25
High	22	27.50	14	17.50	15	18.75	51	21.25
Mean	23.25		23.03		23.25		30.53	
S.D	2.65		2.31		2.08		5.12	
Size of the enterprise								
Micro	34	42.50	50	62.50	62	77.50	146	60.84
Small	39	48.75	25	31.25	18	22.50	82	34.16
Medium	4	5.00	3	3.75	0	0.00	7	2.92
Large	3	3.75	2	2.50	0	0.00	5	2.08
Type of enterprise								
a) Entrepreneurial activity								
Manufacturing	17	21.25	4	5.00	42	52.50	63	26.26
Processing	59	73.75	32	40.00	28	35.00	119	49.58
Trading	4	5.00	44	55.00	10	12.50	58	24.16
b) ownership status								
Proprietorship	55	68.75	53	66.25	61	76.25	169	70.42
Partnership	25	31.25	27	33.75	19	23.75	71	29.58
Information sharing behaviour								
Low (8-13)	11	13.75	18	22.50	14	17.50	43	17.92
Medium(14-19)	27	33.75	44	55.00	45	56.25	116	48.33
High (20-25)	42	52.50	18	22.50	21	26.25	81	33.75
Risk orientation								
Low (6-10)	16	20.00	25	31.25	18	22.50	59	24.58
Medium(11-14)	35	43.75	38	47.50	38	47.50	111	46.25
High (15-18)	29	36.25	17	21.25	24	30.00	70	29.17
Market orientation								
Low	17	21.25	30	37.50	16	20.00	63	26.25
Medium	37	46.25	35	43.75	40	50.00	112	46.67
High	26	32.50	15	18.75	24	30.00	65	27.08
Mean	37.73		38.75		42.05		39.51	
S.D	4.29		4.06		5.28		4.91	

size (2.92 %) and large size (2.08 %) enterprises. The reason for majority of the units being micro followed by small might be the inadequate of finance and knowledge in running the enterprise and lack of motivation and self confidence to take up large scale enterprises.

11. Type of enterprise

a) Entrepreneurial activity

Pooled sample and Table 1 indicated that nearly half (49.58 %) of agripreneurs were involved in processing activity followed by manufacturing activity (26.26 %) and trading (24.16 %) related entrepreneurial activity. It was clear that majority of the enterprises were processing related (agro produce processing), since majority of agripreneurs belonged to fruit processing, ground nut decorticating units, rice millers, tamarind seed dhal units, silk reeling units, cashew processing, sea food processing, mango jelly and food processing units.

b) Ownership status

Pooled sample and Table 1 revealed that majority (70.42%) of the agripreneurs had proprietorship status and rest of them were having partnership (29.58%). The reason behind this agripreneurs wanted to be owner of their own entrepreneurial activity and the investment is low as in case of micro enterprises viz., ground nut decorticating, rice mills, flavoured milk, jaggery making, nursery, mushrooms and pickle investment is considerably less as compared to processing activities, hence majority of the enterprises were micro enterprises and proprietorship

12 Information sharing behavior

The pooled sample and Table 1 indicated that in three selected districts of Andhra Pradesh indicated that majority of the agripreneurs (48.33%) had medium level of information sharing behaviour followed by high (33.75 %) and low (17.92 %) level of information sharing behaviour respectively. It is clearly observed that agripreneurs collected the information from media sources, institutional and non-institutional sources. But they shared information only with persons whom they trusted. They mainly share information about their business with their family members, friends, partners for getting opinion and making decisions.

3 Risk orientation

The pooled sample and Table 1 showed that medium risk orientation level was observed nearly half (46.25 %) of the agripreneurs followed by high (29.17 %) and low levels (24.58 %). The

risk bearing capacity of agripreneurs depends upon the personal, psychological, socio-economic characteristics. The agripreneurs with more experience had medium risk orientation.

14. Market orientations

The pooled sample and Table 1 indicated that medium level of marketing orientation was observed among 46.67 per cent of agripreneurs followed by high (27.08 %) and low levels (26.25 %) in three selected districts of Andhra Pradesh. The overall analysis indicated that medium level of marketing orientation was observed among 46.67 per cent of agripreneurs followed by high (27.08 %) and low levels (26.25 %) in three selected districts of Andhra Pradesh. The encouraging trend in marketing ability might be due to the existence of consumer segmentation and exclusive marketing channels for their product. The result was in conformity with the finding of archana (2013).

CONCLUSION

The overall analysis of the profile characteristics of agripreneurs indicated that majority of them were middle aged (65.50 %), males (80.00%), secondary school education (40.83%) and previous work experience related to present business (60.00%), not attended any training for the last five years (57.91%). Most of them had micro enterprises (60.84%), processing activity (49.58%) and solo proprietorship status (70.42%). majority of them belongs to medium levels of mass media exposure (48.33%), social participation (54.58%), socio economic status (56.25%), financial behaviour (49.17%), information sharing behaviour (48.33%), risk orientation (46.25%) and marketing orientation (46.67%). The findings of investigation would be helpful to the policy makers, entrepreneurship promoting institutions and extension workers in order to develop a future strategy to exploit their potentialities.

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