

## Attitude of Agripreneurs towards Agri Entrepreneurship - A Study in Andhra Pradesh

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### ABSTRACT

This study was to identify the attitudes of agripreneurs towards agri entrepreneurship, in three selected districts of Andhra Pradesh i.e Chittoor, Krishna and Visakhapatnam were selected based on highest number of agri linked enterprises. 240 agripreneurs were selected through a proportionate random sampling. Expost- facto research design was used in the study. A well structured and pre tested interview schedule was used to collect data. More than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship. Rank ordering of attitude statements indicated that nurturing in the parental enterprise is the key for success of agri entrepreneurship was ranked I followed by environmental scanning as part of strategic planning is a must for agri entrepreneurship was ranked II.

**Key words:** Agri entrepreneurship, Attitude.

Entrepreneurship has been identified as the fourth factor of production that helps discover new frontiers leading to all round economic growth (Harper, 1991). The Commission of European Communities (2005) reported that entrepreneurship in agriculture is very important for further social development through increased job opportunities and consequent economic prosperity. Several developing countries have identified promotion of entrepreneurship in agriculture as a focus area for governments, financial institutions, and academic institutions. In the present context agri entrepreneurship is operationally defined as the process of creating value in the production and consumption activities of agriculture by the person with the help of entrepreneurial spirit. High entrepreneurial activity is clearly the driving force behind the growth in India with large young employable population. Andhra Pradesh has rich cultural heritage of their own, large natural resource base, and crop diversification. Hence this study was taken to measure the attitude of the agripreneurs towards agri entrepreneurship in 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 i.e 10,984 (Annual report of commissionerate of industries, 2015). 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. To measure the attitude of agripreneurs towards agri

entrepreneurship a tikert summated rating scale has been developed and pretested with the help of structured interview schedule. Data was tabulated, classified and analyzed using inclusive class interval method, frequency and percentage. Under the summated rating scale t values were calculated by using the following formula suggested by Edwards (1957).

$$t = \frac{(X_H - X_L)}{\sqrt{\frac{\sum (X_H - X_H)^2 + (\sum X_L - X_L)^2}{n(n-1)}}$$

$$\sum (X_H - X_H)^2 = \sum X_H^2 - \frac{(\sum X_H)^2}{n}$$

$$\sum (X_L - X_L)^2 = \sum X_L^2 - \frac{(\sum X_L)^2}{n}$$

$X_H$  = The mean score on a given statement for the high group

$X_L$  = The mean score on a given statement for the low group

$\sum X_H^2$  = Sum of squares of the individual score on a given statement for high group

$\sum X_L^2$  = Sum of squares of the individual score on a given statement for low group

- $\sum X_H$  = Summation of scores on a given statement for high group
- $\sum X_L$  = Summation of scores on a given statement for low group
- n = Number of respondents for in each group
- $\Sigma$  = Summation

## RESULTS AND DISCUSSION

### Attitude of agripreneurs towards agri entrepreneurship

Attitude has been operationalised as the degree of positive or negative disposition with the individual towards agri entrepreneurship. The results were analyzed as follows.

**Table 1: Distribution of agripreneurs according to their attitude**

(n=240)

S.No.	Category	Number	Percentage
1	Less favourable (63-78)	33	13.75
2	Moderately favourable (79-94)	150	62.50
3	Highly favourable (95-110)	57	23.75
	Total	240	100.00

The above Table1 inferred that more than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship followed by 23.75 per cent highly favourable and 13.75 per cent low level of favourable attitude towards agri entrepreneurship.

It could be inferred that ability to identify opportunities in the existing situation, academic qualification environmental scanning, confidence to start business by pooling financial resources, identification of customer needs were the deciding factors for the agripreneurs who would like to involve in agri business. Even without adequate resources, the entrepreneurs are able to start business if they had passion for business. They could quickly rebound from their setbacks which was a strong quality of agripreneurs adopted from the traditional farming community. Agribusiness involves high risk because of seasonal fluctuation. But agripreneurs who have already involved in farming or farm related activities highly preferred agri business. The results are in the range of moderate to highly favourable attitude. The results were in accordance with Thilagam (2012).

Table 2 specifies the rank order of the statements of attitude of the agripreneurs towards agri entrepreneurship. In order of their decreasing importance as: The ranks obtained to the statements are- nurturing in the parental enterprise is the key for success of agri entrepreneurship. (rank I), Environmental scanning as part of strategic planning is a must for agri entrepreneurship. (rank II), Self confidence is not a requirement for nurturing agri entrepreneurship (rank III), Academic qualification is

the influential factor for the success of agri entrepreneurship. (rank IV), Identification of customer needs nothing to do with agri entrepreneurship (rank V), It is the learning ability of the individual from his mistakes that makes successful in agri entrepreneurship (rank VI), One must prepare to take risk in agri entrepreneurship (rank VII), Migration could be arrested by providing employment through agri entrepreneurship (rank VIII), Role models play a pivotal role in promotion of agri entrepreneurship (rank IX), Visionary outlook is not required for succeeding in agri entrepreneurship (rank X), Expert advice is a key for success in agri entrepreneurship (rank XI), Success will not come without proper publicity and product promotion in agri entrepreneurship (rank XII), Knowledge of programmes, schemes and organizations are of some help in promoting agri entrepreneurship and Analytical skills are not required in agri entrepreneurship were ranked XIII, Identification of new business opportunities is not a point of consideration in the agri entrepreneurship (rank XIV), Pooling of financial resources is a main problem in agri entrepreneurship (rank XV), Gender as the criterion for the success in agri entrepreneurship (rank XVI), It a better idea, to be a job seeker than job provider (rank XVII), Feasibility study/project appraisal is of no help in grabbing opportunities in agri entrepreneurship (rank XVIII), Creativity is not required for promoting agri entrepreneurship (rank XIX), Participation in fairs, exhibitions and workshops and forums is of no help in promoting agri entrepreneurship (rank XX), and Government subsidies and incentives under various schemes are of inadequate nature in promoting agri entrepreneurship' (rank XXI).

Table 2: Rank ordering of statements of attitude of the agripreneurs towards agri entrepreneurship (n=240)

S No	Statements	Response Category												T.S	M.S	Rank
		SA		A		UD		DA		SDA						
		F	%	F	%	F	%	F	%	F	%					
1	I feel academic qualification is the influential factor for the success of Agri entrepreneurship.	91	37.91	101	42.08	37	15.41	11	4.58	0	0.00	992	4.13	IV		
2*	I feel that identification of new business opportunities is not a point of consideration in the Agri entrepreneurship	0	0.00	62	25.83	23	9.58	144	60.00	11	4.58	824	3.43	XIV		
3*	I feel pooling of financial resources is a main problem in Agri entrepreneurship	2	0.83	96	40.00	8	3.33	67	27.91	67	27.91	821	3.42	XV		
4	I feel environmental scanning as part of strategic planning is a must for Agri entrepreneurship.	89	37.08	136	56.66	8	3.33	0	0.00	7	2.91	1020	4.25	II		
5	I feel one cannot succeed without proper publicity and product promotion in Agri entrepreneurship.	33	13.75	126	52.5	19	7.91	54	22.5	8	3.33	842	3.51	XII		
6*	I feel analytical skills are not required in Agri entrepreneurship.	3	1.25	5	2.08	127	52.93	79	32.91	26	10.84	840	3.50	XIII		
7*	I feel identification of customer needs nothing to do with Agri entrepreneurship	2	0.83	9	3.75	25	10.41	158	65.83	46	19.16	957	3.98	V		
8	I feel one must prepare to take risks in Agri entrepreneurship	28	11.66	171	71.25	29	12.08	12	5.00	0	0.00	935	3.89	VII		
9*	I feel creativity is not required for promoting Agri entrepreneurship.	0	0.00	86	35.83	110	45.83	44	18.33	0	0.00	678	2.82	XIX		
10	I feel expert advice is a key for success in Agri entrepreneurship	15	6.25	161	67.08	0	0.00	64	26.67	0	0.00	847	3.52	XI		
11*	I feel visionary outlook is not required for succeeding in Agri entrepreneurship	0	0.00	22	9.17	105	43.75	76	31.66	37	15.41	848	3.53	X		

S.No	Statement	Response Category												T.S	M.S	Rank
		SA		A		UD		DA		SDA		F	%			
		F	%	F	%	F	%	F	%	F	%					
12	I feel knowledge of programmes, schemes and organizations are of some help in promoting Agri entrepreneurship	33	13.75	137	57.08	17	7.08	7	2.91	46	19.16	824	3.43	XIII		
13*	I feel participation in fairs, exhibition and workshops and forums is of no help in promoting Agri entrepreneurship	0	0.00	95	39.58	127	52.91	18	7.5	0	0.00	643	2.67	XX		
14	I feel role models play a pivotal role in promotion of Agri entrepreneurship	10	4.16	159	66.25	64	26.66	7	2.91	0	0.00	892	3.72	IX		
15*	I feel government subsidies and incentives under various schemes are of inadequate nature in promoting Agri entrepreneurship	46	19.16	89	37.08	45	18.75	33	13.75	27	11.25	626	2.60	XXI		
16	I feel gender as the criterion for the success in Agri entrepreneurship	0	0.00	143	59.58	32	13.33	54	22.50	11	4.58	787	3.27	XVI		
17	I feel migration could be arrested by providing employment through Agri entrepreneurship	40	16.66	116	48.33	77	32.08	7	2.91	0	0.00	909	3.78	VIII		
18	I feel nurturing in the parental enterprise is the key for success of Agri entrepreneurship.	80	33.33	153	63.75	0	0.00	7	2.91	0	0.00	1026	4.27	I		
19*	I feel feasibility study/project appraisal is of no help in grabbing opportunities in Agri entrepreneurship	17	7.08	33	13.75	98	40.83	89	37.08	3	1.25	748	3.17	XVIII		
20	I feel it is the learning ability of the individual from his mistakes that makes successful in Agri entrepreneurship	11	4.58	194	80.83	35	14.58	0	0.00	0	0.00	936	3.90	VI		
21*	I feel it a better idea, to be a job seeker than job provider.	10	4.16	82	34.16	48	20	25.83	62	25.83	38	15.83	756	3.15	XVII	
22*	I feel self confidence is not a requirement for nurturing Agri entrepreneurship	0	0.00	10	4.16	66	27.5	43	17.92	121	50.42	995	4.14	III		

\*Negative statements

T.S - Total Score

M.S - Mean Score

### CONCLUSION

The main objective of the study was to identify the attitude of agripreneurs towards agri entrepreneurship. The findings of the study help to conclude that more than half of the agripreneurs (62.50 %) had moderate level of favourable attitude towards agri entrepreneurship followed by 23.75 per cent highly favourable and 13.75 per cent low level of favourable attitude towards agri entrepreneurship. While rank ordering of attitude statements indicated that nurturing in the parental enterprise is the key for success of agri entrepreneurship was ranked I followed by environmental scanning as part of strategic planning is a must for agri entrepreneurship.

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