Chapter V

SUMMARY AND CONCLUSIONS

Indian economy is basically an agrarian economy. On 2.4 per cent of world land, India is managing 17.5 per cent of world population. At the time of independence, more than half of the national income was contributed by agriculture along with more than 70 per cent of total population depending on agriculture. Agriculture all over the world is going through a phase of transition. In this changing scenario, agriculture is taking new shape and expanding its scope beyond the limits of mere crop cultivation and animal husbandry for livelihood of rural population. Activities like diversification, value addition, precision farming, high-tech agriculture, Agripreneurship, global marketing, organic farming etc., are gradually getting due attention of people involved on redefining agriculture.

Agripreneurship is an employment strategy that can lead to economic self-sufficiency of rural people. Agribusiness throws considerable potential in providing lucrative and attractive jobs for youth in agribusiness activities, since supermarkets and retail chains need many times more young professionals.

In order to tap the potential of these unemployed agricultural graduates towards dynamic agro-advisory services and to provide them employment opportunities by making them agripreneurs, Agri Clinics and Agri Business Centers (ACABC) scheme was launched in 2002 by Ministry of Agriculture (MoA). ACABC’s aimed at providing knowledge and skill to farmers and to give opportunity to young agriculture based graduates to set up agribusiness and develop economically. All round development of agriculture is possible with effective exploration of human as well as material resources. The future looks bright for innovative entrepreneurs who possess the skills and experiences needed for the challenges of this entrepreneurship. Thus entrepreneurs can play an important role in increasing agricultural production and in turn contribute for economic prosperity of the country.
Keeping the above facts in mind, a research study entitled “An Analysis of Agripreneurs in Andhra Pradesh, India” was formulated with the following objectives;

1) To study the socio-personal, psychological and communication profile of agripreneurs.
2) To identify the different enterprises taken up by the agripreneurs.
3) To find out the various factors promoting the agri-enterprises undertaken by the agripreneurs.
4) To examine the planning, production and marketing orientation of agripreneurs.
5) To analyze the financial support for planning, production and marketing of products by agripreneurs.
6) To inquire the different problems faced by the agripreneurs.

The study was conducted in Andhra Pradesh state during the year 2014-15. The agripreneurs who had registered under ACABC Scheme, MANAGE were selected as respondents. Sixty per cent agripreneurs were selected proportionate to the size representing the population from each district of Andhra Pradesh, thus making a total of 180 agripreneurs. Ex-post-facto research design was followed in this study.

The primary data was taken from the agripreneurs by personal interview with the help of pre-tested interview schedule covering all aspects of the investigation. To convert the data into meaningful findings, statistical tools such as; Arithmetic Mean ($\bar{X}$), Standard Deviation ($\sigma$), Frequency, Percentage, Mean Scores, Correlation (r) and Multiple Linear Regression (MLR) were applied.

The summary of the findings were presented as follows;

5.1 SOCIO-PERSONAL, PSYCHOLOGICAL AND COMMUNICATION PROFILE OF AGRIPRENEURS

Detailed analysis of profile of agripreneurs revealed that majority of the agripreneurs (43.33%) had bachelor’s degree as their highest educational qualification followed by Post-Graduates (26.11%), Diploma (21.67%) and Ph. D. (8.89%).

Nearly half (47.22%) of agripreneurs fell under medium socio-economic status category followed by high (34.44%) and low (18.33%) socio-economic status categories.

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Majority (41.67%) of the agripreneurs had more than five trainings followed by 3-4 trainings (37.78%) and 1-2 (20.56%) trainings.

Majority (83.89%) of agripreneurs had experience up to 8 years and the remaining 16.11 per cent had more than 8 years of experience in their enterprises.

More than half (66.11%) of agripreneurs belonged to medium source of information utilization category followed by small (17.22%) and high (16.67%) source of information utilization categories.

Majority (58.89%) of agripreneurs had medium ability to coordinate followed by high (26.11%) and low (15.00%) ability to coordinate the farming activities.

Majority (63.89%) of agripreneurs belonged to high value orientation, whereas 20.00 per cent and 16.11 per cent of the agripreneurs belonged to medium and low value orientation, respectively.

Almost all the agripreneurs falls under more or less same category *i.e.*, 34.44, 33.33 and 32.22 per cent of high, medium and low categories of extension agency contact respectively.

Nearly half (48.33%) of the agripreneurs have high mass media exposure followed by medium (32.78%) and low (18.89%) mass media exposure.

More than half (57.78%) of the agripreneurs had medium risk taking behaviour followed by high (28.89%) and low (13.33%) risk taking behaviour.

Majority (67.22%) of the agripreneurs had medium level of innovativeness, followed by low and high *i.e.*, 17.78 and 15.00 per cent level of innovativeness, respectively.

Majority (41.67%) of the agripreneurs had medium achievement motivation followed by high (29.44%) and low (28.89%) achievement motivation.

### 5.2 ENTERPRISES TAKEN UP BY THE AGRIPRENEURS

#### 5.2.1 Enterprises taken up by the agripreneurs

15.00 per cent of the agripreneurs had taken up Dairy farming as an enterprise followed by fish/prawn farming (12.78%), Nurseries/polyhouse units (10.00%), seed production (9.44%), vermicompost production (8.33%), poultry farming (7.22%), commercial vegetable production and milk chilling units (6.11% each), agro-advisory
services (5.00%), organic fertilizer production (4.44%), Banana production (3.83%), mushroom production (3.33%), cashew production & marketing and veterinary health care services (2.22% each) and sericulture and village seed banks (1.11% each).

5.2.2 Reasons for taking up the enterprises

Among agro-advisory agripreneurs, majority (88.89%) of them selected the enterprise to gain recognition, importance and social status as individual related reasons. With respect to family related reasons, all the entrepreneurs selected the enterprise to ensure financial stability to children and in case of enterprise related reasons, most (88.89%) of the entrepreneurs selected the enterprise due to high market demand of the product.

Self interest in the selected enterprise (100.00%) was the major individual related reasons for the agripreneurs for taking the Mushroom production as an enterprise. With regard to family related reasons, all the entrepreneurs selected the enterprise to supplement family income and among enterprise related reasons, all the entrepreneurs selected the enterprise due to high market demand of the product.

The organic fertilizer production agripreneurs perceived ample leisure time and to do something creative (50.00%) as major individual related reasons for taking up the enterprise. Around three fourth of the entrepreneurs, expressed poor financial conditions of the family were the family related reasons. With respect to enterprise related reasons, seventy five per cent of the entrepreneurs selected the enterprise because of possession of needed skill for the enterprise.

The important individual related reasons for taking up seed production by all the agripreneurs was self interest in the selected enterprise. To ensure financial stability to children (94.12%) was the major family related reasons for selecting the enterprise. Among enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skill for the enterprise.

Nearly three fourth per cent of the sericulture agripreneurs expressed that almost all the factors were equally responsible for individual related reasons for selecting the enterprise. With respect to family related reasons all the agripreneurs
selected the enterprise to supplement family income and in enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skill for the enterprise.

All the *vermicompost production* agripreneurs perceived that, self interest in the selected enterprise as the major individual related reasons. With regard to family related reasons, all the entrepreneurs selected the enterprise to supplement family income and with enterprise related reasons, eco-friendly nature of the product (100.00%) was the major reasons for selecting the enterprise.

All the *village seed bank* entrepreneurs selected the enterprise due to individual related reasons like, self interest in the enterprise, success of other agripreneurs and to gain recognition, importance and social status. Among family related reasons, all the agripreneurs selected the enterprise to ensure financial stability to children and to supplement family income. With regard to enterprise related reasons, all the agripreneurs selected the enterprise for its eco-friendly nature, its high demand in market and because of uniqueness of the product.

All the *apiculture* entrepreneurs selected the enterprise expressed equal response (33.33%) for all the factors of individual related reasons and family related reasons (66.67%). In case of enterprise related reasons, all the entrepreneurs selected the enterprise due to less requirement of manpower.

Self interest in the enterprise, having leisure time and supports from government institution were the major (85.71%) individual related reasons for selecting the *banana production enterprise* by the agripreneurs. Among family related reasons, all the entrepreneurs selected the enterprise to ensure financial stability to child and to supplement family income. With regard to enterprise related reasons, all the agripreneurs selected the enterprise because of having needed skills for the enterprise.

The individual related reasons responsible for taking up *cashew production and processing* enterprise by all the entrepreneurs were self interest in the enterprise and success of other agripreneurs. Among family related reasons, all the
entrepreneurs’ selected the enterprise to ensure family income to children and with enterprise related due to having needed skills for the enterprise.

Great majority (80.00%) of the commercial vegetable production entrepreneurs selected the enterprise for the individual related reasons as self interest in the enterprise. With respect to family related reasons, all the entrepreneurs selected the enterprise to supplement family income and among enterprise related reasons, all the entrepreneurs selected the enterprise because of having needed skills for the enterprise.

It was observed that the nursery/polyhouse unit agripreneurs perceived having ample of leisure time (94.44%) as individual related reasons. With respected to family related reasons, all the entrepreneurs i.e., two entrepreneurs selected the enterprise as they have the family business. In case of enterprise related reasons, agripreneurs selected the enterprise due to having the needed skills for the enterprise (83.33%).

The dairy farming agripreneurs expressed that, to help the people by providing employment opportunities (92.59%) as major individual related reasons. To ensure financial stability to children and to supplement family income were the major family related reasons for selecting the enterprise. In case of enterprise related reasons, the entrepreneur selected the enterprise due to eco friendly nature of the product (100%).

Self interest in the selected enterprise (82.61%) was found to be the major individual related reasons for the entrepreneurs for taking the fish/prawn enterprise. With regard to family related reasons, majority of the entrepreneurs selected the enterprise to make money to clear debts and poor financial conditions (78.26%). Among enterprise related reasons, all the entrepreneurs selected the enterprise due to their eco-friendly nature of the product (91.30%).

The milk chilling unit entrepreneurs perceived self interest in the selected enterprise (81.82%) as major individual related reasons for taking up the enterprise. More than three fourth (81.82%) of the entrepreneurs expressed to ensure financial
stability to children and with respect to enterprise related reasons, majority had selected because of less requirement of manpower (63.64%).

The important individual related reason for taking up poultry farming enterprise was support from the government institutions (92.31%). To make money to clear the debts (53.85%) was the major family related reasons and among enterprise related reasons, more than half (69.23% each) of the entrepreneurs selected the enterprise because of easy and timely availability of raw materials.

Three fourth per cent (75.00%) of the veterinary health care services entrepreneurs expressed that, success of other agripreneurs as the major individual related reasons for selecting the enterprise. With respect to family related reasons the entrepreneurs selected the enterprise to supplement family income, family business and poor financial conditions (50.00% each). Among enterprise related reasons, majority of the entrepreneurs (75.00%) selected the enterprise because of less requirement of manpower.

5.2.3 Nature of Business Ventures Established

More than three fourth of agripreneurs have set up their business individually (78.88%), and the rest (21.12%) have established their venture in partnership.

5.3 FACTORS PROMOTING THE AGRI-ENTERPRISES UNDERTAKEN BY THE AGRIPRENEURS

5.3.1 Relationship between profile characteristics & planning orientation

Out of twelve independent variables ten of them such as training received, experience, sources of information utilization, ability to co-ordinate the farming activities, value orientation, extension agency contact, mass media exposure, risk taking behaviour, innovativeness and achievement motivation were positively significant at 0.01 level of probability, whereas education and socio-economic status were negatively significant at 0.05 level of probability with planning orientation.

The Multiple Linear Regression analysis revealed that the selected independent variables put together contribute 84.5 per cent of the total variation in the Planning orientation of the agripreneurs. The independent variables like training received, mass media exposure, risk taking behaviour and achievement motivation
had significantly contributed towards planning orientation at 0.01 level of significance whereas sources of information utilization and innovativeness at 0.05 level of significance.

5.3.2 Relationship between profile characteristics & production orientation

Out of twelve independent variables ten of them such as training received, experience, sources of information utilization, ability to co-ordinate the farming activities, value orientation, extension agency contact, mass media exposure, risk taking behaviour, innovativeness and achievement motivation were positively significant at 0.01 level of probability, whereas education and socio-economic status were not significant with production orientation.

The Multiple Linear Regression analysis revealed that the selected independent variables put together contribute 65.6 per cent of the total variation in the Production Orientation of the agripreneurs. The independent variables like sources of information utilization, mass media exposure and achievement motivation had significantly contributed towards production orientation at 0.01 level of significance whereas education, experience and innovativeness at 0.05 level of significance.

5.3.3 Relationship between profile characteristics & market orientation

Out of twelve independent variables ten of them such as experience, sources of information utilization, ability to co-ordinate the farming activities, value orientation, mass media exposure, risk taking behaviour, innovativeness and achievement motivation were positively significant at 0.01 level of probability and training received and socio-economic status at 0.05 level of probability whereas education and extension agency contact were not significant with marketing orientation.

The Multiple Linear Regression analysis revealed that the selected independent variables put together contribute 75.0 per cent of the total variation in the Marketing Orientation of the agripreneurs. The independent variables like education, mass media exposure and achievement motivation had significantly contributed towards marketing orientation at 0.01 level of significance, experience, value orientation, risk taking behaviour and innovativeness at 0.05 level of significance.

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5.4 PLANNING, PRODUCTION AND MARKETING ORIENTATION OF AGRIPRENEURS

Majority (43.33%) of agripreneurs had high level of planning orientation, followed by medium and low i.e., 36.67 and 20.00 per cent level of planning orientation, respectively. Among planning abilities of agripreneurs, majority of the vermicompost production entrepreneur had maximum planning abilities (first rank – mean score 2.73) followed by the entrepreneurs of Mushroom production (second rank – mean score 2.67), commercial vegetable production (third rank – mean score 2.55), poultry farming (fourth rank – mean score 2.46) and agro-advisory services (fifty rank – mean score 2.44).

Majority (44.71%) of the agripreneurs had medium production orientation followed by low (28.24%) and high (27.06%) production orientation levels. Dairy farming and apiculture enterprises had maximum overall production abilities and received first rank with a mean score of 2.67 followed by the entrepreneurs of milk chilling units (second rank – mean score 2.55 and poultry farming (third rank – mean score 2.54 and sericulture, village seed banks, cashew production and processing and nurseries/polyhouse units (fourth rank – mean score 2.50).

Majority of the agripreneurs had almost equal per cent of high (42.22%) and medium level (41.11%) of market orientation followed by low (16.67%) market orientation. Agro-advisory services had maximum overall marketing abilities and received first rank with a mean score of 2.56 followed by the village seed banks, cashew production and processing (second rank – mean score 2.50), mushroom production (third rank – mean score 2.33) and seed production (fourth rank – mean score 2.24) entrepreneurs.

Among all the agripreneurs, cashew production and processing had maximum planning, production and marketing abilities and received first rank with a mean score of 2.42 followed by the dairy farming (second rank – mean score 2.40), mushroom production (third rank – mean score 2.39), agro-advisory services, village seed banks and commercial vegetable production (fourth rank – mean score 2.33) and poultry farming (fifth rank – mean score 2.31).
5.5 FINANCIAL SUPPORT FOR PLANNING, PRODUCTION AND MARKETING OF PRODUCTS BY AGRIPRENEURS

Majority of the agripreneurs (30.00\%) were seeking support from Andhra Bank (AB) followed by 26.11 per cent from State Bank of India (SBI), Union Bank of India (UBI) (17.22\%), Corporation Bank (CB) (11.67\%), Andhra Pradesh Grameena Vikash Bank (APGVB) (6.11\%) and remaining 8.89 per cent were not taking any support.

APGVB was providing maximum planning support to the agripreneurs and received first rank with a mean score of 2.36 followed by the UBI (second rank – mean score 2.16), CB (third rank – mean score 2.14), AB (fourth rank – mean score 2.09) and SBI (fifth rank – mean score 2.06).

Maximum production support to the agripreneurs was provided by APGVB and received first rank with a mean score of the 2.09 followed by SBI (second rank – mean score 1.98), AB (third rank – mean score 1.94), CB (fourth rank – mean score 1.90) and UBI (fifth rank – mean score 1.87).

That UBI & CB were providing maximum marketing support to the agripreneurs and received first rank with a mean score of 2.10 followed by APGVB (second rank – mean score 2.00), SBI (third rank – mean score 1.83) and AB (fourth rank – mean score 1.78).

Among all the institutions, APGVB was providing maximum support to the agripreneurs and received first rank with a mean score of 2.15 followed by CB (second rank – mean score 2.05), UBI (third rank – mean score 2.04), SBI (fourth rank – mean score 1.96) and AB (fifth rank – mean score 1.94). It can be also observed from the Table that the extent of overall support received from all the institutions was mostly average (53.04\%) followed by poor (24.39\%) and good (23.17\%).

5.6 PROBLEMS FACED BY THE AGRIPRENEURS

In case of family related problems, majority of the agripreneurs expressed dissatisfaction for not being able to give desired time/ attention to children/ family (61.67\%) as the major problem. Similarly with technical and other problems, lack of suitable technology (85.56\%), with market related problems, competition with other micro-enterprises for limited local markets (92.78\%), with credit and finance
problems, hurdles in getting credit due to unnecessary and irrelevant stipulations of conditions (55.00%) and with social/ personal problems, increased stress due to the dual responsibilities was found to be the major.

5.7 CONCLUSION

A shift from agriculture to agribusiness is an essential pathway to bring change in Indian agricultural system. Agripreneurship has the potential to contribute to a range of social and economic development such as employment generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy. It has got power to generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas.

Creating agricultural enterprises requires many inputs and skills that can be hard to come by on top of the right idea at the right time. Agripreneurship is one of many mechanisms that can help actors in the agricultural sector to adapt to changing circumstances, but also shape their environments. However, because risks can be high and the process of moving agriculture towards entrepreneurship is very complex, it cannot be used as a one-size-fits-all solution to today’s challenges. It quickly becomes clear that, for agripreneurship to develop its full potential, all actors are required; neither farmers, nor youth, nor policy makers, nor markets, nor civil society institutions can achieve this on their own and would very likely be overwhelmed if they had to fulfill all the needs of agripreneurs on their own. There are many players and factors involved in successes or failures of agripreneurship, and, in order to better understand the linkages, there is a need for evidence of such success and failures. Enterprising entrepreneurs are the enviable treasure of any economy. They make the degree of differences in development of nations, their standard of living and growth potential of enterprises.

5.8 IMPLICATIONS OF THE STUDY

Important implications of the present research study are;

- The findings of the study will be useful to the extension administrators, extension personnel and others who are involved directly or indirectly in the transfer of technology. Also it will be excellent source to the extension
students as reference material since very few studies are available in the area of agripreneurship.

As most of the agripreneurs had medium innovativeness, still there is a need to expose the entrepreneurs to new developments in agricultural technologies and motivate them to adopt new technologies by organizing group discussions, meetings, study tours etc.

There is a need for extension personnel to motivate the respondents to acquire the recommended entrepreneurship by organizing symposium, debate; seminars and interaction with the scientists, as majority of the respondents were having medium knowledge.

The number of agripreneurs might be increased by providing better marketing facilities, effective infrastructure, stabilizing and supporting the price policies and also training the agripreneurs with regard to produce better quality products.

5.9 RECOMMENDATIONS

There should be a system to provide guidance for agripreneurs throughout the activity of agripreneurship, right from initiating the venture, getting finances, marketing the products etc.

Special Policies have to be formulated by the government for the scheduled and backward categories to take active participation in entrepreneurship.

Agripreneurship development is to be made an exclusive part of curriculum at under graduate and professional education. Proper education, knowledge and exposure when imparted to youth, their potentials will be proved to be the highest productive force.

Agripreneurs could be motivated at a higher level to take up equal participation in manufacturing sectors also and they may be encouraged to enter into large scale industries in a great number.
5.10 SUGGESTIONS FOR FUTURE RESEARCH

- The present investigation was confined to a specific area with restricted sample of respondents. It is therefore, suggested to conduct similar study in a large area with large sample size so that the conclusions can be generalized to comparatively larger area.

- The investigation was conducted only in Andhra Pradesh. Similar studies may be undertaken in other states, so that influence can be generalized to a greater extent.

- The ex-post- facto research design was used in the present study in order to understand the extent of Planning, Production and Marketing Orientation of agripreneurs. Similar research must be tried with experimental designs.