

A Study on Perception towards Agripreneurship among Rural Youth in Erode

THESIS REPORT SUBMITTED BY,

PRIYANKA K

(20PSW020)

THESIS SUBMITTED TO



AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND

HIGHER EDUCATION FOR WOMEN,

COIMBATORE- 641043

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE

DEGREE OF

MASTER OF SOCIAL WORK

DEPARTMENT OF HOME SCIENCE EXTENSION EDUCATION

MAY, 2022

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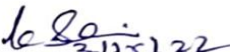

Signature of the Head of Department

Signature of the External Examiner

CERTIFICATE

This is to certify that the dissertation entitled on **A Study on Perception towards Agripreneurship among Rural Youth in Erode**” submitted to the Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043, in partial fulfilment of the requirements for the award of the degree of MASTER OF SOCIAL WORK is a record of original research work done by **PRIYANKA K (20PSW020)**, during the period of the study in the Department of Home Science Extension Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641 043, under my supervision and guidance, has not formed basis for the award of any Degree/Diploma/Associate ship/Fellowship or similar title of other University.


Signature of Head of the Department


Signature of the Guide

Signature of the External Examiner

DECLARATION

I **PRIYANKA K (20PSW020)** hereby declare that the thesis, entitled “**A Study on Perception towards agripreneurship among Rural Youth in Erode**”, submitted to the Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, in partial fulfillment of the requirements for the award of the **Master of Social Work** is a record of original and independent research work done by me during six month under the Supervision and Guidance of **Dr SUMATHI K, M.S.W., M.Sc.(Psy), M. Phil., PH.D., D.CMH., UGC-NET**, Assistant Professor and it has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title to any candidate in any University.

SIGNATURE OF THE CANDIDATE

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INTRODUCTION

CHAPTER – I

INTRODUCTION

1.1 Agriculture

Agriculture is a primary activity and is closely related to the natural environment. Agriculture is also called arming or husbandry. The term agriculture has been derived from the latin word ‘Ager’ meaning field and ‘cultura’ meaning cultivation. The agriculture is an important source of livelihood because it is the process of producing food, feed, fibre and many other desired products by the cultivation of certain plants and the raising of domesticated animals (livestock). It is an art of managing the growth of plants and animals for human use.

Modern agriculture is an evolving approach to agricultural innovations and farming practices that help farmers increase efficiency and reduce the number of natural resources like water, land, and energy necessary to meet the world’s food, fuel, and fibre needs. The agribusiness, intensive farming, organic farming, and sustainable agriculture are other names.

Erode is well known for its trade and commerce, still Erode district has a distinct place in the agriculture field. Probably, it is one of the most agriculturally developed places in South India. Erode has very close association with Coimbatore district and hence the district gets wholesome help from two of the premier most agricultural institutes of South India, the Agricultural Research Institute and the Agriculture College, both situated in Coimbatore. The developmental efforts of the agriculture department of the Tamil Nadu State Government have penetrated in every place of Erode district where agriculture is the most important form of occupation.

Paddy is the main food crop of the district like most other Indian districts, and it accounts for 86,939 hectares of land. The second most important crop is Cholan which is cultivated in more than 11,240 hectares of land. Erode does not cultivate pulses in a huge scale and only 31,498 hectares of land are used for the occasional pulses cultivation. Spices and chilies are significant among other food crops. Erode is known as the ‘turmeric city’ and cultivation of turmeric exceeds over 14,533 hectares of land.

Several non-food crops are also cultivated in Erode. Among the non-food crops, different types of oil seeds are very important and 55.23% of the total area under non-food crops is reserved for oil seeds. This is close to 95,018 hectares of land. Among oil seeds, ground nuts are the most popular and it accounts for 55,696 hectares of land. Gingely, another important

oil seed accounts for 24,084 hectares. Other than these non-food crops, cotton, sugar cane and tobacco are important.

1.1.2 Overview of Indian Agriculture

1.1.2.1 Overview

Agriculture is the most important sector of Indian Economy. Indian agriculture sector accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to 50% of the countries workforce. India is the world's largest producer of pulses, rice, wheat, spices and spice products. India has many areas to choose for business such as dairy, meat, poultry, fisheries and food grains etc. India has emerged as the second largest producer of fruits and vegetables in the world. According to the data provided by Department of Economics and Statics (DES) the production of food grains for the year 2013-2014 is 264 million tons which is increased when compared to (2012-2013) 257million tons. This is a good symptom for the Indian economy from the agriculture sector. India remains among main three as far as production of different agricultural things like paddy, wheat, pulses, groundnut, rapeseeds, natural products, vegetables, sugarcane, tea, jute, cotton, tobacco leaves and so on. On the other hand, on advertising front,

Indian agribusiness is as yet confronting the issues, for example, low level of business sector reconciliation and integration, availability of dependable and convenient information needed by farmers on different issues in farming.

1.1.2.2 Agriculture in Indian Economy

Indian is an agriculture based country, where more than 50% of population is depend on agriculture. This structures the main source of income. The commitment of agribusiness in the national income in India is all the more, subsequently, it is said that agriculture in India is a backbone for Indian Economy. The contribution of agriculture in the initial two decades towards the total national output is between 48% and 60%. In the year 2001-2002, this contribution declined to just around 26%.

The aggregate Share of Agriculture and Allied Sectors, Including agribusiness, domesticated animals, and ranger service and fishery sub segments as far as rate of GDP is 13.9 percent during 2013- 14 at 2004-05 prices. Agricultural exports constitute a fifth of the total exports of the country. In perspective of the overwhelming position of the Agricultural Sector, gathering and support of Agricultural Statistics expect incredible significance. According to

the fourth Advance Estimates of Production of food grains for 2013-14, aggregate food grain production is assessed to be 264.77 million tons (MT). Export of spices from India are relied upon to reach US\$ 3 billion by 2016-17, on the back of imaginative promoting strategies, inventive bundling, quality in quality and an in number appropriation system. The Indian flavors business is pegged at Rs 40,000 crore (US\$ 6.42 billion) every year, of which the marked portion represents 15%. The National Food Security Mission (NFSM) was launched from Rabi, 2007-08. The fundamental targets of the National Food Security Mission (NFSM) is to expand production of rice, wheat, pulses and coarse cereals through region extension and efficiency upgrade in a supportable way in the recognized locale of the nation; restoring soil ripeness and profitability at the individual ranch level; and improving farm level economy (i.e. ranch benefits) to restore confidence amongst the farmers. The Mission met with a staggering achievement and accomplished the focused on extra generation of rice, wheat and heartbeats. The Mission is being kept amid Twelfth Five Year Plan with new focuses of extra generation of sustenance grains of 25 million tons including 10 million tons of rice, 8 million tons of wheat, 4 million tons of pulses and 3 million tons of coarse cereals by the end of twelfth five year plan.

Training is an important procedure of capacity building of people as to enhance the execution. Consequently, training needs appraisal is imperative to the training process. It serves to recognize present issues and future difficulties to be met through training and improvement. It is obliged to figure out the needs of individual trainee on which proficient skills ought to be assembled to do the relegated occupation in the associations.

The 6% of agricultural production is converted in to processed food, which is focused to achieve 20% in coming future. The business is work escalated and contributes around 50% for industrial production. Multi- National Food Companies have assumed a part of making business sector draw and rivalry. Selection of inventive and experimental bundling strategies by food industry has empowered the assembling of sheltered and quality sustenance.

1.2 Entrepreneurship

The word entrepreneur originated from the French word, —entrepreneur”, which means "to undertake". In a business context, it means —to start a business. Entrepreneurs are self-employed individuals who not only create jobs for themselves but also generate jobs for many others. Entrepreneurship consists of practices and skills of a person constantly trying for growth and excellence. It could be achieved by innovating an idea, object, product or

service and put it to social use. Entrepreneurship is not always confined to big business. It endorses to have small enterprises too.

1.2.1 Concept of Entrepreneurship

Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence.

1.2.2 Need for Entrepreneurship

Entrepreneurship promotes small business in the society. It has an accepted fact that small firms have a crucial role to play in the economic development of the country. Most economists today agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies. Small businesses are an essential part of future economic prosperity of any nation due to employment generation, easy management, amenable for rural and semi-urban areas and capability to innovate and use local resources.

1.2.3 Importance of Entrepreneurship

Entrepreneurship is increasingly recognized for its contribution to economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism.

- Entrepreneurs help the economy through creation of new jobs.
- Entrepreneurs contribute to innovation, research and development.
- Entrepreneurship creates wealth for many individuals seeking business opportunities.
- Both a new business and the wealth can boost the economy by providing new products as well as the spending power created for the entrepreneur.
- Entrepreneurship also provides a way to become self-sufficient.

1.3 YOUTH

Youth constitute an important segment of any society. Today, youth constitute nearly one-fifth of the world population. In Asia, youth age group between 15 to 24 years occupies nearly 17 per cent share of the population. According to the Census of India, nearly 40 per cent of the population is in the age group of 13 to 35 years and contributes about 33 per cent of youth population in the developing Asian countries (ADB, 2008). Increase in the share of youth population due to demographic “dividend “ or the “youth bulge“ will be one of the sources of future economic growth in India.

Young people are a major human resource for development, social change and technological innovation. But harnessing these resources is a major challenge. The youth challenge is considered as the most critical of the 21st century’s economic development. The critical aspects of the challenge are mostly related to issues of unemployment, underemployment and work satisfaction. The growing large number of unemployed youth is one of the most daunting problems faced by developed and developing countries alike (ILO, 2004). Failure to integrate young people into the current job market and opportunities has broader consequences for the future prosperity and development of countries. Thus, the issue of youth employment and unemployment features prominently on the international development agenda. This issue was the major focus of the Sustainable Development Goals (SDGs) and Ministers and Heads of Delegations, committed to develop and implement strategies that give youth fair and equal opportunity to find full and productive employment and decent work.

The youth constitute a valuable human capital resource base. Their ‘value’ can be accepted as embedded in their skill matrix, knowledge levels, experiences, health and other characteristics. High proportions of youth in the income generation responsibility indicate that the problem of unemployment and underemployment would remain a serious policy issue for many more years to come in India. In order to increase the employability of India’s youth, it is essential to evaluate their current skill levels, perception and demographic profiles. Youth unemployment and underemployment is prevalent around the world because young people lack skills, work experience, entrepreneurial support and the financial resources to find employment (United Nations, 2003; ILO, 2006; Matsumoto *et al.*, 2012). According to ILO’s Global Trends Report 2012 on Youth, nearly 75 million young people are

unemployed across the world, which indicates an increase of more than 4 million since 2007 (ILO, 2012). These challenges are more evident in India, which has the largest youth population in the world with around 66 per cent of the total population under the age of 35. Addressing the issue of youth employment is a high-priority agenda item for Indian government. This can happen only if we train our young people with skills that are required to meet the demands of our rapidly growing economy.

Since independence there has been a policy planning for youth in India. The Planning Commission of India has recognised youth as the most vital section of the community and made a particular reference to unemployment among the problems (Visaria, 1998). Varied youth welfare activities, including the promotion of sports, have been designed and developed. However, the higher relative incidence of youth unemployment has not received adequate attention.

India is losing more than 2,000 farmers every single day and that since 1991, the overall number of farmers has dropped by 15 million (Sainath, 2013). This has several implications for the future of Indian agriculture and India's food and social security. Young farmers can play an important role in ensuring food security if they are encouraged to involve in farming, agribusiness and the challenges they face are addressed. Over the past few years, rural youth have been shying away from agriculture and globally there is an regional specific policy and strategy in finding ways of engaging youth in agriculture (IFAD, 2012; Paisley, 2013).

1.3.1 RURAL YOUTH

Rural youth are those who came from farming family, doing farming activities either with their parents or brothers, who may or may not take major decisions on the farm, but actively associated with farm management and would perhaps wish to stay on the farm for their future. Youth possess good energy and have capacity and ability to produce more. Due to their exposure to media, they are capable of accepting new ideas in farming. Also active participation of youth will reduce their unemployment in rural areas.

Large population of the educated youth find agriculture as an unattractive proposition; especially the way it is practiced and recognized. When specific youth policies do exist in developing countries, they often do not cater for rural youth or not properly implemented. Consequently, there is growing disenchantment among rural youth towards agriculture and tend to migrate to cities to do even menial jobs. Large-scale migration of rural youth from

agriculture to urban areas has caused concern among the agricultural policymakers. Thus, checking migration and retaining youth in agricultural sector is currently a big challenge.

Most of the agricultural extension programmes which was implemented in India traditionally targeted the farming family as a whole for training and technology transfer. Most of the programme does not meet the needs of the youth and current change. Young farmers often have greater capability for innovation, team building, planning and entrepreneurship than older adults and these characteristics should be effectively utilised by extension services to provide better livelihood opportunities for youth in agriculture (Chander Mahesh, 2013).

The investment on youth in agriculture is very minimal, as there are only a few youth focused programs. However, many young farmers are taking up high risk and high returns based ventures like poly house agriculture, precision farming, organic agriculture, exotic and oriental produce, medicinal and aromatic plants cultivation *etc*, which are mostly avoided by the aging farmers.

Agriculture today faces many challenges, including globalization and market liberalization, food price crises, natural resource depletion, climate change, rapid urbanization, changing production and consumption patterns, demographic changes, and so on. Many of these directly or indirectly lead to changing markets, and create both opportunities and risks for farmers, especially for smallholders, youth, and women. With a growing recognition of the important role of smallholder agriculture for economic growth and rural development in many countries, market-oriented agriculture appears more prominently on the agenda. Agripreneurship is a key in this regard.

1.3 AGRIPRENEURSHIP

Agripreneurship refers to entrepreneurship in agriculture. Entrepreneurship is a concept that encompasses transforming an idea or vision into a “new business or new venture creation, or the expansion of an existing business, by an individual, a team of individuals, or an established business” (Reynolds et al. 1999, cited by Global Entrepreneurship Monitor). But entrepreneurship, as opposed to self-employment, is also defined by the spirit of the entrepreneurs. Entrepreneurs are usually creative, take opportunities and accept risks, and can quickly change business strategies to adapt to changing environments. They are often innovators (Kahan, 2012). While usually being innovative and creative, farmers often lack

experiences, access to services, people, or markets, and skills to have realistic chances to succeed as entrepreneurs (Wongtschowski et al. 2013). In addition, agripreneurs are influenced by external, systemic factors, such as economic and social barriers, policies, and regulations (Kahan 2012). While these constraints affect all farmers and especially all smallholders, women and youth are particularly affected.

A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health, food security and rural development. Agripreneurship also generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas.

Agriculture all over the world is going through a transition phase. In this changing scenario, agriculture is taking new shape and expanding its scope beyond mere crop cultivation and animal husbandry for livelihood of rural population. After economic liberalization, entrepreneurial activity is playing a major role in socioeconomic development of the country like India. Raising the living standard of the vast majority of the youth depend on planning and implementation of entrepreneurial programmes because of their over-dependence on agriculture for employment. Thus entrepreneurship development in rural industries is the best possible alternative to find employment avenues for the rural youth. Understanding of value chain in agricultural commodities and increase in farm income needs much concentration by the extension personnel working in the field of agriculture and allied sectors. Extension personnel should encourage unemployed rural youth to attempt towards entrepreneurship development. A serious attempt is made in India towards massive creation of self employment opportunities in agriculture through entrepreneurship development programmes (Satish and Sharanagoud, 2015) .

Young people are often dynamic, enthusiastic and challenging. Youth create a distinctive culture, innovative and often invent new forms of independent work. Young entrepreneurs are also more likely to team up with the fellow youths and pull even more young people out of unemployment and poverty. They are particularly responsive to new economic opportunities and challenges. Further, entrepreneurship offers unemployed and underemployed youth an opportunity to build sustainable livelihoods and a chance to integrate into society. Yet, there are many barriers and limitations. Young entrepreneurs are stifled by limited access to finance, skills, training, market opportunities and a institutional

support, particularly if their businesses get into difficulties. Innovation, often regarded as a pre-condition for successful entrepreneurship, is usually positively related to an entrepreneur's level of education and exposure. However, the lack of access to educational opportunities, especially for women, disadvantages the pursuit of an entrepreneurial career.

For young people agriculture is often seen as conventional, unprofitable and stressful. Yet, this is not the real situation. Agriculture is a dynamic sector, offering a multitude of opportunities for entrepreneurship along the entire agribusiness value chain. Agricultural supplies, innovation in farming technologies, e-information and communications technology (ICT) applications, commodities market as well as opportunities in processing, transport, cold chain, marketing and retailing along the agribusiness value chain can offer attractive careers to young people.

1.3.1 Concept of agri-entrepreneurship or agripreneurship

Agripreneurship is defined as the process of creating value in the production-consumption activities of agriculture. There are so many areas and sub-areas in agriculture. Within each area, enormous numbers of commodities are available. Based on the needs, agro-climatic conditions and available resources agripreneurs can adopt some commodities and flourish on it. On the other hand, there are uncounted unemployed or underemployed youth searching for jobs. Therefore, it becomes essential to train these youth in agribusiness which will increase their own wealth, employment generation and economy of India.

1.4 Schemes for Agricultural Entrepreneurship development

1.4.1 Venture capital assistance scheme

The venture capital assistance scheme has proved to be a blessing for the farming sector. Farming is the single largest private sector in India that contributes immensely to the economy of India. The growth potential in this sector is enormous, considering the changing food patterns throughout the country, and there is a high demand for right valued edible products.

Farming is the root cause of the blessed agricultural sector in India. Agriculture is, in fact, the backbone of the Indian Economy. More than 70% of rural households depend upon agriculture. Agriculture is one of the critical sectors contributing a great deal to the Indian Economy. The agricultural sector contributes about 17 % of GDP and employs 60% of

the population. Hence, the Indian Government's significant duty is to leave no stone unturned in draping good benefits and schemes around the agricultural sector.

The Venture Capital Assistance Scheme is the scheme under the Small farmer's Agri-business Consortium. Individuals, farmers, agripreneurs, self-help groups, proprietary firms, agriculture graduates, etc. are eligible for loans under this scheme. This scheme aims for the welfare and growth of farmers and their agri-business. The Venture capital assistance scheme intends to aid the farming sector in the form of the loan to the farmers' qualifying projects to meet their capital requirements for implementing their project. It is indeed one of India's best efforts to elevate the agricultural entrepreneurship in India. The scheme initiates interest-free loans to the farming sector to overcome any shortcomings in capital assistance. The initiative like this proves to be of great help for individuals and groups willing to opt for agri-business occupation and start a venture. The scheme helps in assisting Agri entrepreneurs in investing in setting up agribusiness projects through financial participation. Provides financial support to prepare bankable Detailed Project Reports (DPRs) through the Project Development Facility (PDF).

The Venture Capital Assistance scheme is to benefit the agri-business entrepreneurs throughout the country, bringing in the best results. It is necessary to keep the farmers at the center for now and provide all good opportunities and benefits for their better contribution; this, in turn, would improve the agricultural sector and contribute immensely to the Economy of India. All we need is to spread awareness of these schemes. As an Aatmnirbhar Sena, our prime duty and responsibility are to help all eligible individuals grasp a good opportunity under the plan and spread the word. Conducting seminars and professional vocational workshops for agri-business entrepreneurs to sync with all such schemes and benefits.

Objectives of this scheme are:-

- To promote agricultural entrepreneurship in India
- To catalyse private investment in setting up of agribusiness projects
- To strengthen backward linkages of agribusiness projects
- To assist farmers, producer groups, entrepreneurs etc.
- To arrange training and visits of agripreneurs

- To augment and strengthen existing State and Central SFAC

1.4.2 Rashtriya Krishi Vikas Yojana Scheme

Initiated in 2007, the Rashtriya Vikas Yojana (RKVY) is an umbrella scheme that ensures overall agricultural and allied services development. This scheme encourages States to increase public investment in agricultural and allied services. With 100% central assistance, RKVY scheme was implemented as Additional Central Assistance to State Plan scheme. From 1st November 2017, the Rashtriya Vikas Yojana was rebranded as Rashtriya Krishi Vikas Yojana – Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RKVY – RAFTAAR scheme).

This scheme brings decentralized planning in the agricultural sector as it initiates State Agricultural Plan (SAP) and District Agricultural Planning (DAP). The Central Government planned the Rashtriya Vikas Yojana based on agro-climatic conditions that ensure the availability of advanced technology and natural resources and provide accommodation for the local needs.

Individuals of India engaged in agricultural and related sectors can apply for the PM Krishi Vikas Yojana. Under the Rashtriya Krishi Vikas Yojana, farmers will receive 20-50% subsidy in 2021-22 for cultivating fruits and traditional farming. Farmers can apply online to get this grant. The respective department will perform the selection. Through DBT (Direct Benefit Transfer scheme), grants will reach selected farmers. With systematic funding from the Central Government, India's agricultural and allied sectors can ensure commendable growth.

The salient features of the Rashtriya Krishi Vikas Yojana are,

- The Rashtriya Krishi Vikas Yojana is a State Plan scheme.
- The baseline expenses are calculated based on the average expenditure of the state government during the three years before the previous year.
- This scheme runs with 100% central assistance.
- States can get optimal flexibility through this scheme.
- The Rashtriya Krishi Vikas Yojana integrates Agricultural and allied sectors cohesively.

- Since it is an incentive programme, the allocations are automatic.
- This scheme encourages merging with other programs such as NREGS.
- This scheme mandates the preparation of District and State Agricultural plans.
- The Rashtriya Krishi Vikas Yojana encourages projects which have a definite timeline.
- States which have committed to invest in agriculture by abiding by the norms of RKVY-RAFTAAR yojana must continue to do so even if they roll out from the RKVY basket.

The main objectives of RKVY yojana are discussed below -

- Provide flexibility and autonomy to States so that they can plan and execute agricultural programmes.
- Encourage State Government public investment in agricultural and allied sectors by offering them incentives.
- Make sure the agricultural plans are strategized based on agro-climatic conditions, natural resources and technologies.
- Track whether the agricultural plans in the States focus on local requirements, crops and priorities.
- Increase returns to farmers.
- Lower yield gaps in important crops in the State.
- Bring changes in the production in agricultural and allied sectors.
- Assure the preparation of Agricultural Plans for the States and District.

Allied Sectors Are Covered Under the Rashtriya Krishi Vikas Yojana

Here is a list of all the sectors covered under the Rashtriya Krishi Vikas Yojana.

- Crop Husbandry
- Horticulture

- Animal Husbandry
- Dairy Development
- Fisheries
- Agricultural Research and Education
- Soil and Water Conservation
- Agricultural Financial Institutions
- Agricultural Marketing
- Food storage and Warehousing
- Other Agriculture Programmes and Cooperation

Eligibility Criteria for Rashtriya Krishi Vikas Yojana

- States will be eligible to avail the Rashtriya Krishi Yojana in the given circumstances
- All States and Union Territories are eligible.
- State Agricultural Plans (SAPs) and District Agricultural Plans (DAPs) have been prepared.
- States spend at least a proportion for agriculture and related sectors. Further, they must give special attention to marginalized farmers.
- Once states receive the funds allotted by the Central Government, they can transfer this amount directly to farmers or communities involved in agricultural activities.

Benefits of Rashtriya Krishi Vikas Yojana

Agriprenurship Orientation- The scheme provides an orientation of two months where one get can a stipend of ₹10,000. Further, this scheme offers mentorship on different financial, technical and other issues. Funding to Agripreneurs- Rashtriya Kisan Vikas Yojana provides funding up to ₹5 lakh (which is a 90% grant and 10% contribution to the incubatee). As stated earlier, states and the funding under RKVY- RAFTAAR in a 60:40 ratio, whereas the hilly areas will get funding in a 90:10 ratio. On the other hand, Union Territories will receive 100% funding. Seed-stage Funding of R-ABI Incubatees- Funding of ₹25 lakh is available (in

form of an 85% grant and 15% contribution from the incubatee). All incubatees of R-ABI will receive this funding. Incubatees, i.e. startups, must register themselves as a legal entity in India with two months of residency at R-ABI. Under the Rashtriya Krishi Vikas Yojana, states will get funding into two instalments (50% each), and the final instalments will be available once they provide a 100% Utilization Certificate.

1.4.3 Agriclincs & Agribusiness Centres

The Ministry of Agriculture and farmers welfare, Government of India, in association with NABARD has launched a unique programme to take better methods of farming to each and every farmer across the country. This programme aims to tap the expertise available in the large pool of Agriculture Graduates. Irrespective of whether you are a fresh graduate or not, or whether you are currently employed or not, you can set up your own AgriClinic or AgriBusiness Centre and offer professional extension services to innumerable farmers. Committed to this programme, the Government is now also providing start-up training to graduates in Agriculture, or any subject allied to Agriculture like Horticulture, Sericulture, Veterinary Sciences, Forestry, Dairy, Poultry Farming, and Fisheries, etc. Those completing the training can apply for special start-up loans for venture. Earn money and prestige by becoming a consultant to farmers. Agribusiness Centres would provide paid services for enhancement of agriculture production and income of farmers. Centres would need to advise farmers on crop selection, best farm practices, post-harvest value-added options, key agricultural information (including perhaps even Internet-based weather forecast), price trends, market news, risk mitigation and crop insurance, credit and input access, as well as critical sanitary and phyto-sanitary considerations, which the farmers have to keep in mind.

Free Training to set up your Agriclinic or Agribusiness Centre

As an integral part of this nationwide initiative, specialised training will be provided to Agriculture Graduates interested in setting up such a centre. Being provided free of cost, 45 days training course will be offered by select institutes across the country. Initiated by SFAC, and co-ordinated by MANAGE, the course comprises Entrepreneurship and Business Management, as well as skill improvement modules in your chosen areas of activity.

Bank loans available for Agriclincs and Agribusiness Centres

- Ceiling of project cost for subsidy has been enhanced to Rs.20 lakhs for an individual project (25 lakhs in case of extremely successful individual projects) and to Rs.100 lakhs for a group project.
- Depending on the type of venture you want to set up, and with a moratorium of up to 2 years, Agriclincs and Agribusiness Centre Loans can be repaid within 5 to 10 years as per easy installment plans. The rate of interest, margin and security on loans will be decided by the respective bank, as per RBI norms. Depending on your entitlement, you can even apply for margin money assistance.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION

A literature review or narrative review is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals, and are not to be confused with book reviews that may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field. A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

Review of literature has vital relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. The literature review helps researcher to remove limitations of existing work or may assist to extend prevailing study.

The main purpose of the study was to critically analyse the perception and perception of rural youth towards agriculture keeping in view the objectives of the study. The review of literature is prescribed in this chapter as follows

2.1 Foreign studies

2.2 Indian studies

2.1 Foreign Studies

1. Nwabueze Gibson Umeh, et al., (2020) conducted a study on, “Socio-economic determinants of agripreneurship choice among youths in Ebonyi State”, Nigeria. The study determined effects of socio-economic characteristics of the youths on agripreneurship choice. The study adopted a multistage sampling technique in eliciting data from 180 youth agripreneurs using structured questionnaires. The result showed that about 60% of the youth agripreneurs in Ebonyi State, Nigeria were male who are within the mean active age of 27

years and earn a mean annual income of N77, 333 and average household size of five 5 persons. The agripreneurial choices made by most youths were; farm production (crop and livestock production), farm input supply, agro-processing, and marketing/distribution. Age, marital status, household size, education, annual income, source of capital and family agripreneurial history have strong significant effect on the agripreneurial choice among the youth.

2. Buyisile Magagula, et al (2020) in Their article investigates about , “Youth perceptions of agriculture: Influence of cognitive processes on participation in agripreneurship”. The study targeted the youth in the Nkomazi municipal area. The study sample involves 120 youths. The study findings reveal that the youth held positive economic perceptions of the agricultural sector. Along with the provision of secondary school agricultural education and a significant amount of financial support, these perceptions positively influenced their intentions to participate in agripreneurship. The findings affirm the need for improving awareness of the economic opportunities available in the agricultural sector.

3. DL Aribifo, et al (2020), conducted a study “Youth Corp Members perception of Agripreneurship in Oyo and Osun State .The paper examined the perception of NYSC members in Oyo and Osun States towards involvement in agricultural entrepreneurship. A multi-stage sampling procedure was used to select 185 serving corps members that belong to agro-allied Skill Acquisition Entrepreneurship Development (SAED) group from two Local Governments Areas (LGAs) each from the selected States. The findings shows that majority (61.1%) of the respondents had a positive perception about youth involvement in agricultural entrepreneurship. It was concluded from the study that majority of the corps members in the study areas were favourably disposed towards involvement in agricultural entrepreneurship. Based on the findings, it is therefore recommended that any agricultural entrepreneurship programme for corps members should focus on all agricultural enterprises to further boost their potentials in being successful agripreneurs. Corps members should be availed the opportunity of agricultural entrepreneurship training programme with a view to further enhancing their agripreneurial characteristics

4. Laud Kpakpo Addo (2020) conducted study on “Factors influencing Agripreneurship and their role in Agripreneurship Performance among young Graduate Agripreneurs”. Participation of young people in agriculture is not only needed towards addressing food security and youth unemployment challenges, but also critical in tackling issues of ageing farmers, technological and digital revolution in the agrifood sector, changing trends in food needs and consumption demands, and environmental changes and natural resource

degradation. The study sample involves 24 youths. This paper argues for inclusive approach to involving youth in the expansive agrifood system, stressing the importance of young graduates (highly educated youth) participating in the agrifood sector, hence the need for steps to attract, support and retain them in the agrifood sector. Thus, this study sought to identify the factors that influence agripreneurship, and how these factors influence agripreneurship performance of young graduate agripreneurs.

5. Jane Ruheni Wairimu (2021) conducted a study about “Youth Involvement in Agripreneurship as Nexus for Poverty Reduction and Rural Employment in Kenya”. The study captured the status of youth agripreneurship, poverty dynamics, opportunities and challenges. This will inform key stakeholders in formulating agripreneurship policies that enhance poverty reduction and strengthen rural employment. There is need for entrepreneurial education and training of rural youths to increase chances of uptake of agriculture as an enterprise. The government should establish developmental fund to support the start-up process of agripreneurship to establish agricultural incubation centres. These will help in achieving the United Nations Sustainable Development Goals (SDGs) and Vision 2030 goals of transformation of smallholder agriculture from subsistence to an innovative, commercially oriented and modern agricultural sector while eradicating poverty and providing employment opportunities to the youth.

6. SU Nwibo, et al., (2016), conducted study on “Determinants of agripreneurship among the rural households of Ishielu local government area of Ebonyi state”. The study employed an ex post facto research design to generate relevant data using structured questionnaire administered as interview schedule on 120 purposively selected rural households. Data collected were analysed using descriptive and inferential (Logit regression analysis) statistics. Results showed that most of the agripreneurs (64.20%) were male who are within the mean productive age of 46 years and average household size of 7 persons. Meanwhile, the major agripreneurial activity of the people was farm production—arable crops, livestock, and fisheries from where they earn an average annual income of ninety-eight thousand, three hundred and forty three naira, twenty kobo (N98, 343.20). Based on the findings, the study recommended provision of key investment infrastructures such as electricity, good roads, organised; and proper information dissemination to the rural households on how to identify viable agripreneurial opportunities.

7. Abdul Aziz Abdullah, et al., (2013), “Factors that influence the interest of youths in agricultural entrepreneurship”.The primary purpose of this research is to identify the factors that influence youth interest to become agricultural entrepreneur, and to investigate the relationships of factors with the interest of youth to become entrepreneur. 250 youth was selected as respondents from the population of agricultural entrepreneur in Malaysia. This study used two methods namely qualitative and quantitative as the best way to address the issue of agriculture entrepreneurship. In the qualitative method purposive sampling where chosen as data collection method. The respondents selected are those who have experience, expertise and involved for many years in the agricultural business. The first finding is that all respondent agrees that perception, acceptance and knowledge are the factors that influence youth to become agriculture entrepreneurs. The second finding indicates that perception and acceptances are the factors which significantly influence the youth interest in agriculture entrepreneurship. This study also surprisingly reveals that knowledge factor is not significant in influencing interest of youth to become entrepreneurs.

8. Dolapo Adeyanju, et al., (2021), conducted study on “Youth agricultural entrepreneurship: Assessing the impact of agricultural training programmes on performance”.Using the case of the Fadama Graduate Unemployed Youth and Women Support (GUYS) programme, this study investigated the impact of agricultural training programmes on youth agripreneurship performance in Nigeria. A total of 977 respondents comprising of 455 participants of the programme and 522 non-participants were sampled across three states in Nigeria. Data were collected using a well-structured questionnaire programmed on Open Data Kit (ODK). Data were analysed using the Endogenous Treatment Effect Regression (ETER) model. The probit model results revealed that participation in the programme was significantly influenced by age, years of formal education, marital status, current residence, employment type, and perception of training. The empirical analysis showed that after controlling for endogeneity, participation in the programme led to better performance which was measure in terms of average income from agripreneurship activities. These findings highlight the significance of training in improving the performance of young agripreneurs and suggest the need to encourage and out-scale programmes such as the Fadama GUYS, both in Nigeria and elsewhere in Africa as they can contribute to better performance of youth-owned agribusiness firms.

9. Olumuyiwa Akin Olaniyi, Oyefunke Olayemi Adebayo, Samson Akintola(2011), conducted study on “ Perception of rural youth and utilization of agricultural information in

Oyo State, Nigeria”.The study investigated rural youth's perception of utilisation of agricultural information in Oyo state. Multistage sampling technique was used to select 135 respondents in the study area. Descriptive and inferential statistics (mean, frequency counts, percentages, chi square, Pearson product moment correlation and Analysis of variance) were used to analyse and test hypotheses stated, respectively. The finding revealed that friend/neighbour, parent and extension agent was the most frequently used sources of information by the respondents. Positive and significant relationship existed between perception and utilization of agricultural information and farming experience ($r= 0.241$; p less than 0.05), household size ($r= 0.189$; p less than 0.05), frequency of use of information sources ($r= 0.214$; p less than 0.05). Meanwhile chi square test showed that significant relationship existed between perception of utilization of agricultural information and marital status.

10. Farah Adila Abdullah , et al., (2012) conducted study on “Inclination towards agriculture among Rural Youth in Malaysia”. Globally, agriculture has been admitted as one of the important sectors and the similar setting can be found in Malaysia. This paper to its main objective which is to explore the inclination of the younger generation particularly the youth towards involvement in agriculture. This paper is exploratory in nature where data were gained through literature and document analyses. Based on the findings, it can be concluded that most of the youth have a positive perception about agriculture but only few of them are involved directly in this field

11. A. Aphunu and B.I.O. Akpobasa (2010) conducted study on “Assessment of Rural Youths Perception towards Agricultural Production In Sapele Local Government Area of Delta State”. This study investigates perceptions of rural youths towards agricultural activities in Sapele Local Government Area of Delta State. Data were collected with the aid of questionnaire from 115 youths in the study area. Data analyses were through the use of frequency, percentages, means and correlation coefficient. Findings from the study showed that majorities (64.4%) of the youths were resident in rural areas and are mainly farmers (52.2%) involved mostly in arable crop production (69.6%). A greater percentage of the respondents (69.6%) expressed unfavorable perception towards agriculture. Perception correlates positively and significantly with participation in agricultural production activities ($r=0.435$) and influenced youths interest in agricultural activities.

12. Jeffrey Lawrence D’Silva, et al., (2010) conducted study on “Socio-Demography Factors that Influence Youth Perception towards Contract Farming”. This study inspected the

perception of Malaysian youths toward contract farming and socio-demography factors that affect it. A sample random sampling were performed where a total of 400 undergraduates were selected to be the respondents of the study. The data were analyzed using PASW software. Results: Results gained depicted that youths have a positive perception towards contract farming. Moreover, from the independent t-test and ANOVA test done, it can be concluded that information regarding contract farming, type of course taken and university where the students study play a major role in influencing their perception towards contract farming.

13. Abdel Raouf Suleiman Bello, et al., (2015) conducted study on, “Perceptions of rural youth towards agriculture as an occupation: A case study from Sudan”. The present study was designed to identify factors affecting the youth perceptions towards the causes of their leaving agricultural work. The simple random sampling technique was adopted to select some 67 respondents from the 4 villages selected purposively. The study findings revealed that the cost of production is positively affected the youth perceptions and their decisions towards agriculture (obtained highest mean = 4.05). It was also indicated that lack of agricultural land does not affect the youth decision towards agriculture (obtained the lowest mean 2.28). Variables like: gender, age and marital status did not significantly affect the perceptions of respondents toward the causes of leaving agricultural work, while education level significantly affected the perceptions.

14. Marta Ruiz Salvago, et al.,(2019) described about, “Young people’s willingness to farm under present and improved conditions in Thailand” This study analysed the vision of 86 young rural people in Prachinburi Province, Thailand, concerning farming, their plan to farm under prevailing conditions and their willingness to become a farmer if more opportunities to start farming were available. More than two-thirds of the interviewees were not farming at the time of the interview, but half planned to start farming, either part or full time, in the coming decade. One-third of the interviewees said that if they had better opportunities to start farming, they would reconsider their current plans to work in non-agricultural sectors and instead become full-time farmers.

2.2 INDIAN STUDIES

1. Dr.T.Poongodi et al, (2022) conducted study on perception of rural youth towards agripreneurship with special reference to erode district”. Youth are the most powerful part of the population of a country. The socio-economic improvement and wealth of rural areas depends to a sizeable extent on the type of youth living in rural areas, since the rural youth have skills to familiarize themselves to go along with the keystone of the development process. They replicate the country’s potentiality and symbolize the backbone of a nation. Hence this paper investigates the nature of youth’s perceptions and their involvement of engaging in agripreneurship. The study findings disclose that the youth held optimistic financial perceptions of the agricultural segment and affirm the need for improving consciousness of the economic opportunities available in the agricultural segment.

2. MD Mubeena, et al (2021) conducted study on, “Perception of rural youth towards agri-enterprises”. This article investigates the nature of youth perceptions and their influence on youth’s intentions of engaging in agripreneurship. The study findings reveal that the youth held positive economic perceptions of the agricultural sector. Along with the provision of secondary school agricultural education and a significant amount of financial support, these perceptions positively influenced their intentions to participate in agripreneurship. The findings affirm the need for improving awareness of the economic opportunities available in the agricultural sector.

3. Misheal Tomy (2018) conducted study on Inclination towards Agripreneurship among youngsters- A Study Conducted In Idukki District. The present study made an attempt to figure out the determinants and challenges in the adoption of agripreneurship as a career option by youngsters. Youngsters have a positive perception and perception on most of the grounds under study except accessibility to inputs, credit facilities, slow and low return, profit and return from agripreneurship, potential for growth of agripreneurs, youth involvement for the development of agriculture sector and pride involved in agripreneurship. Besides, the study identified inadequate technical knowledge, dominant logic that only experienced person can run the agri-business, lack of support from family, lack of confidence to succeed in agri-business, lack of decisiveness to start agripreneurship, lack of positive mind-set regarding agripreneurship, lack of awareness on agricultural business supporting services and difficult to get expected number of consumers as major challenges facing by youngsters in the adoption of agripreneurship as a career option. In order to change the negative perception of agribusiness venture in some youths, Government, Non-Governmental Organizations,

other agriculture promoting agencies, educational institutions and society should educate the youth about the

4. Dr Soundria (2019), investigate a Study on Agripreneurship at Tiruchirappalli. This study focused on checking out the talent level and coaching desires on the agricultural youth in agriculture and commercial enterprise is undertaken under the requirements of the youth to remain in agriculture.

5. Sarina Thomas and Siby Zacharias (2020) conducted study on, “Perception of youth towards agripreneurship with reference to Kottayam District”. This study incorporates the collection of both primary and secondary data for in depth in investigation. Primary data are collected with the help of structured questionnaire from a sample of 150 youth from kottayam district. This present study highlights the youth’s perception on agripreneurship. The results of the study revealed that youth are having awareness about agripreneurship and its various innovations and they are having a positive perception towards its possibilities. (indian)

6. Shoji Lal Bairwa, et al., (2014) conducted his research on, “Agripreneurship development as a tool to upliftment of agriculture”. A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy. Agripreneurship has potential to generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas. This paper mainly focused on basic concepts of agripreneurship, entrepreneurship skills, and needs of agripreneurship development in India along with major reason for promoting agripreneurship development in country.(indian)

7. Kapil Kumar Chand (2019) conducted a study on, “Agripreneurship: A tool for economic development of India in the new millennium”. This paper tries to examine the aspects of taking agricultural entrepreneurship or agripreneurship as a career and the solution of the problem. In this new millennium the need is combined, and a composite model is based on the basic principal rural employment provider shaping the profile of local entrepreneurs. The study started from underlining the main factors which determine economic development in the rural as well as urban areas. The study tries to explore different avenues related to

agriculture and make a predictive model of agricultural entrepreneurship for a sustainable economic development.

8. Preethi, et al (2014) conducted study on, “Development of a scale to measure the perception of farm youth towards agriculture”. The perception scale developed was administered to 30 farm youth of Chikballapur district of Karnataka. The results revealed that 46.67 % of farm youth had high level perception towards Agriculture, whereas 30% and 23% of farm youth had medium and low levels of perception towards agriculture, respectively.

9. Renu Gangwar, et al., (2016) conducted study on, “Perception of rural youth towards agriculture as a means of livelihood”. The present study was carried out mainly to find out the characteristics of rural youth and their perception towards agriculture as a means of livelihood. The study was conducted in four villages in Udham Singh Nagar district in Uttarakhand. Data was collected from 115 youth using pretested interview schedule. It was found that maximum number of respondents (31.30 %) had education up to higher secondary level, majority were students (46.96 %) and had medium level of mass media exposure (72.17 %) and change proneness (58.30 %). The study indicates that majority (85.20 %) of the respondents had neutral perception towards agriculture followed by 13.90 percent of the respondents who had negative perception towards agriculture and only 0.90 % respondents had positive perception towards agriculture. The study indicates that the findings will help extension policy makers to frame appropriate training programmes for educating youth regarding opportunities in agriculture and allied sectors.

10. Mubeena, et al (2020) In their article investigate about, “Construction of Perception Scale for attracting Rural Youth towards Agri-Enterprises”. The present research study was conducted during 2019-2020. In this study perception of rural youth towards agri-enterprises was studied. Due to non-availability of appropriate scale to measure perception of rural youth towards agri-enterprises, it was thought necessary to construct a scale for the purpose. Keeping this in view, an attempt has been made to develop a scale for measuring the perception of rural youth towards agri-enterprises. Method of summated rating scale, by Likert (1932) was used. Thirty six statements were selected from fifty four statements for which „t“ values were worked out. Statements both positive and negative with t-values more than 1.75 for were selected. Statement wise content analysis of perception of rural youth towards agri-enterprises was conducted. “I prefer to work with strong desire to achieve excellence in running the agri enterprise” with highest mean score (4.71) ranked first

followed by “I prefer to be self-confident while taking decisions in running the agri-enterprise”. In the same way remaining 34 statements were keenly analyzed and presented in the paper.

11. M. A. Vihari et al (2020) in their perception investigate about, “Perception of Rural Youth towards Agriculture as an Occupation in Srikakulam District”. In the present study the perception of rural youth towards agriculture as an occupation is conducted in Srikakulam district of Andhra Pradesh. A sample of 120 respondents were selected for the study from three mandals Etcherla, Kaviti, and Mandasa. The respondents were interviewed personally with the help of interview schedule developed. The results revealed that majority (63.33%) of rural youth had medium level of perception followed by the rest with high (20.00%) and low (16.67%) level of perception.

RESEARCH METHODOLOGY

CHAPTER- III

METHODOLOGY

Research methodology is the key to a systematic research and ensuring solutions. It specifies the frame work of research design, sampling procedure, methods of data collection and analysis of data. In this chapter, the methodology followed for the present study entitled “A study on perception towards Agripreneurship among Rural Youth in Erode” is described under the following:

- 3.1 Objectives of the study.
- 3.2 Research design.
- 3.3 Pilot study.
- 3.4 Selection of the Area.
- 3.5 Selection of sample.
- 3.6 Sources of data.
- 3.7 Tools of data collection.
- 3.8 Pre testing.
- 3.9 Obtaining ethical clearance.
- 3.10 Actual data collection.
- 3.11 Data analysis and interpretation.
- 3.12 Difficulties encountered.
- 3.13 Limitations of the study.
- 3.14 Definitions of the study.
- 3.15 Chapterization of the study.

3.1 Objectives of the study

Objectives of the study

Primary Objectives:

- To study the perception among Rural Youth towards Agripreneurship.

Secondary Objectives:

- To study the socio demographic profile of the respondents.
- To learn on the level of awareness towards Agripreneurship.

3.2 Research design

The research design refers to the overall strategy that used to integrate the different components of the study in a coherent and logical way, thereby ensuring it will effectively address the research problem; it constitutes the blueprint for the collection, measurement and analysis of data.

Descriptive research design is used in this research study. It is used to obtain information concerning the current status of the phenomena and to describe “What exists” with respect to variables or conditions in a present study.

3.3 Pilot study

Pilot study is preliminary study of the topic concerned. It gives the researcher an idea about the different variables involved, nature of the problem, possible difficulties in data collection, kind of responses likely to be available etc. The researcher did the pilot study in order to find out the feasibility of conducting the study hence the researcher had a detailed discussion with the guide about choosing this topic and made a quick survey of available literature to ensure that the study could be conducted.

Later on the researcher explored the feasibility of doing the study by collecting data to understand their awareness and perception on Agripreneurship. Then the researcher discussed with her guide again who gave a positive nod for selecting the research problem.

3.4 Selection of Area

The area selected for the study is Erode district of Tamil Nadu. Erode is well known for its trade and commerce, still Erode district has a distinct place in the agriculture field. Probably, it is one of the most agriculturally developed places in South India. Erode has very close association with Coimbatore district and hence the district gets wholesome help from two of the premier most agricultural institutes of South India, the Agricultural Research Institute and the Agriculture College, both situated in Coimbatore. The developmental efforts of the agriculture department of the Tamil Nadu State Government have penetrated in every place of Erode district where agriculture is the most important form of occupation.

According to the 2011 Census Erode district is the seventh most urbanized district of Tamil Nadu. The Erode district has 1,157,976 urban population and 1,093,768 rural population. The Rural areas of Erode city include Anthiyur, Gobichettipalayam, Attani, Arachalur, Ammapettai, Sundarampalayam and a few other regions.

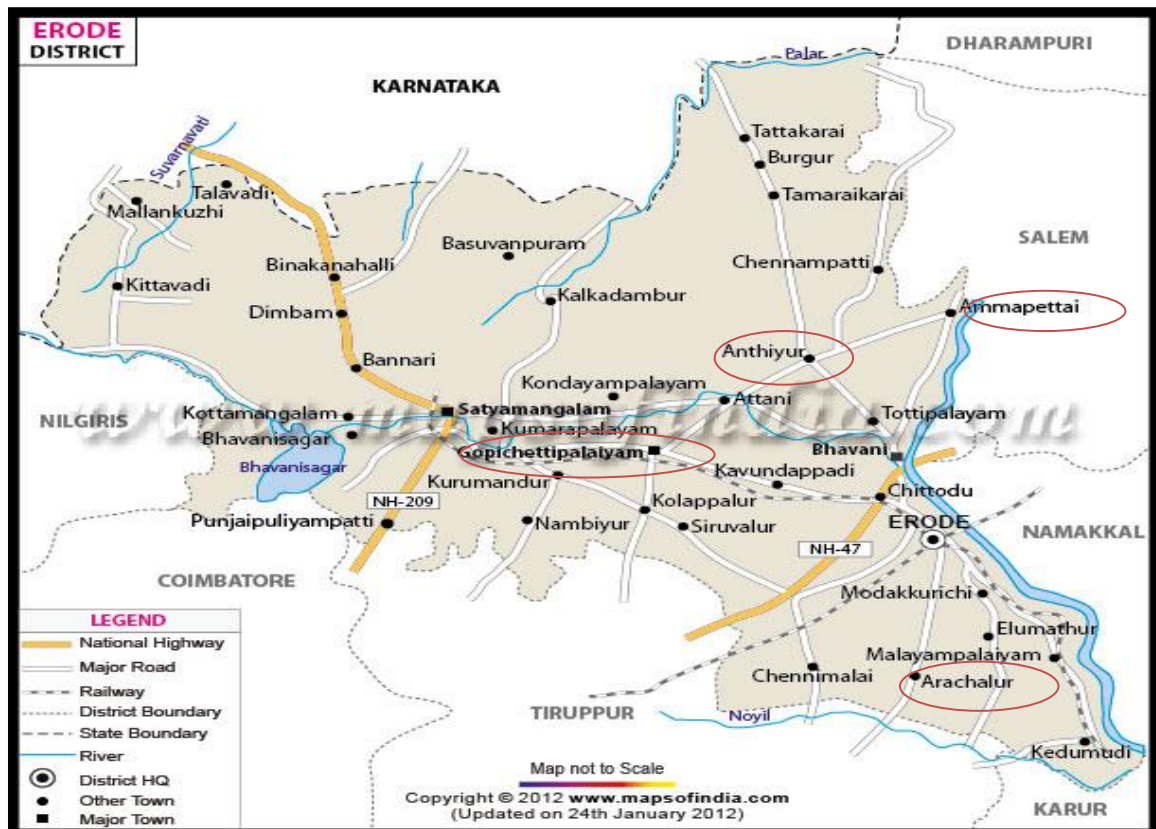
Paddy is the main food crop of the district like most other Indian districts, and it accounts for 86,939 hectares of land. The second most important crop is Cholam which is cultivated in more than 11,240 hectars of land. Erode does not cultivate pulses in a huge scale and only 31,498 hectars of land are used for the occasional pulses cultivation. Spices and chilies are significant among other food crops. Erode is known as the 'turmeric city' and cultivation of turmeric exceeds over 14,533 hectars of land.

Several non-food crops are also cultivated in Erode. Among the non-food crops, different types of oil seeds are very important and 55.23% of the total area under non-food crops is reserved for oil seeds. This is close to 95,018 hectars of land. Among oil seeds, ground nuts are the most popular and it accounts for 55,696 hectars of land. Gingely, another important oil seed accounts for 24,084 hectars. Other than these non-food crops, cotton, sugar cane and tobacco are important.

The present study under goes the data collection from the rural youth in Erode. Rural youth are those who came from farming family, doing farming activities either with their parents or brothers, who may or may not take major decisions on the farm, but actively associated with farm management and would perhaps wish to stay on the farm for their future. Youth posses good energy and have capacity and ability to produce more. Due to their

exposure to media, they are capable of accepting new ideas in farming. Also active participation of youth will reduce their unemployment in rural areas.

Figure- 1



3.5. Selection of sample

The terminology “Sampling” indicates the selection of a part of a group or an aggregate, with a view to obtain information from the sample. Sampling involves selecting a relatively small number of elements from a large defined group (Ranjith, 2009). Snowball sampling method is used in this study. Since the youth population scattered in various places and else it is difficult to find the willing respondents to participate in the study. The researcher selected 18 – 26 age group Rural Youth of Erode district for the research purpose. Therefore the researcher select the respondents by the reference of

respondents. In this research study respondent refer other person based on their class, friends, friends of friends, etc. and it will help to get respondent .

Sample size

The size of the sample for this study is 150 samples. The samples were collected from the youth under the age group 18 – 26. The study has conducted with the objective to learn the awareness and perception of rural youth towards Agripreneurship.

3.6. Sources of data

The data is being collected which refers to a gathering of information relevant to the subject matter of the study. Questionnaire is the method of securing information concerning a phenomenon of selected number of respondents from the concerned universe (Kothari, 2011) or it is the way or technique of gathering information by questioning people who are thought to have desired information.

Primary data

Primary data was collected with a self-administered questionnaire from the respondents in Erode. Questions are related to demographic details, awareness about the schemes of agripreneurship and the perception towards agripreneurship.

SECONDARY DATA

Online journals, research articles on Agripreneurship, news articles and web resources

3.7. Tools of data collection

The tool selected for the study was a questionnaire. The tools selected for the study are questionnaire which includes socio demographic profile, awareness towards Agripreneurship and perception towards Agripreneurship. For identifying their level of perception, a scale which is developed by Mubeena, et al., (2020) is used. On a five point rating scale, the respondents are asked to indicate a degree of agreement and disagreement with each of a series of statement. Here. Each statement has a scale, 5- Strongly agree, 4- Agree, 3 – Neutral, 2 –Disagree, 1 -Strongly disagree for positive statements and the scoring reverse for negative statement. Each degree of agreement is given a numerical score and the respondents total score is computed by summing these scores. This total score of respondent reveals the particular opinion of a person.

The self-structured questionnaire is made to identify the level of awareness towards Agripreneurship among rural youth.

3.8. Pre Testing

The researcher did the pretest with a sample of 10 to test the applicability of the scales of the tools selected to the population to be studied. This also helped to know whether there are any flaws and doubts in the administration of the tools used. The pre test helped the researcher in making the necessary alterations and changes in the questionnaires especially in personal data with the help of guide. Later it was adopted with alterations for the final data collection.

3.9 Obtaining ethical clearance of the study.

The application form explaining the design and the protocols used in the research study was issued to the Institutional Human Ethical Committee of Avinashilingam Institute for Home Science and higher education for women. The ethical clearance was enclosed in (Appendix- II).

3.10 Actual data collection

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaire consisting of three sections based on socio economic background, awareness and perception of rural youth towards Agripreneurship. Primary data has been collected from the respondents. The respondents have to spend 15 minutes to fill the data. It took around 20 days to collect data. The period of January month was provided for data collection and the data was collected from the rural youth.

3.11 Data analysis and interpretation

After data has been collected, it is essential to organize the information in a systematic manner in order to obtain the desired result and make interpretation scientifically. The data collected were suitably coded, consolidated and analyzed with the help of SPSS software. The analyzed data presented with tables and graphs and are discussed respectively in the chapter- IV.

3.12 Difficulties encountered

- The respondents reluctant to answer the question because of some suspiciousness. So the researcher explained about them the purpose of the study. So it took much time.

3.13 Limitations of study

- The study is conducted within the stipulated period since it is an academic purpose.
- Therefore the findings in the study cannot be generalized to whole population.

3.14 Definitions of terms

Youth–There is no universally accepted definition of youth. Youth have been described many different ways; sometimes as a particular age group, as a stage of life or as an perception. For study purpose, youth (both male and female) of age of 18 – 26 years are considered.

Agripreneurship– The term Agripreneurship is synonym with entrepreneurship in agriculture and refers to agribusiness establishment in agriculture

Respondents

In this study the term “respondents” refers to rural youths.

Perception

In this study the term “perception” refers to views and thoughts related to Agripreneurship.

3.15 Chapertization of the study:

Chapter I

The chapter deals with introduction to the study and its objectives, need and scope of the study.

Chapter II

This chapter deals with various reviews of literature pertaining to the study. For any research study, survey of the literature is important. The theoretical input lies in concepts and different studies are presented from published books and journals.

Chapter III

This chapter deals with the research methodology which includes introduction about the research, objectives of the study, tools of data collection, population, sampling, analysis of the study.

Chapter IV

This chapter deals with the analysis and interpretation of data, generalized; particularly the objectives could be achieved only by analyzing the data and interpreting on the basis of literature through the statistical method of identification of level of awareness and perception towards Agripreneurship. Comparison between the level of perception with age, gender, income, educational qualification, occupation and background type.

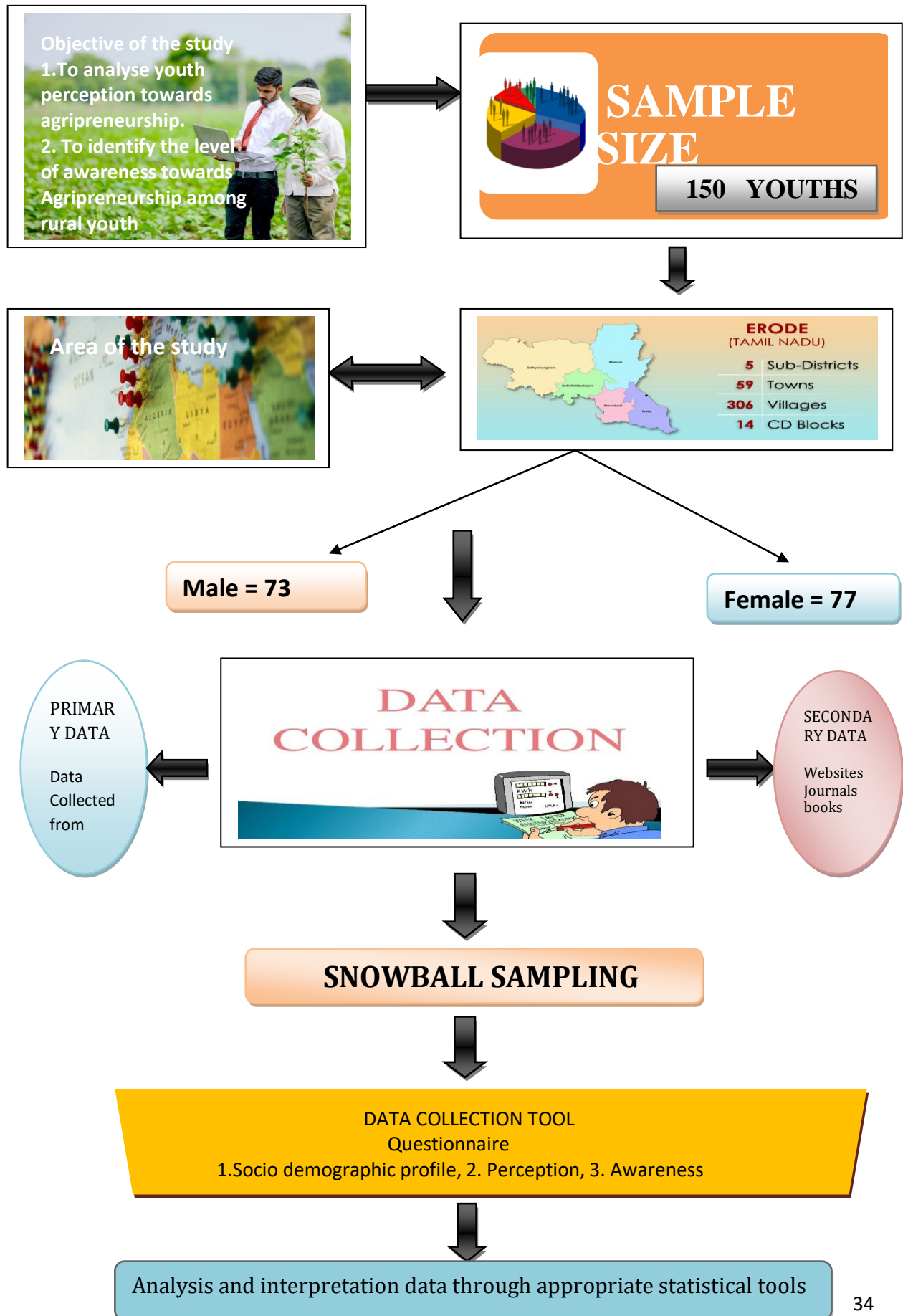
Chapter V

This chapter includes the answer to the research questions which is given in the findings, summary and conclusion of the study.

Figure – 2

Flowchart

A STUDY ON PERCEPTION TOWARDS AGRIPRENEURSHIP AMONG RURAL YOUTH



ANALYSIS AND INTERPRETATION

CHAPTER – IV

ANALYSIS AND INTERPRETATION

The chapter deals about the analysis and interpretation of the study entitled “A study on perception towards Agripreneurship among Rural Youth in Erode” is discussed under the following headings.

4.1 Socio- economic background of the Respondents

4.2 Awareness of respondents towards Agripreneurship

4.3 Perception of respondents towards Agripreneurship

4.1 SOCIO- ECONOMIC BACKGROUND OF THE RECONDENTS

This part of the study analyses about the socio economic background of the respondents, it includes gender, age, marital status, monthly income, occupation, qualification and agricultural background.

Gender, Age, Marital Status of the respondents

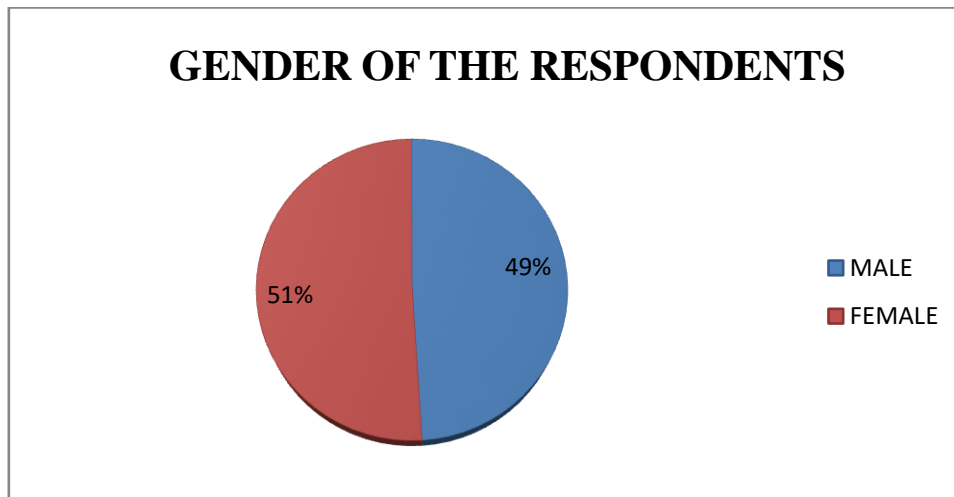
Table: 1

Table. No	Variables		Frequency N= (100)	Percentage (%)
4.1.1	Gender	Male	73	49
		Female	77	51
4.1.2	Age	18 – 20 years	29	19
		21 – 23 years	96	64
		24 – 26 years	25	17
4.1.3	Marital status	Unmarried	137	91
		Married	13	9

GENDER

The above table shows the gender distribution of the respondents. In that 51% of respondents are female and 49% of them are male. **Hence** the gender distribution shows that almost equal in both the gender. The following Figure 4.1.1 explains about the gender distribution of the respondents.

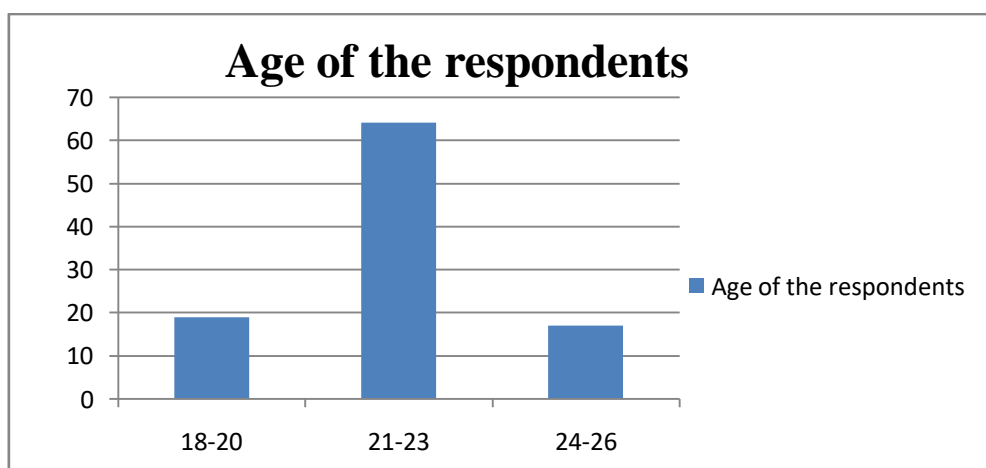
Figure – 4.1.1



AGE OF THE RESPONDENTS

The above table indicates that out of 150 respondents, 64 % of respondents belongs to the age group between 21-23 years , 19 % of respondents falls between the age group 18-20 years , 17% of respondents belongs to the age group between 24-26 years. **Thus it is inferred that majority of respondents belongs to the age group between 21-23 years.**

Figure – 4.1.2



MARITAL STATUS

The above table show the marital status of the respondents. In that 91% of respondents are unmarried and 9 per cent are married. **Hence the majority of respondents are unmarried.**

Educational qualification, occupation and monthly income of respondents

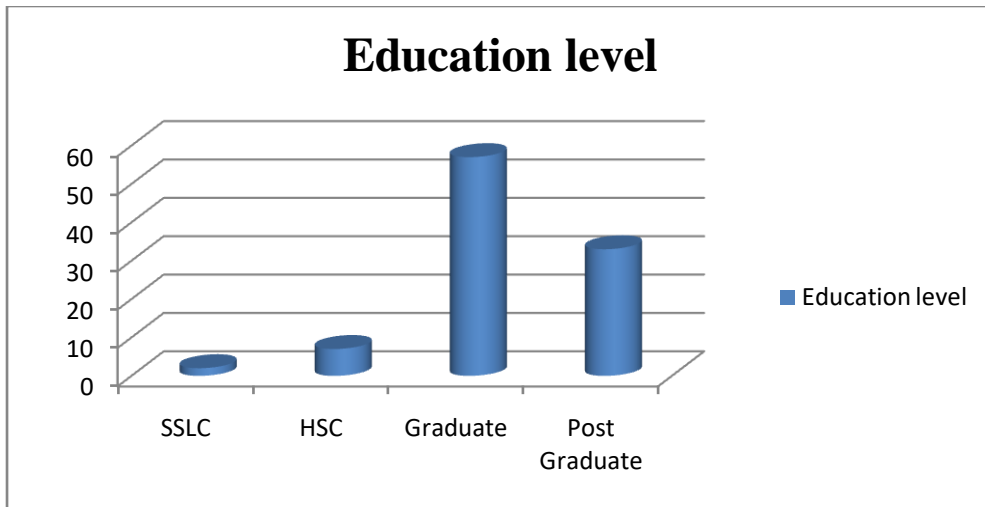
TABLE- 2

Table. No	Variables	Frequency N= (100)	Percentage (%)	
4.1.4	Education level	SSLC	3	2
		HSC	11	7
		Graduate	86	57
		Post Graduate	50	33
4.1.5	Occupation	Unemployed	89	59
		Employed	43	29
		Self employed	18	12
4.1.6	Monthly income	Below 5000	17	11
		5001-10000	34	23
		10001-20000	33	22
		20001 – 25000	30	20
		Above 25000	36	24

EDUCATION LEVEL

Education is the process of bringing about desirable changes in human behavior. Literacy level of low or high has an influence over the behavior of youth. It influences the understanding and subsequently adopting new innovation, ideas and business strategies. It is evident from Table 4.1.4 that 57% of the respondents had completed a degree followed by post graduation 33%, HSC (7%) and SSLC (2 %). **Hence the majority of the respondents had completed a degree.** The data collected on educational level are presented in Fig 4.1.4

Figure – 4.1.4



OCCUPATION

It is evident from Table 4.1.5 that nearly 59% of youths were unemployed, 33% were employed and 12% were self employed. **The majority of the respondents were remains unemployed.**

Figure – 4.1.5

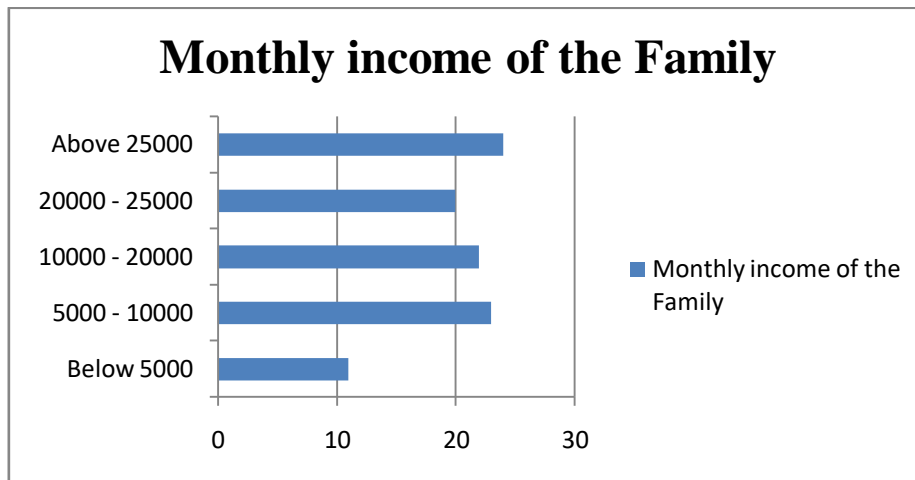


MONTHLY INCOME OF FAMILY

Income is one the essential phenomenon in a society to lead a life. From the above table, it is evident that 24 % of the respondents monthly income is above 25000, 23 % of the

respondents monthly income were between Rs 5001 – 10000, 22 % of the respondents monthly income were between 10001 – 20000, 20 % of the respondents monthly income were between 20001 – 25000, the monthly income for 11 % of the respondents were below Rs 5000 per month, and the remaining respondents. **The majority of the respondent monthly income of family is above 25000.**

Figure – 4.1.6



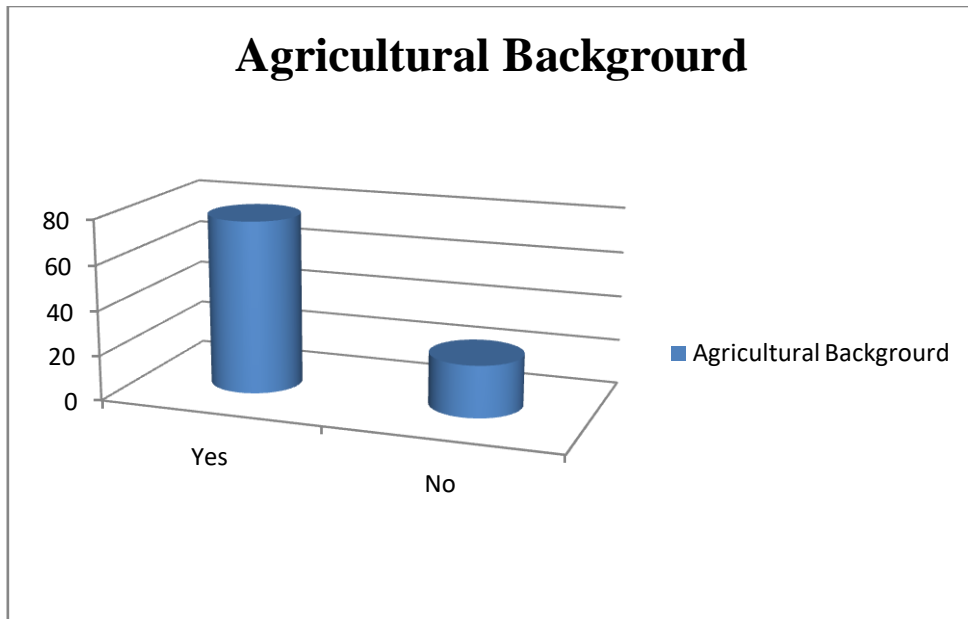
Agriculture background

TABLE NO	CATEGORY	FREQUENCY	PERCENTAGE
4.1.7	Agriculture background	116	77
	Non Agriculture background	34	23
	TOTAL	150	100

Agricultural background

According to Max Weber, entrepreneurs are a product of social conditions which they live. The distribution of youth based on their family background is presented in the Table. It is inferred that 77 % of the youths were from agriculture family background and 23 % of the youths were from non- agricultural background. **The majority of the respondents were from agriculture family background.**

Figure – 4.1.7



4.2 THE AWARENESS TOWARDS AGRIPRENEURSHIP AMONG RURAL YOUTH

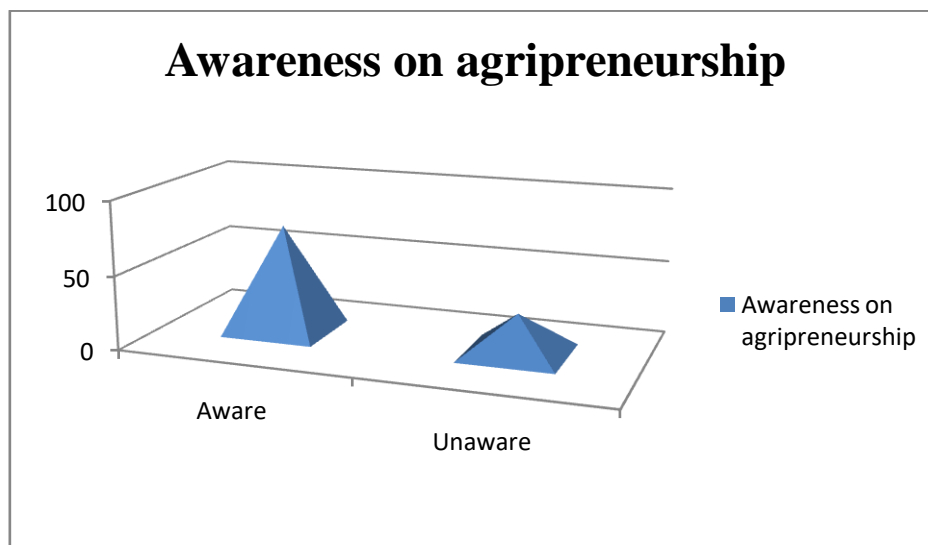
4.2.1 Respondents awareness on Agripreneurship

TABLE 4.2.1

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	110	73
2.	Unaware	40	27
	TOTAL	150	100

From the above table, it is inferred that 73 % of the respondent were aware about Agripreneurship and remaining 23 % weren't aware about Agripreneursip. **The majority of the respondents were aware of Agripreneurship**

Figure – 4.2.1



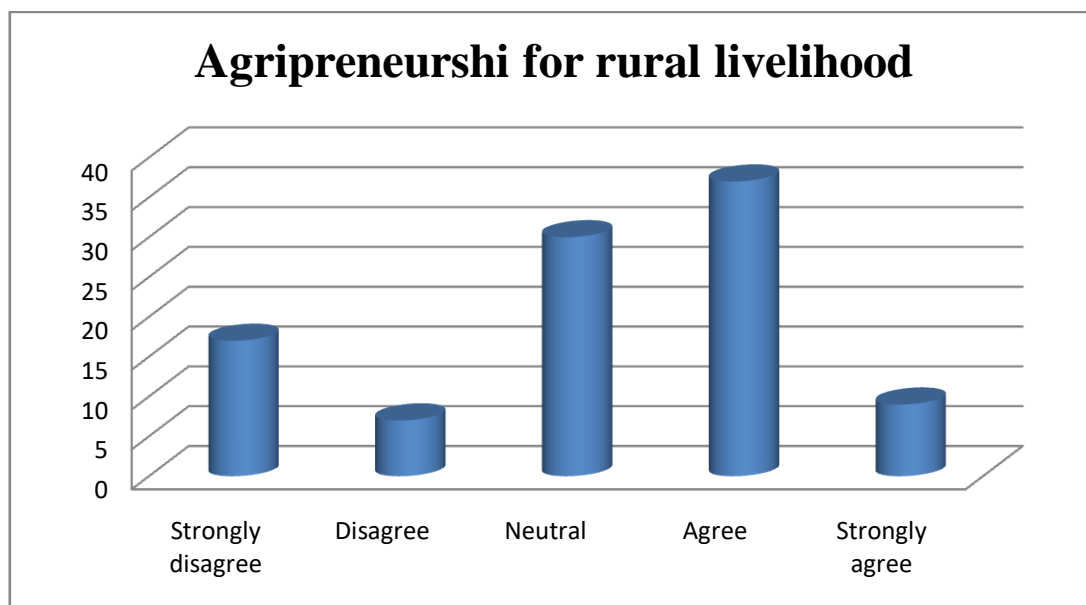
4.2.2 Respondents perception about Agripreneurship for Rural livelihood

Table 4.2.2

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Strongly disagree	26	17
2.	Disagree	10	7
3.	Neutral	46	30
4.	Agree	55	37
5.	Strongly agree	13	9
	TOTAL	150	100

It is interfered from the above table that among 150 respondents 37% were agreed that Agripreneurship help in reducing food cost, supply uncertainties and improving diets of rural poor, 30 % respondents remains neutral and 17 were disagreed, 9% of the respondents were strongly agreed and 7% were strongly disagreed . **The majority of the respondents were agreed that agripreneurship helps in rural livelihood.**

Figure 4.2.2



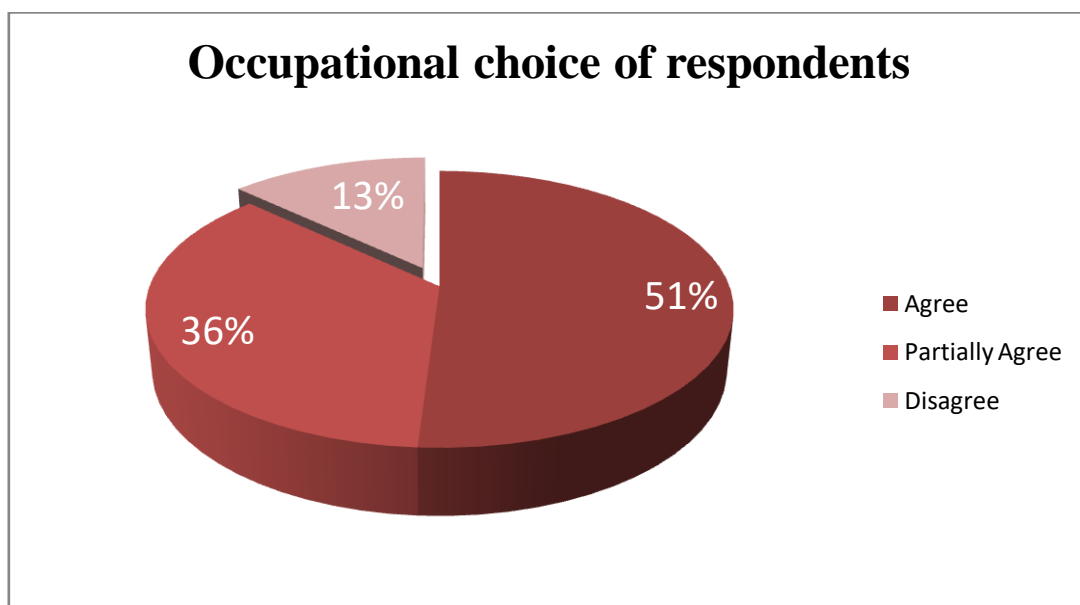
4.2.3 Respondents occupational choice

Table 4.2.3

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Agree	77	51
2.	Partially agree	54	36
3.	Disagree	19	13
	TOTAL	150	100

It is interfered that 51% of the respondents agreed that they are practicing farming as an occupation due to no other income source, 36% were partially agreed and 13 % were disagreed. Hence **the majority of the respondents practicing farming as an occupation due to no other income source.**

Figure 4.2.3



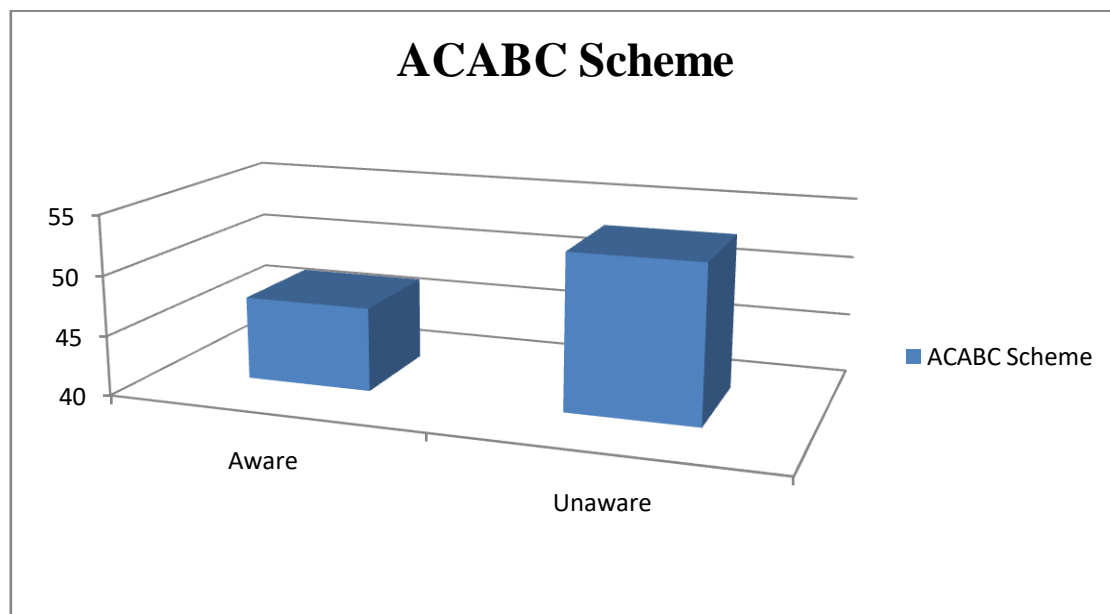
4.2.4 Respondents awareness on ACABC SCHEME

Table 4.2.4

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	71	47
2.	Unaware	79	53
	TOTAL	150	100

From the table 4.2.4, it is interpreted that 53% of the respondents were unaware of ACABC scheme and 47 % were aware about the scheme. **The majority of the respondents weren't aware of ABABC Scheme**

Figure 4.2.4



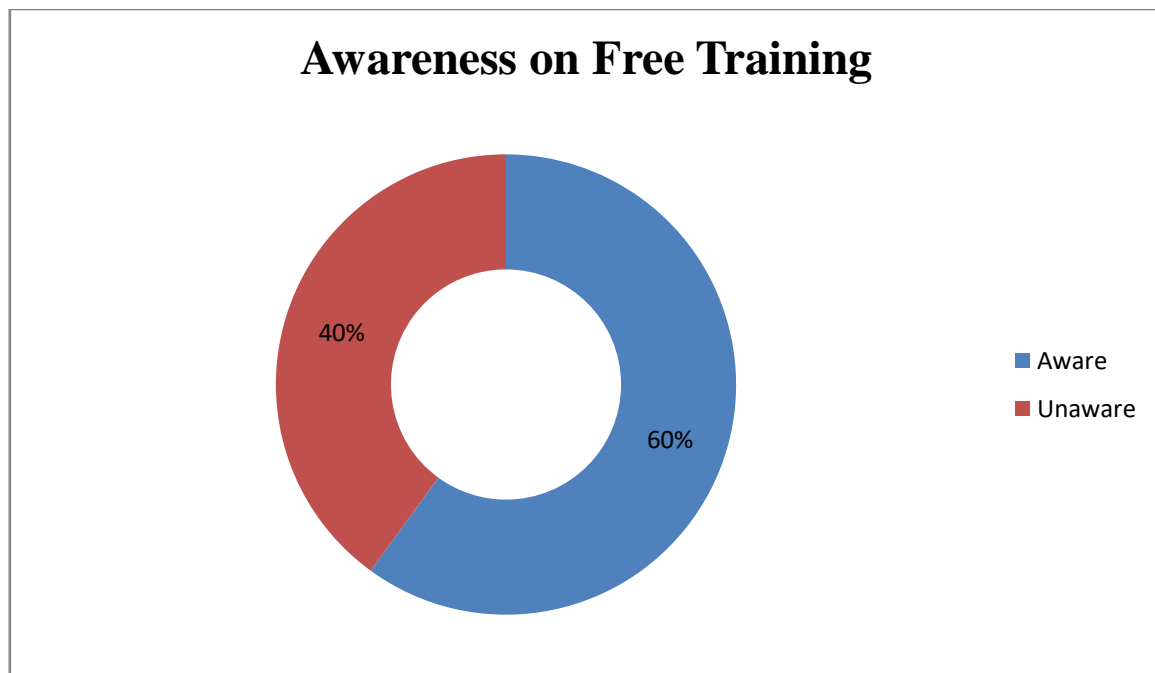
4.2.5 Respondents awareness on free training

Table 4.2.5

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	90	60
2.	Unaware	60	40
	TOTAL	150	100

It is inferred that 60 % of the respondents were aware about the free training provided by the government to setup agribusiness centre and 40% of them were unaware. **The majority of the respondents were aware that government is providing free training to setup their agribusiness centre.**

Figure 4.2.5



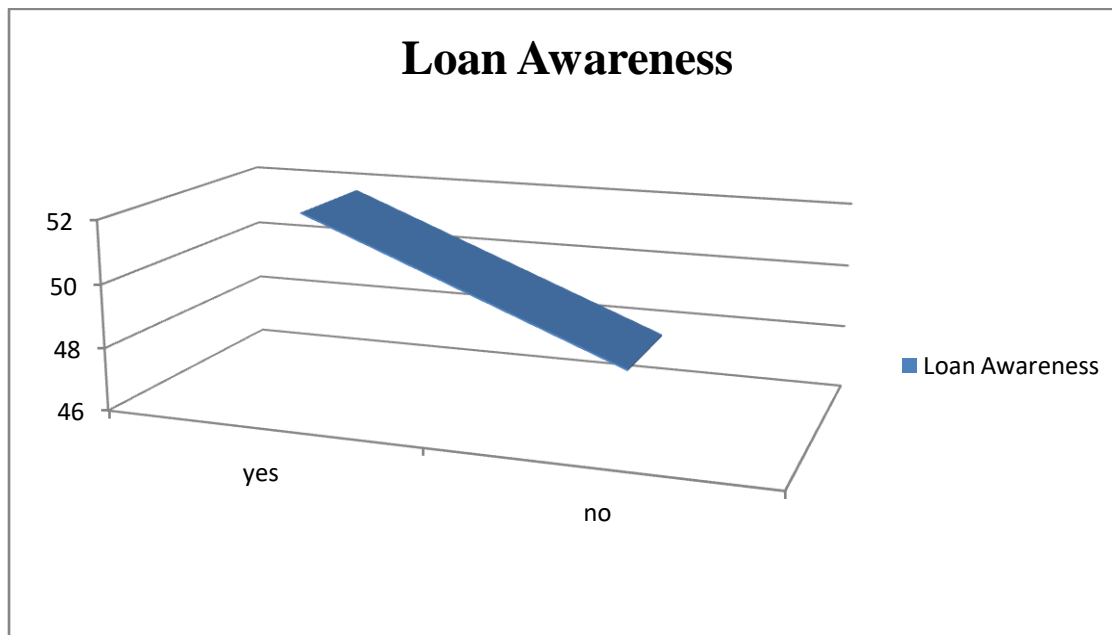
4.2.6 Respondents awareness on repayment of loan for agribusiness

Table 4.2.6

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	78	52
2.	Unaware	72	48
	TOTAL	150	100

From the above table 4.2.6, it is evident that 52% of respondents were aware about repayment of loan for agribusiness and 48% remains unaware. **The majority of the respondents know that agribusiness centre loans can be repaid with in 5 to 10 years as per easy installment plans.**

Figure 4.2.6



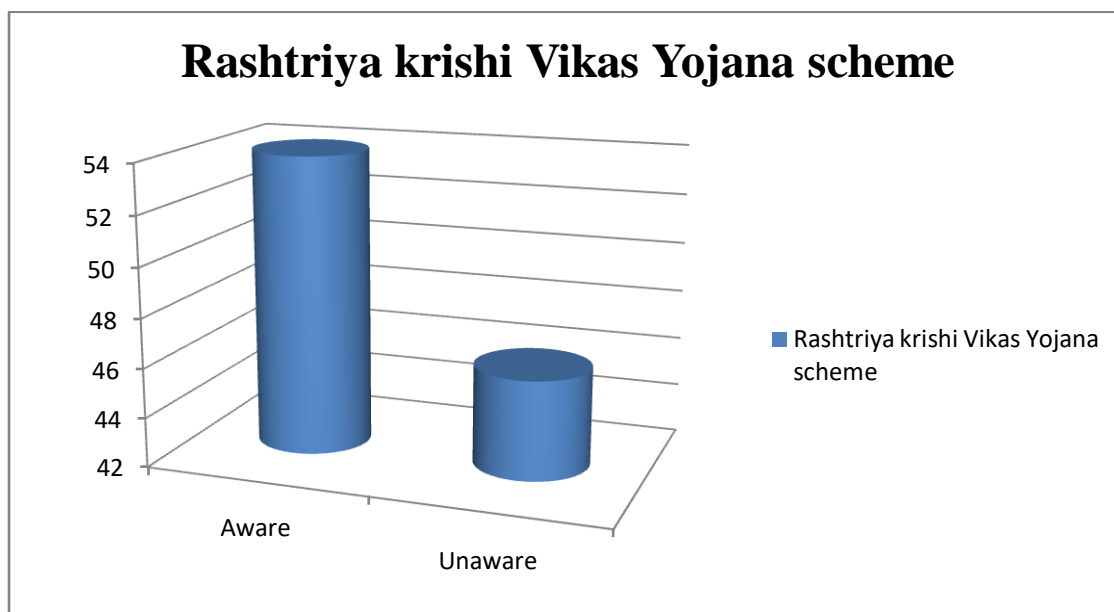
4.2.7 Respondents awareness on Rashtriya krishi Vikas Yojana scheme

Table 4.2.7

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Aware	81	54
2.	Unaware	69	46
	TOTAL	150	100

It is inferred that 54% of respondents were aware of Rashtriya Krishi Vikas Yojana scheme and 46% of them were unaware. **Hence the majority of the respondents were aware of Rashtriya krishi Vikas Yojana scheme which provides funding for agricultural startups.**

Figure 4.2.7



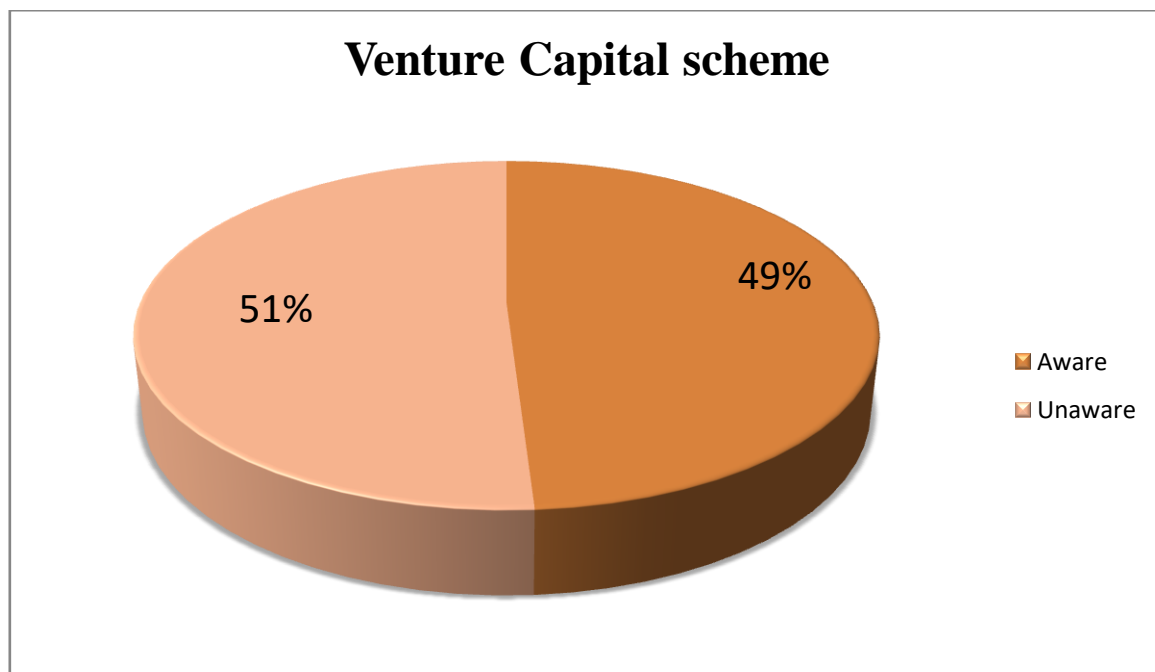
4.2.8 Respondents awareness on Venture Capital Assistance Scheme for agribusiness development

TABLE 4.2.8

S.NO	CATEGORY	NO OF RESPONDENTS	%AGE
1.	Aware	73	49
2.	Unaware	77	51
	TOTAL	150	100

It is inferred that 51% of respondents were unaware about Venture Capital Assistance Scheme and 49% of respondents were aware. **Hence more than half of the respondents were unaware of Venture Capital Assistance Scheme which helps in agribusiness development**

Figure 4.2.8



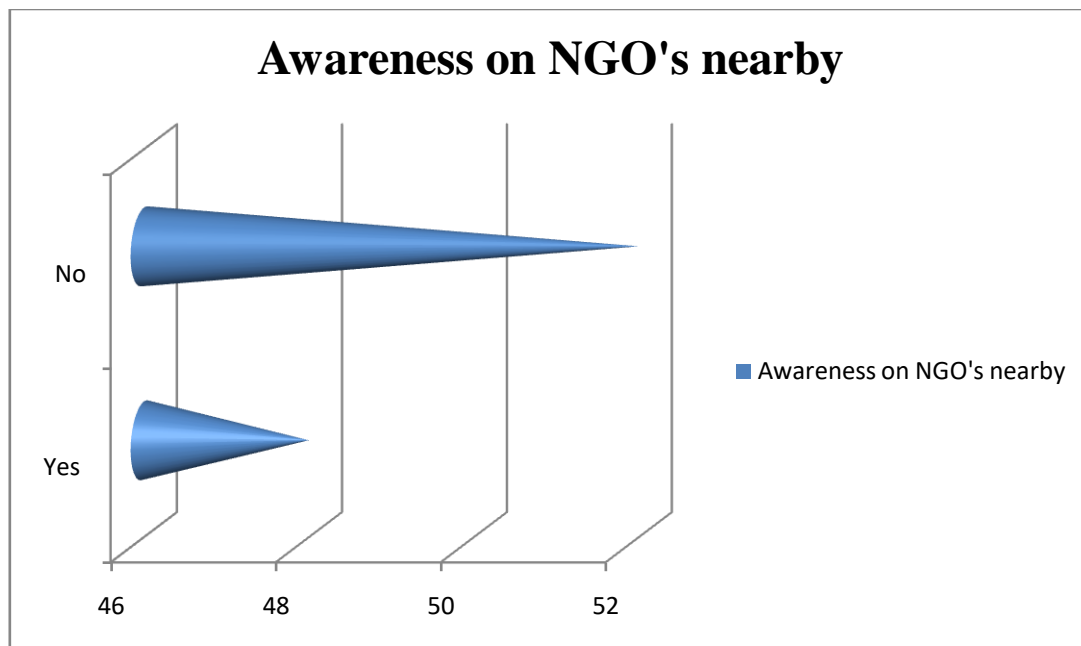
4.2.9 Respondents aware about the organization support for agripreneurship

TABLE 4.2.9

S.NO	CATEGORY	NO OF RESPONDENTS	PERCENTAGE
1.	Yes	72	48
2.	No	78	52
	TOTAL	150	100

It is inferred that 52% were said that there was no NGO's supporting agripreneural activities, 48% of respondents replied that the NGO's which supports in agripreneural activities and **The majority of respondents were said that there is no NGO's nearby were supporting agripreneural activities.**

Figure 4.2.9



4.3 The Perception towards Agripreneurship among Rural Youth

The result of the perception scale is as follows

4.3.1 Frequency distribution of respondent's perception towards Agripreneurship

Frequency distribution is calculated based upon the respondents for the scale which is presented as follows

Table 4.3.1

S.NO	INDIVIDUAL SCORE	FREQUENCY	PERCENTAGE
1	110 – 130	3	2
2	131 – 150	1	1
3	151 – 170	6	4
7	171 - 190	64	43
9	191 – 210	74	49
11	210 – 230	2	1
	Total	150	100

It is evident from the above table that 49% of respondents individual score ranges from 191 – 210, 43 % of respondents individual score ranges from 171 – 190, 4% of respondents individual score ranges between 151 – 170, 2% of respondents individual score range between 110 – 130, respondents with 1% individual score range between 131 – 150, respondents with 1% individual score range between 210 – 230. **The majority of the respondents individual score ranges between 191 – 210.**

4.3.2 Level of Perception

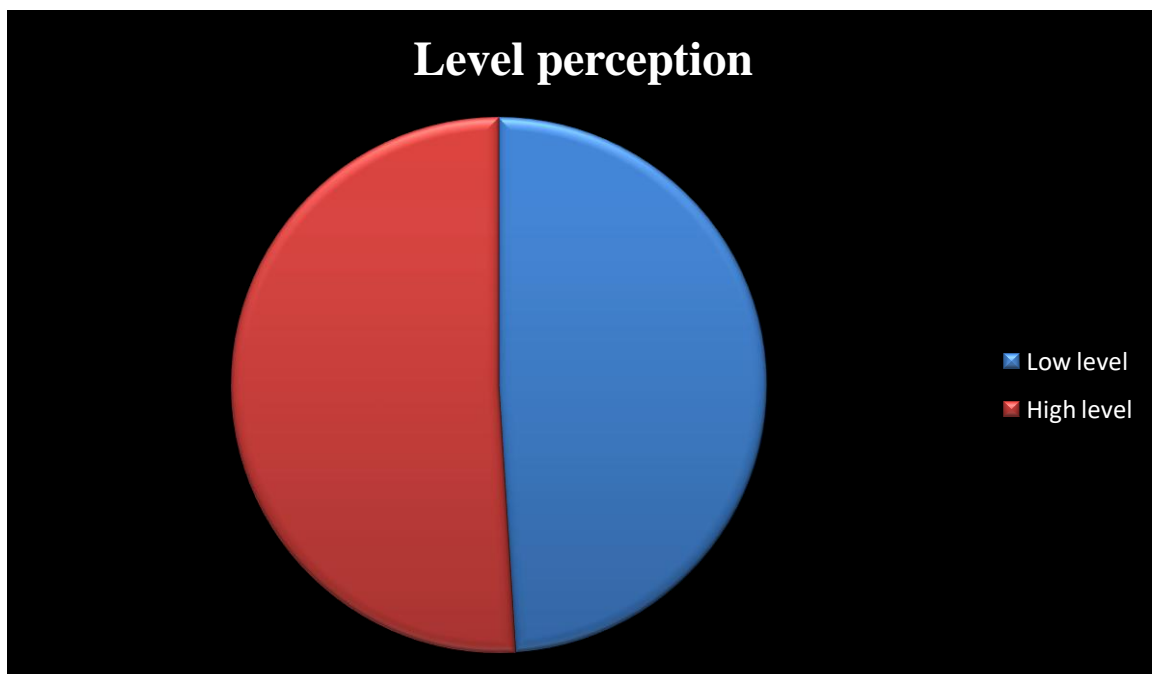
Based on the total score obtained, median value is calculated. Below median value is considered as low level of perception, median and above median is high level of perception. The level of perception is presented in the table

Table 4.3.2

S.NO	CATEGORY	FREQUENCIES	PERCENTAGE
1	Low level	74	49
2	High level	76	51
	Total	150	100

From the above table, it is inferred that 49 % of respondents shows low level perception and 51 % shows high level of perception. **Hence more than half of the respondents shows high level perception.**

Figure – 4.3.2



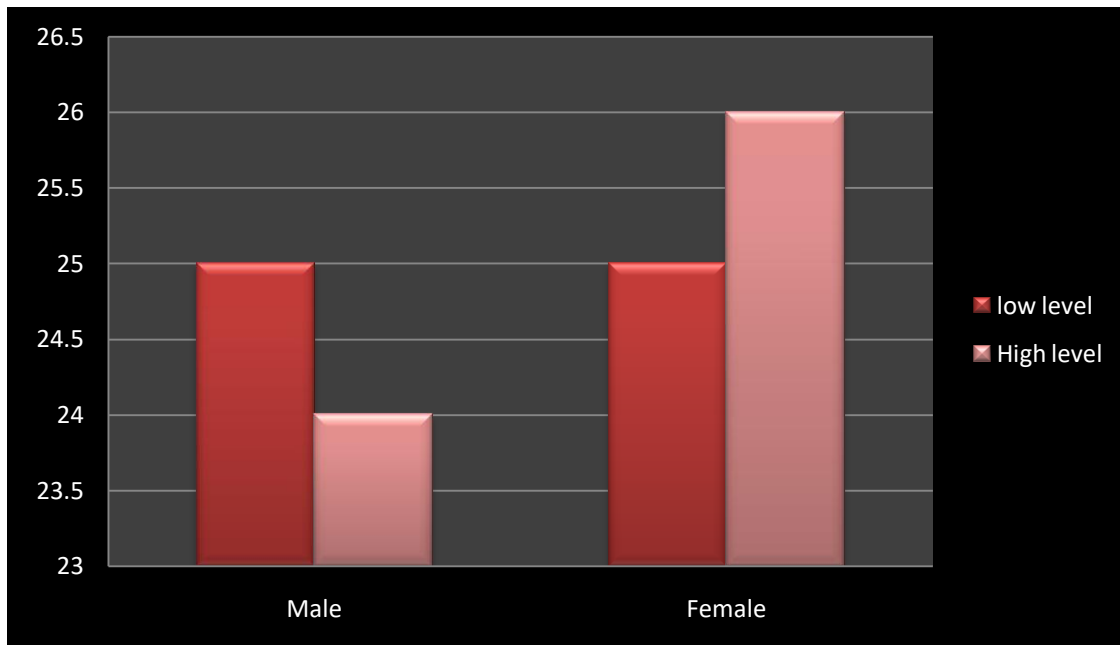
4.3.3 Respondents perception towards Agripreneurship based on gender

Table 4.3.3

S.No	Category	Level of perception				Total	
		Low level		High level		F	%
		F	%	F	%		
1	Male	37	25	36	24	73	49
2	Female	37	25	40	26	77	51
Total						150	100

From the above table, it is inferred that 25% of both male and female respondents shows low level perception towards agripreneurship, 24 % of male respondents shows high level perception and 26 % of female respondents shows high level perception towards Agripreneurship.

Figure – 4.3.3



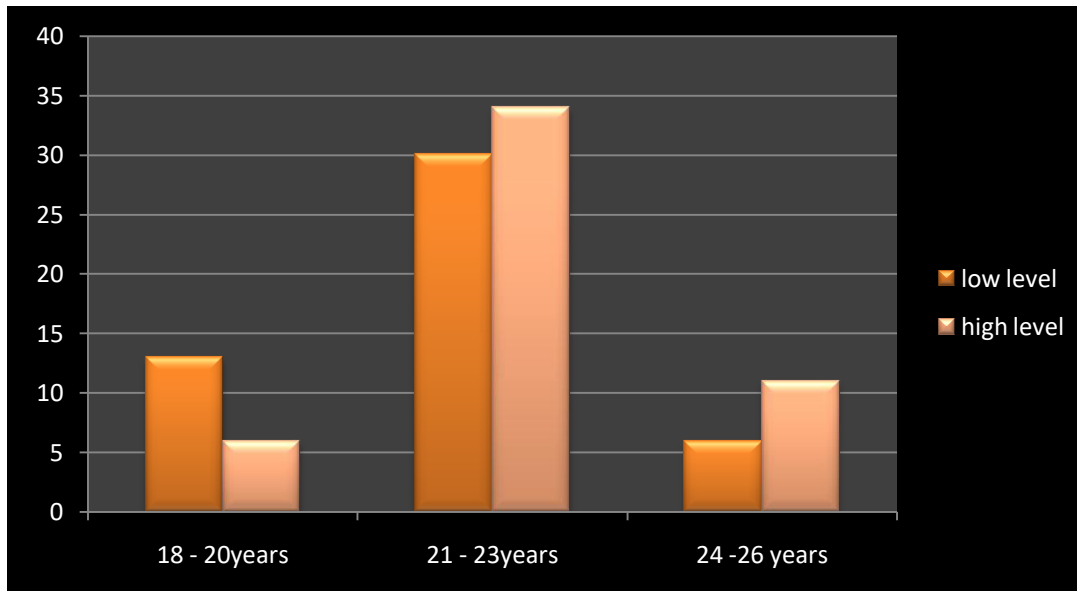
4.3.4 Respondents perception towards Agriprenurship based on age of the youth

Table 4.3.4

S.No	Age of the Respondents	Level of perception				Total	
		Low level		High level			
		F	%	F	%	F	%
1	18 – 20 Years	20	13	9	6	29	19
2	21 – 23 Years	45	30	51	34	96	64
3	24 – 26 Years	9	6	16	11	25	17
Total						150	100

From the table, it is evident that respondents with 18 – 20 age group shows 13% low level perception and 6% high level perception; respondents with 21 - 23 age group shows 30 % low level perception and 34% high level perception; respondents with 24-26 age group shows 6% low level perception and 11% high level perception.

Figure – 4.3.4



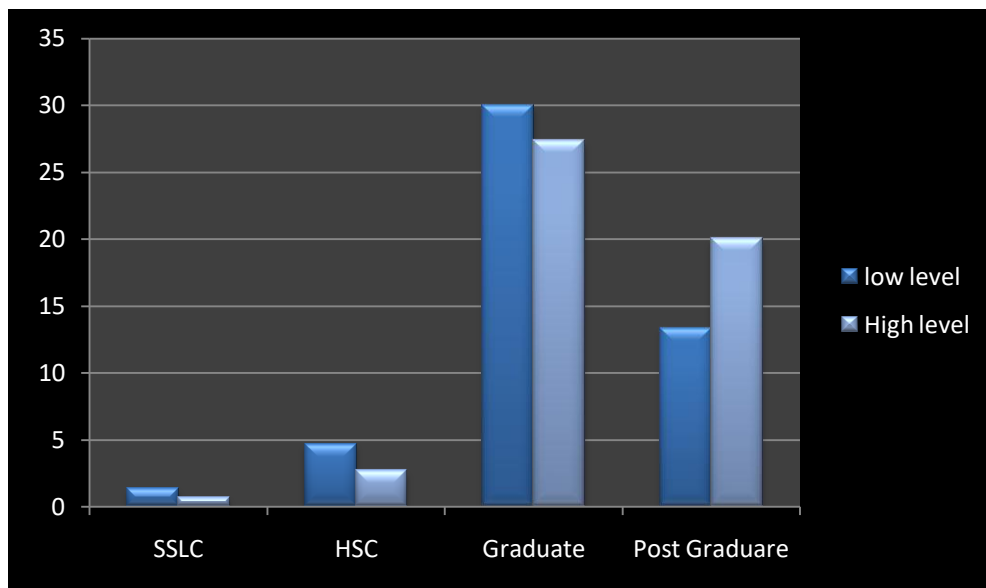
4.3.5 Respondents perception towards Agripreneurship based on Qualification

Table 4.3.5

S.No	Qualification	Level of perception				Total	
		Low level		High level			
		F	%	F	%	F	%
1	SSLC	2	1	1	1	3	2
2	HSC	7	5	4	3	11	7
3	Graduate	45	30	41	27	86	58
4	Post Graduate	20	13	30	20	50	33
Total						150	100

The data clearly elucidates that SSLC respondents shows 1% low level perception and 0.66% high level perception, HSC respondents shows 5% low level perception and 3% high level perception, Graduate respondents shows 30% low level perception and 27% high level perception, postgraduate respondents shows 13 % low level perception and 20 % high level perception.

Figure 4.3.5



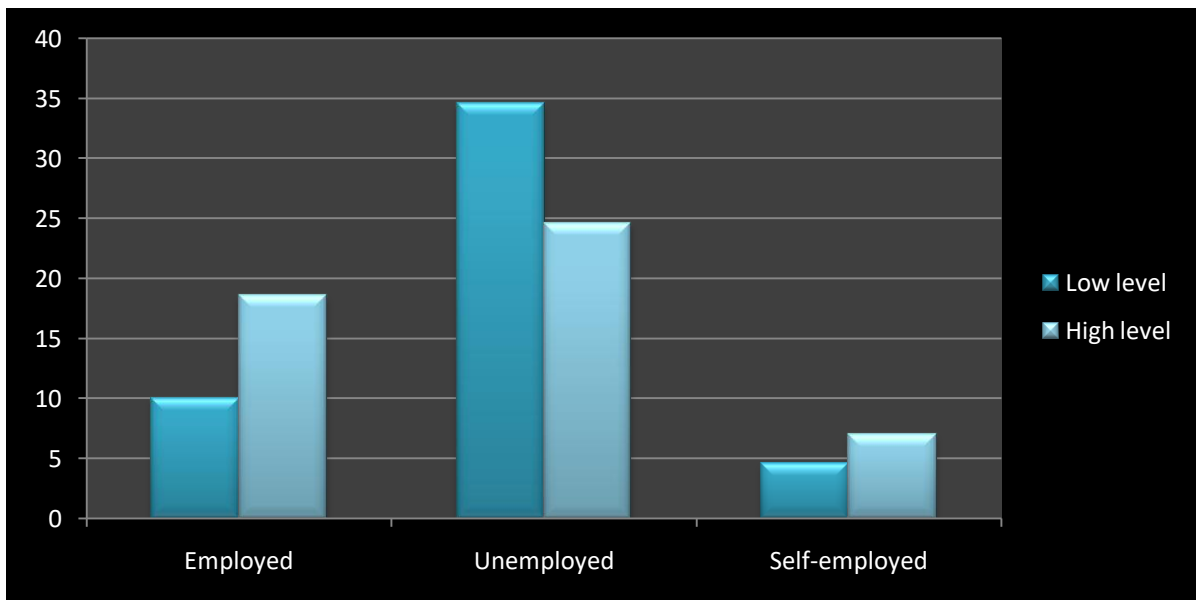
4.3.6 Respondents perception towards Agripreneurship based on Occupation

Table 4.3.6

S.No	Occupation	Level of perception				Total	
		Low level		High level		F	%
		F	%	F	%		
1	Employed	15	10	28	19	43	29
2	Unemployed	52	35	37	25	89	59
3	Self-employed	7	4	11	7	18	12
Total						150	100

From the above table, it is inferred that employed respondents shows 10% of low level perception and 19 % of high level perception, Unemployed respondents shows 35 % of low level perception and 25 % of high level perception, Self-employed respondents shows 4 % of low level perception and 7 % of high level perception.

Figure 4.3.6



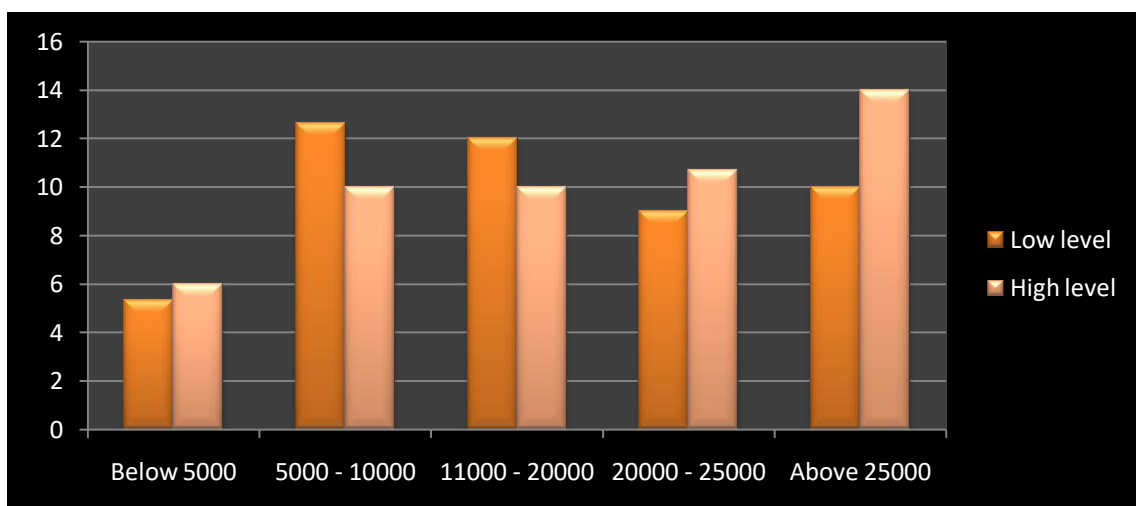
4.3.7 Respondents perception towards Agripreneurship based on Monthly Income of family

Table 4.3.7

S.No	Income	Level of perception				Total	
		Low level		High level			
		F	%	F	%	F	%
1	Below 5000	8	5	9	6	17	11
2	5001 – 10000	19	13	15	10	34	23
3	11001 - 20000	18	12	15	10	33	22
4	20001 - 25000	14	9	16	11	30	20
5	Above 25000	15	10	21	14	36	24
Total						150	100

The above table elucidates that respondents with income below Rs 5000 have shown 5% of low level perception and 6% of high level perception, the respondents income range from Rs 5001-10000 shows 13% low level perception and 10 % high level perception, the respondents income range from Rs 11000-20000 shows 12% low level perception and 10 % high level perception, the respondents income range from Rs 20000-25000 shows 9% low level perception and 11 % high level perception, the respondents with income above Rs 25000 shows 10% low level perception and 14% high level perception.

Figure – 4.3.7



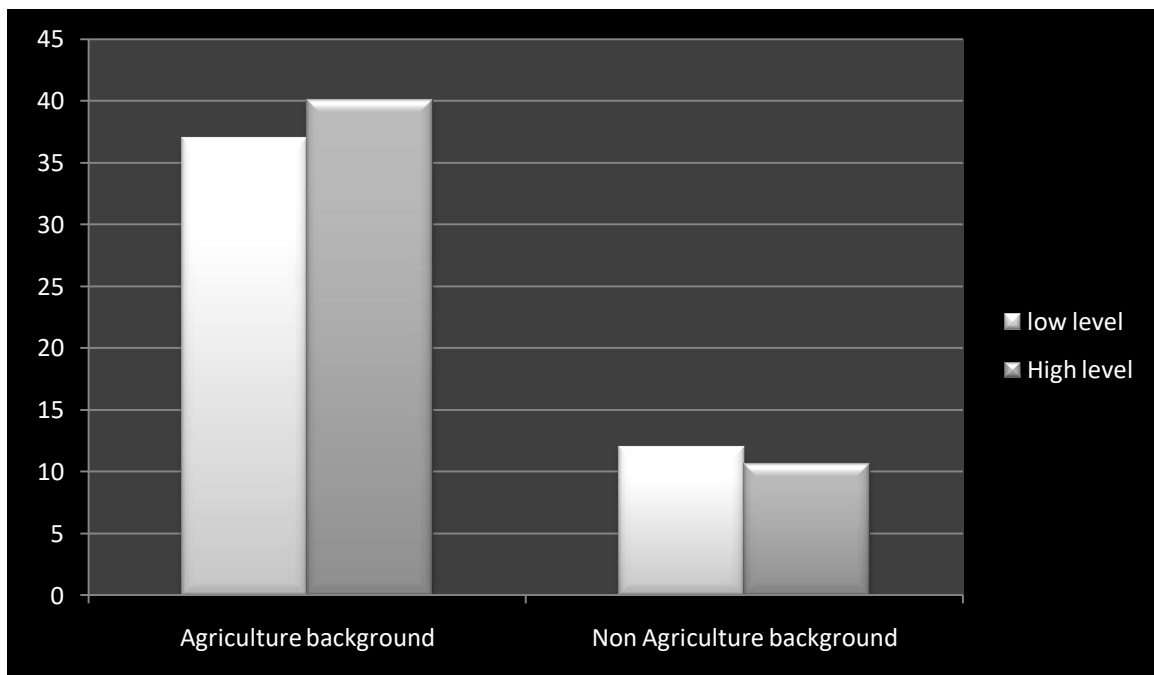
4.3.8 Respondents perception towards Agripreneurship based on agriculture family background

Table 4.3.8

S.No	Category	Level of perception				Total	
		Low level		High level		F	%
		F	%	F	%		
1	Agriculture background	56	37	60	40	116	77
2	Non Agriculture background	18	12	16	11	34	23
Total						150	100

The data clearly elucidates that the respondents from agricultural background shows 37% low level perception and 40 % high level perception, the respondents from non agricultural background shows 12% low level perception and 11% high level perception.

Figure – 4.3.8



FINDINGS, SUMMARY AND CONCLUSION

CHAPTER V

FINDINGS SUMMARY AND CONCLUSION

The chapter deals with the findings of the study entitled “A study on perception towards Agripreneurship among Rural Youth in Erode” has undertaken with the aim is to know their level of awareness and perception towards agripreneurship among rural youth. The summary of the findings of this present study is as follows.

5.1 Findings

5.1.1 Socio Economic Profile

- More than half (51%) of the respondents are female.
- Majority (64%) of the respondents are at the age group between 21 – 23 years.
- Good majority (91%) of the respondents are unmarried.
- More than half (57%) of the respondents had completed a degree.
- More than half (57%) of the respondents were unemployed.
- Nearly one fourth (24%) of the respondent’s monthly income of the family is above Rs 25000.
- Three fourth (77%) of the respondents were from agriculture family background.

5.1.2 Level of awareness of respondents towards agripreneurship

- Nearly three fourth (73%) of the respondents are aware about agripreneurship.
- Nearly half (46%) of the respondents agreed that Agripreneurship helps in rural livelihood.
- More than half (51%) of the respondents practicing farming as an occupation due to no other income source.
- More than half (53%) of the respondents weren’t aware of ABABC Scheme and nearly half(47%) were aware of ACABC Scheme
- More than half (60%) of the respondents were aware that government is providing free training to setup your agribusiness centre.
- Majority (52%) of the respondents know that agribusiness centre loans can be repaid within 5 to 10 years as per easy installment plans and nearly half (48%) were unaware.

- More than half (54%) of the respondents were aware of Rashtriya krishi Vikas Yojana scheme which provides funding for agricultural startups and nearly half (46%) were unaware.
- More than half (51%) of the respondents were unaware of Venture Capital Assistance Scheme which helps in agribusiness development and nearly half (49%) were aware.

5.1.3 Perception of respondents towards agripreneurship

- Nearly half (49%) of the respondents individual score range between 191 – 210
- More than half (51%) of the respondents shows high level perception towards Agripreneurship.
- When compare between gender of respondents and their perception towards Agripreneurship, it shows equal level of perception between them.
- When compare with age group of respondents and their perception towards Agripreneurship, it is found that respondents with age group 21 – 23 years nearly shows 34% high level perception and 30 % shows low level perception. Since the majority of the respondents falls between the age group 21 – 23.
- When compare with qualification and their perception towards Agripreneurship, more than half were graduates (57%) among them exact half of the respondents (30%) with low level perception and nearly half(27%)with high level perception and shows high level perception towards Agripreneurship. Since the majority of the respondents are graduates.
- When compare with occupation and their perception towards Agripreneurship, more than one third of respondents were unemployed and low level perception is high among them.
- When compare with respondents monthly family income and their perception towards Agripreneurship shows that the respondents (14%) with the income of above 25000 have high level of perception.
- When compare agriculture family background with their perception towards Agripreneurship, the respondents from agriculture family background shows high level of perception.

5.2 Summary of the study

Currently, agriculture is looking a major challenge of how to make agriculture more remunerative and treat it as respectful employment option in our society. A shift from

agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health, food security and rural development. Agripreneurship also generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas. Rural Youth are the most potent segment of the population of a country.

The Rural Youth of today are the hopes of tomorrow. They are the back bone of the country. The involvement of rural youth in agriculture is vital as they are more energetic, productive and receptive to new ideas and advanced technologies. The majority of the rural youth are reside in rural areas with more dependence on agriculture. The sample selected for this study is 150 rural youth. Rural youths are the major clientele group needed for agricultural transformation in the country. By understanding the perception of rural youths towards Agripreneurship in this study, the summary as follows.

In this study, majority of the respondents were female. Both male and female shows nearly equal level of perception. A high percentage of the rural youth were between the age of 21 & 25 years bracket shows high level of perception towards Agripreneurship. Further it was observed that more than half (57%) of the respondents were graduates, in that exact half of the respondents shows low level perception. One third of the respondents were post graduates among which more than with high level perception towards Agripreneurship. Majority of the unemployed respondents shows low level perception. Further it was found that respondents from agriculture family background show high level perception.

In this study majority (73%) of the rural youth were aware about Agripreneurship. The result confirms Sarina Thomas et al (2020) assertion that youth were having awareness about Agripreneurship. The rural youth agreed that Agripreneurship helps in rural livelihood. It is found from the study nearly half of the respondents were about the schemes provided by the government for agricultural activities and also nearly half of the respondents were unaware about such schemes. The findings show that the rural youth have high level perception towards Agripreneurship. This finding confirms the earlier study Preethi (2014) which indicate the rural youth shows high level perception.

5.3 Conclusion

Youth are the most potent segment of population of a country. They are the hope of tomorrow and the backbone of the country. Rural youth are precious human assets who play an important role in the developmental activities as well as in agriculture because of their family and community background in agriculture and allied activities.

From the analysis and interpretation, it can be concluded that rural youth are having awareness about Agripreneurship and they having high level perception towards Agripreneurship. Rural Youth prefer to give importance to visionary outlook in running the agri enterprise and invite innovations in agripreneurship. Based on the findings, the special efforts need to be taken in order to change the low level perception towards Agripreneurship in some rural youth. The Government, Non-Governmental organization other agriculture promoting agencies, educational institutions should educate them about the benefit of venturing into agribusiness. Therefore it can be concluded that by creating awareness and providing support to the rural youth to encourage them to involve in Agripreneurship would be beneficial for the growth and development of the country.

Since Rural Youth are recognized as effective “change agents”, they can help in the process of dissemination and adoption of modern techniques of agriculture. It is disturbing to note that Rural Youth are losing interest and confidence in agriculture and allied activities; hence, they are not willingly involved in agricultural operations. The adoption of any innovation depends upon the perception of an individual. It has been accepted that the perception of an individual plays a pivotal role in influencing his/her behavior. Hence, the perception of rural Rural Youth in India towards modern agriculture will most certainly have bearing on the future of agricultural development in this country.

5.4 Suggestions

- Need more training and support from Government and NGO.
- Government may increase subsidies and incentives provided for rural youth to encourage them to participate in agripreneurship.
- More workshop and training programs can be conducted at school and college level could increase the knowledge and awareness about agripreneurship among rural youth

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ANNEXURE - I

A STUDY ON PERCEPTION TOWARDS AGRIPRENEURSHIP AMONG RURAL YOUTH IN ERODE

1. Gender

Male

Female

2. Age

18 – 20 years

21 – 23 years

24 – 26 years

3. Marital status

Married

Unmarried

4. Qualification

SSLC

HSC

Graduate

Post graduate

5. Occupation

Employed

Unemployed

Self employed

6. Monthly income of your family

- Below 5000
- 5001 – 10000
- 10001 – 20000
- 20001 – 25000
- Above 25000

7. Are you from agriculture family background?

- Yes
- No

PART – B

Awareness on Agripreneurship among rural youth

1. Are you aware of Agripreneurship?

- Yes
- No

2. Do you agree that Agripreneurship help in reducing food cost, supply uncertainties and improving diets of rural poor?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. Because of lack of any other income option I am practicing farming as a occupation, so can't stopped farming.

Agree

Partially Agree

Disagree

4. Do you aware of ACABC (Agri Clinic Agri Business Centre) scheme which is giving loan for those who interest in doing agribusiness?

(<https://www.nabard.org/content1.aspx?id=595&catid=23&mid=>)

Yes

No

5. Are you aware that government is providing free training to set up your agribusiness centre?

Yes

No

6. Do you know that agribusiness centre loans can be repaid within 5 to 10 yrs as per easy installment plans?

Yes

No

7. Are you aware of Rashtriya Krishi Vikas Yojana scheme?(scheme that provides funding for agriculture startups)(<https://cleartax.in/s/rashtriya-krishi-vikasyojana-rkvy>)

Yes

No

8. Are you aware of Venture Capital Assistance Scheme for agri – business development?(<https://taxguru.in/finance/analysis-venture-capital-assistancescheme-entrepreneurs.html>)

Yes

No

9. Is there any NGO’s or any other organisations nearby you in supporting agripreneural activities?

Yes

No

Part – C

The Attitude towards Agripreneurship among Rural youth

1. Kindly respond the following statements

statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
I feel rural youth need more trainings and technical support from Govt. / NGOs.					
I feel subsidies and incentives provided by the Government for young agripreneurs are not adequate and supporting					
I feel having job either private/ public is better than starting enterprise					
I feel agripreneurship is the only source of self-employment for rural youth to arrest their migration to nearby cities					
I would like to give my ideas and take the other ideas for the benefit of agri- enterprise.					
I want to become a role model for other agripreneurs by succeeding in my own agrienterprise.					

I feel an agripreneur should be self motivated in achieving his goals.					
I feel successful agripreneurs always tend to think ahead.					
I feel success will not come without proper publicity and product promotion in agripreneurship					
I feel identification of customer needs has nothing to do with Agripreneurship					
I feel one must be prepared to take risk in Agripreneurship					
I feel feasibility study/project appraisal is of no help in grabbing opportunities in Agripreneurship					
I prefer to work with strong desire to achieve excellence in running the agri- enterprise					
I prefer not to exhibit independence in taking decisions regarding running the agri enterprise					
I prefer to be diversified to avoid risk in running the agrienterprise					
I prefer to act with positive self concept in running the agrienterprise					
I prefer to be cosmopolitan in my work in running the agrienterprise					
I am a person easily discouraged by failures in the agr-i enterprise					
I prefer to grab the opportunity in successful running of the agri- enterprise					
I prefer not to give importance for problem solving in running agri - enterprise					
I prefer to confront uncertainties in running the agri- enterprise					
I prefer little to negotiate with customers/buyers/contractors for securing better price for the product in running the agri –					

enterprise					
I prefer not to face stressful/crisis situation in running the agri- enterprise					
I prefer to give importance for time management in running the agri- enterprise					
I prefer little to try innovative methods in agripreneural activities					
I prefer little to introduce new products/new methods /new markets in running the agrienterprise					
I prefer to be selective in deciding course of action in running the agri- enterprise					
I prefer to develop necessary written & oral communication skills in running the agrienterprise					
I prefer to give importance to visionary outlook in running the agri- enterprise					
I prefer little to make effective utilization of resources in running the agri – enterprise					
I prefer to know the cost of raw material for production in running the agri- enterprise					
I prefer to be self confident while taking decisions in running the agri- enterprise					
I prefer to weigh profit making as measure of success in running the agri- enterprise					
I prefer little to carry out market survey for effective running of the agri enterprise					
I prefer to lay down the policies of recruitment in running the agri enterprise					
I prefer to get the project report prepared in running the agrienterprise					
I prefer not to know the existing problems in running the agrienterprise					
I prefer to plan for required pollution control measures in					

running the agri- enterprise					
I prefer to know the transport requirement in running the agrienterprise					
I prefer to pay little attention to installation capacity of machine in running the agri-enterprise					
I prefer to emphasize the product standards in running the agri- enterprise					
I prefer to know the advantage of my product over its substitutes in running the agrienterprise					
I prefer to experiment with new product distribution channels in running the agri- enterprise					
I prefer less to know the market strategies for sale of product in running the agri- enterprise					
I prefer less to know the prevailing local/national/international trade in running the enterprise					
I prefer little to know the nature and size of customer for the product in running the agrienterprise					
I prefer to know the volume of investment required in running the agri enterprise					
I prefer least to get the profit loss statement prepared in running the agri enterprise					
I prefer to know the export potential of my product in running the agri enterprise					
I prefer little to care for research and development strategies in running the agri enterprise					
I want to be an elite person in society through agripreneurship					
I am ready to invite innovations in agripreneurship					
I work hard and smart to make agri enterprise worthy					
I can overcome any type of hardships in agri enterprise					

ANNEXURE – II

INSTITUTIONAL HUMAN ETHICS COMMITTEE



Avinashilingam

Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3
of UGC Act 1956) Re-accredited with 'A++' Grade by
NAAC. Recognised by UGC Under Section 12 B
Coimbatore-641 043, Tamil Nadu, India

Chairman

Dr. Sudha Ramalingam
Director-Research & Innovation,
Professor-Community Medicine,
PSG Institute of Medical Sciences
& Research, Coimbatore

Member Secretary

Dr. S. Uma Mageshwari
Professor and Head,
Department of Food Service
Management & Dietetics

Members

Mr. K. Arunmoli (Legal Expert)
Dr. Subhashini K. Sripathi
Dr. A. Saraswathy (Medical Officer)
Ms. D. Kavitha
Dr. A. R. Sudamani Ramasamy
Dr. G. Victoria Naomi
Dr. Judith Justin
Dr. Anitha Subash

26th Februaury 2022

To
Ms. Priyanka K
Department of Home Science Extension Education
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043

Dear Priyanka K,

Ref: Your proposal No. IHEC/21-22/MSW-15 entitled "A Study on Perception towards Agripreneurship among Rural Youth in Erode" submitted for approval of IHEC on 23.11.2021.

The Institutional Human Ethics Committee of our University hereby grants approval to your research proposal No. IHEC/21-22/MSW-15 entitled "A Study on Perception towards Agripreneurship among Rural Youth in Erode" submitted by you. The Approval number for the same is AUW/IHEC/RM-21-22/XPD-15.

We wish you all the best in your research endeavours.

Regards,

Dr. S. Uma Mageshwari
Dr. S. Uma Mageshwari
Member Secretary

