

## Factors Affecting the Agripreneurial Behaviour of Rural youth involved in Poultry as an Enterprise

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**ABSTRACT:** The Indian Council of Agricultural Research (ICAR) launched Project ARYA in 2016. The project's main objectives are to entice rural youth to participate in India's agricultural sector and to create employment opportunities in the agricultural and related sectors. Poultry farming is an important enterprise for providing income and employment for rural youth. The KVK has also helped the rural youth groups, including sourcing the inputs and marketing their products. A study found that the majority of poultry owners, i.e., 58.34% of rural youth, exhibited a low level of agripreneurial behaviour in unsuccessful/discontinued enterprises. The majority (50%) of respondents exhibited a medium level of agripreneurial behaviour in successful enterprises. The agripreneurial behaviour of rural youth of successful poultry enterprises correlated positively and significantly with factors like. Education, agri-enterprise experience, occupation, social participation, family size, land holding, annual income, attitude of rural youth towards agri-enterprise, extension contact, and mass media exposure.

**Keywords:** ARYA Project, rural youth, employment, capacity building, poultry, marketing, agripreneurial behavior, annual income, attitude of rural youth.

### INTRODUCTION

Agricultural enterprise encompasses activities related to agricultural production, processing, marketing, and distribution of agricultural products. Indian rural people have crop production as a major occupation but need diversification in agriculture to sustain themselves in changing scenarios. In the rural economy, poultry farming plays an important role, especially in socioeconomic development. According to the 20<sup>th</sup> Livestock Census reports from the Government of India, the total poultry population is 851.81 million. The primary products of poultry farming are meat (chicken) and eggs. The per capita availability of eggs was around 74 per year (Verma *et al.*, 2021). The diversification of poultry breeds, such as the unique qualities of Kadaknath, adds to the richness and variety of India's poultry industry (Thakur *et al.*, 2018). Kadaknath is a native poultry breed found in the western parts of Madhya Pradesh, particularly in the Jhabua and Dhar districts. Kadaknath is famous because of its black meat, and its eggs also have a high amount of protein. The Indian government has implemented various schemes and initiatives to support and promote poultry farming. ICAR launched Project ARYA in 2016

(Singh *et al.*, 2019). Training on poultry farming under this project was organized by KVK Gwalior, and around 50 rural youth participated in the event. The primary objective of the project appears to be to attract and motivate unemployed rural youths. After successful training, rural youth adopted and established poultry enterprises for their income diversification and livelihood security (Kumar *et al.*, 2022).

### MATERIALS AND METHODS

The study was carried out using primary data gathered from the rural youth trained under ARYA by Krishi Vigyan Kendra, Gwalior. From 2016–2017 to 2017–18, total 50 numbers of rural youths were trained under the scheme to start poultry enterprise. Agri entrepreneurship behavior of poultry farming was measured in terms of seven different components, namely opportunity identification, risk taking, resource mobilization, innovativeness, marketing, adaptability and networking.

**Scoring and categorization:** To determine the entrepreneurial behavior among the agripreneurs, the scores obtained by the members for the above seven components were summed up. There are 48 statements

in seven components, and the score of the 48 statements was done in a 5-point quantum, in which the lowest score was 1 and the highest score was 5. An individual member could obtain 48 minimum and 240 maximum scores. The obtained range of scores on the scale was 48 to 240. The respondents were grouped into the following three categories based on exclusive class interval technique.

Category	Score
Low	48-112
Medium	113-175
High	176-240

## RESULT AND DISCUSSION

### A. Agripreneurial behaviour of rural youths of poultry enterprise

The analysis of overall agripreneurial behaviour reveals a situation where a large majority of poultry enterprises were moderate in their entrepreneurial ability. The data given in Figure 1 reveals that, of the rural youth who are effectively running their poultry enterprise, 50.00 percent of the respondents exhibited a medium level of agripreneurial behaviour, while rural youth i.e. 28.57 percent had low agripreneurial behavior, whereas 21.43 percent high agripreneurial behavior. With respect to the agripreneurial behaviour of rural youth who had discontinued poultry enterprise, 58.34 percent of the respondents exhibited low level of agripreneurial behaviour followed by 33.33 percent had medium agripreneurial behaviour, whereas only 8.33 percent of rural youth had a high level of agripreneurial behaviour. The finding is in line with the findings of Shivacharan *et al.* (2015) and Baidha *et al.* (2019).

### B. Profile of the respondents

An overview of the socio-personal, economic, psychological and communication characteristic of rural youth of poultry enterprises revealed that among

successful and discontinued poultry units. The profile of the respondents is shown in Table 1.

The data in Table 1 reveals that, 57.14 percent of the total rural youth were 30 to 36 years old, 35.71 percent of the total rural youth completed their primary education and secondary education, 92.86 percent of the rural youth were male, 50 percent of rural youth were having medium (6 to 8 years) level of experience, 78.58 percent of rural youth were engaged in farming, 100 percent of rural youths participated in training under ARYA at KVK, most of the rural youth fall into the medium (57.14%) social participation, 64.29 percent of rural youth had 3 to 5 family members, 57.15 percent of rural youth had landholdings up to 1 hectares, 57.14 percent belonged to the .5 to 2.00 lakh annual incomes category, 78.58 percent of rural youth preferred self-sources of credit, 57.15 percent of rural youth had a neutral attitude, 64.29 percent of rural youth in medium level extension contact and 78.57 percent had medium mass media exposure. The above finding is based on the findings of Devi *et al.* (2019).

Whereas in case of rural youth who had discontinued poultry enterprise, 38.89 percent of rural youth were 23 to 29 years old, 41.47 percent of rural youth completed their secondary education, 91.67 percent of the rural youth were male, 52.78 percent had low (up to 5 years) level of experience, 88.89 percent of rural youth were engaged in farming, 100 percent of rural youths participated in training under ARYA at KVK, majority of rural youth fall into the medium (52.63%) social participation category, 58.33 percent of rural youth had 3 to 5 family members, 47.22 percent of rural youth had landholdings equal to 1 .01 to 2 hectare, 55.55 percent belonged to the 2.01 to 3.50 lakh annual income category, 78.78 percent of rural youth preferred self-source of credit, 25 percent of rural youth had a neutral attitude, 44.45 percent had medium extension contact, and 41.67 percent had medium mass media exposure.

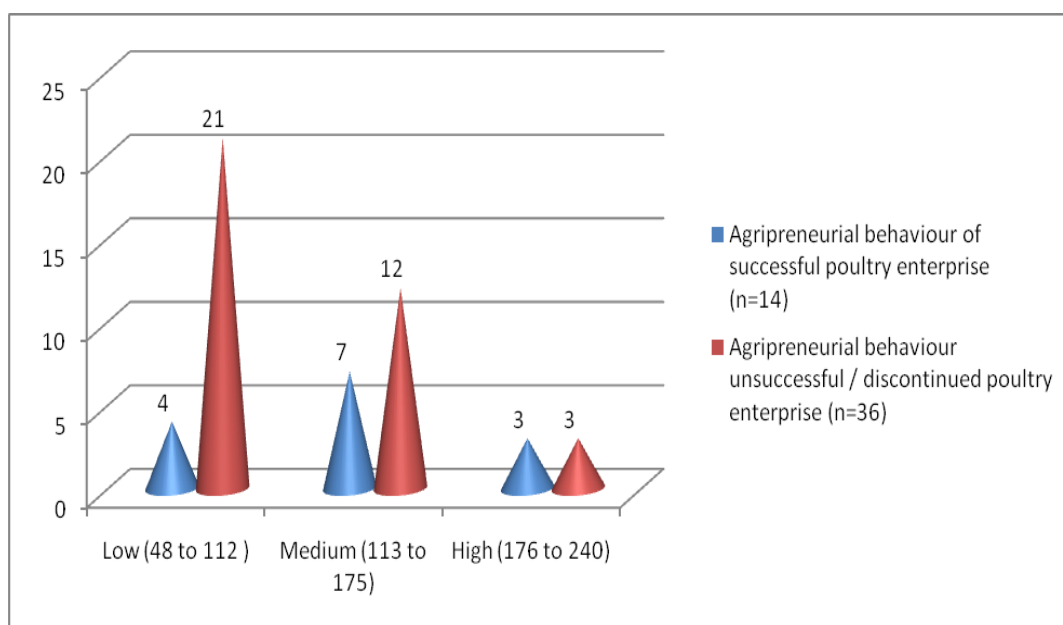


Fig. 1. Agripreneurial Behaviour of Rural Youth of Poultry Enterprise (N=50).

**Table 1: Profile of rural youth of Poultry enterprise (N=50).**

Variable	Characteristics	Successful enterprise (n=14)		Discontinued enterprise(n=36)	
		f	%	f	%
<b>Socio-personal</b>					
Age	1. 23 to 29 years	2	14.29	14	38.89
	2. 30 to 36 years	8	57.14	10	27.78
	3. 37 to 42 years	4	28.57	12	33.33
Education	1. Illiterate	1	7.14	4	11.11
	2. Primary Education	5	35.71	8	22.22
	3. Secondary Education	5	35.71	15	41.67
	4. Higher Secondary Education	2	14.30	7	19.44
	5. Diploma			1	2.78
	6. Graduation	1	7.14	1	2.78
Gender	1. Male	13	92.86	33	91.67
	2. Female	1	7.14	3	8.33
Agri-Enterprise Experience	1. Low (3 to 5 years)	4	28.58	19	52.78
	2. Medium (6 to 8 years)	7	50	8	22.22
	3. High (9 to 11 years)	3	21.42	9	25
Occupation	1. Farming	11	78.58	32	88.89
	2. Job + Farming	3	21.42	3	8.33
	3. others			1	2.78
Training undergone	More than one training	14	100	36	100
Social participation	1. Low (4 to 8 score)	2	14.29	7	18.42
	2. Medium (9 to 12 score)	8	57.14	20	52.63
	3. High (13 to 16 score))	4	28.57	11	28.95
Family size	1. 3 to 5 members	9	64.29	21	58.33
	2. 6 to 8 members	5	35.71	13	36.11
	3. 9 to 12 members			2	5.56
<b>Economic</b>					
Land holding	1. Marginal farmers (up to 1 ha.)	8	57.15	4	11.11
	2. Small farmers (1.01 to 2 ha.)	5	35.71	17	47.22
	3. Semi-medium (2.01 ha to 4 ha)	1	7.14	15	41.67
Annual income	1. .05 to 2.00 lakh	8	57.14	16	44.45
	2. 2.01 to 3.50 lakh.	6	42.86	20	55.55
Source of credit	1. Loan	3	21.42	8	22.22
	2. Self finance	11	78.58	28	77.78
<b>psychological</b>					
Attitude of rural youth towards enterprise	1. Most unfavourable (33 to 42 score)			4	11.11
	2. Unfavourable (42 to 51)			8	22.22
	3. Neutral (51 to 60 score)	8	57.15	9	25
	4. Favourable (60 to 69 score)	6	42.85	8	22.22
	5. Most favourable (69 to 78 score)			7	19.45
<b>Communication</b>					
Extension contact	1. Low (7 to 12score)	1	7.14	13	36.11
	2. Medium (13 to 17 score)	9	64.29	16	44.45
	3. High (18 to 21 score)	4	28.57	7	19.44
Mass media exposure	1. Low (8 to 16 score)	1	7.14	12	33.33
	2. Medium (17 to 2 score)	11	78.57	15	41.36
	3. High (25 to 32 score)	2	14.29	9	25

%=percent, f= frequency

C. Relational analysis between Agripreneurial behaviour and profile of the respondents

Considering the importance to understand the nature and degree of relationship between agripreneurial

behaviour and profile of the respondents, the correlation analysis was done. The correlation between Agripreneurial behaviour and the profile of the respondents is shown in Table 2.

**Table 2: Correlation between Agripreneurial behaviour and the profile of the respondents.**

Independent variable	'r' value	
	Successful enterprise	Discontinued enterprise
Age	0.288 <sup>NS</sup>	.41**
Education	0.520**	.52**
Gender	0.434 <sup>NS</sup>	.23**
Agri-enterprise experience	0.396**	.42**
Occupation	0.448**	.34 <sup>NS</sup>
Training	0.082 <sup>NS</sup>	.51 <sup>NS</sup>
Social participation	0.232**	.66**
Family size	0.404**	.49**
land holding	0.310**	.37**
Source of credit	0.049 <sup>NS</sup>	.25**
Annual income	0.435**	.48**
Attitude of rural towards agri-enterprise,	0.542**	.56**
Extension contact	0.195**	.36**
Mass media exposure	0.049**	.64**

NS: Non-significant, \*: significant

The data in Table 2 reveals that. Education, agri-enterprise experience, occupation, Social participation, Family size, land holding, annual income, attitude of rural towards agri-enterprise, extension contact and mass media exposure, highlights that, the variable was positively and significantly related with overall agri-entrepreneurial behaviour of rural youth who are effectively running their poultry enterprise. The above finding is based on the findings of Shivacharan *et al.* (2015), Shirur *et al.* (2017), Baindha *et al.* (2019). In contrast, Age, gender, training, source of credit, the variable was not significantly related with overall agri-entrepreneurial behaviour of rural youth who are effectively running their poultry enterprise. The above finding is based on the findings of Ghasura *et al.* (2015).

The data in Table 2 reveals that. Age, gender, education, agri-enterprise experience, Social participation, Family size, land holding, source of credit, annual income, attitude of rural towards agri-enterprise, extension contact and mass media exposure, highlights that, the variable was positively and significantly related with overall agri-entrepreneurial behaviour of the rural youth who had stopped their poultry enterprises. The above finding is in accordance with the finding of Patel *et al.* (2013), Shivacharan *et al.* (2015), Shirur *et al.* (2017), In contrast, occupation and training undergone variable was not significantly related with overall agri-entrepreneurial behaviour of the rural youth who had stopped their poultry enterprises. The above finding is based on the findings of Ghasura *et al.* (2015).

**CONCLUSIONS**

The prevalence of moderate agripreneurial behavior among rural youth with successful poultry enterprise underscores a balanced approach in managing these

enterprises. For those who discontinued their ventures, the distribution between low and medium agripreneurial behavior indicates varied reasons for discontinuation, possibly including challenges in sustaining entrepreneurial efforts. The positive and significant relationships observed between various profile attributes and agripreneurial behavior underscore the multidimensional nature of entrepreneurship in the context of poultry cultivation.

Understanding the nuances of agripreneurial behavior is crucial for designing targeted interventions and support systems that can enhance the sustainability and success of poultry enterprises among rural youth. This analysis provides a foundation for further research and the development of strategies to bolster entrepreneurial capabilities in the context of poultry cultivation.

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