

Motivational factors of Tribal Youth for Agripreneurship

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ABSTRACT

The concept of entrepreneurship is multi disciplinary in nature embodying economic, psychological, social, cultural, political as well as environmental characteristics. Youth need to build social and economic qualities to become good entrepreneurs. The tribal as deprived class of people and development of entrepreneurship among tribal leads to development of the community. Entrepreneurship depends on several factors social, psychological, political and also economic factors influence on empowering Idea into business. This paper studies the potentiality among tribal youth to develop as Entrepreneurs of small scale business in Agriculture. The present study was conducted through an online survey of 120 purposively selected participants belonging to Scheduled Tribes communities of A.P who have enrolled in the online certificate courses offered by Distance Learning Centre of ANGRAU between 2018-2021. The study explores the motivational factors of tribal youth for agripreneurship. It is found that the most important factor for taking up agripreneurship is "To increase income" and "To be able to use my past experience and training" followed by "No regular employment", "To provide jobs to family members" and "I will always have job security". These factors are income related and extrinsic.

Key words: Distance learning, online education, certificate courses, entrepreneurship.

INTRODUCTION

Distance Education is a fast emerging, cost effective and is flexible medium to cater to the needs of many who could not pursue conventional system of learning. In the last two decades many universities that offer distance learning in several countries have been established.

Government of India is also encouraging distance learning to make the masses educated. At present more than 200 universities/institutions, 15 Open Universities and some private institutions recognized by UGC are offering correspondence/open and distance courses in the country (Gaba, 2015).

Acharya N.G. Ranga Agricultural University has established the Open and Distance Learning Centre (ODLC) was established as a cost effective and learner oriented medium for imparting agricultural education to large number of aspirants throughout the state. The ODLC was started to advocate skill-based courses that focus on entrepreneurial skills for self-employment and

income generation.

Open Distance Learning Centre established under the Faculty of Agriculture, ANGRAU in the year 2018 is offering Distance learning courses viz., certificate and Diploma courses for the benefit of various segments of the society who aspire for knowledge in Agricultural education, Entrepreneurship and Self-employment. Hence, it is important to study the effectiveness of certificate courses offered by ODLC in helping participants to take up small scale enterprise units in specific areas. The present study was undertaken with the following objectives.

- 1) To study the motivational factors for tribal youth to take up entrepreneurship, and
- 2) To analyse the constraints perceived by the respondents in starting small scale enterprise units

METHODOLOGY

Ex-post facto design was followed for the study. The study was conducted in Andhra Pradesh. A total number of 120 participants who completed

any one of the certificate courses organized between 2018-22, between the age group of 18 to 40 and who belonged to tribal areas of Andhra Pradesh were purposively chosen. A pre-tested interview schedule was used to collect data from the respondents. Selected characteristics of the respondents' viz. age, gender, education, farming experience, previous training undergone, information seeking behaviour, innovativeness, cosmopolitanism, and higher aspiration were considered as independent variables of the study.

Five-point Likert scale was used to measure perceived motivation variables: 5 was "extremely important", 4 was "very important", 3 was "mildly important", 2 was "not very important" and 1 was "unimportant". A higher mean score on variables indicates greater importance.

Further, a factor analysis was used to determine whether motivations variables group together on significant factors. Principle component analysis was used to establish factors and communalities.

FINDINGS

1. Personal Profile of the Respondents

It is evident from the Table 1 that majority of the respondents belonged to Farming sector (43.00%),

were male respondents (74%) and studied below Matriculation (49.00%). Majority of them belonged to ST/SC Categories (75.00%). It is also observed from the table that majority of the respondents had no previous training in Agriculture (71.00%) and No Farming Experience (45.00%). It could also be seen from the Table 1 that majority of the respondents had medium to high scores with regard to Cosmopolitanism (83.00%), Information seeking behavior (78.00%) and Higher aspirations (83.00%) whereas Low to medium on Innovativeness (80.00%). The results are in congruence with those of Spandana. (2016)

It could be inferred from the results that distance education is being aspired by all age groups who could not pursue beyond matriculation, who have had less training and less farming experience but who have high aspiration to take up new ventures/tasks and High Information seeking behaviour to learn new skills and techniques related to Agriculture. Distance education is also an opportunity for weaker sections to learn new Knowledge and skills and become innovative in their area of interest but there is a scope to include more female participants in the certificate courses as their participation was found to be significantly weak.

Table 1
Personal Profile of the respondents

(n=120)

Sl. No.	Characteristic	Category	Number	Percentage
1.	Occupation	Farming sector	52	43.00%
		Non- Farm sector	38	32.00%
		Unemployed	30	25.00%
2.	Gender	Male	89	74.00%
		Female	31	26.00%
3.	Social Category	General	11	9.00%
		Backward	19	16.00%
		Schedule caste	38	32.00%
		Schedule Tribes	52	43.00%
3.	Education	Below Matriculation	59	49.00%
		Matriculation	37	31.00%
		Graduate	20	17.00%
		Post graduate	4	3.00%

4.	Farming Experience	Short term (upto 5yrs)	31	26.00%
		Medium term (6-10 years)	14	12.00%
		Long term (> 10 years)	21	17.00%
		No Experience	54	45.00%
5.	Previous Training undergone	No training	85	71.00%
		Short term training (less than 10 days)	28	23.00%
		Long term training (2 weeks and above)	7	6.00%
6.	Innovativeness	Low	43	36.00%
		Medium	53	44.00%
		High	24	20.00%
7.	Cosmopolitaness	Low	20	17.00%
		Medium	59	49.00%
		High	41	34.00%
8.	Information seeking behavior	Low	26	22.00%
		Medium	55	46.00%
		High	38	32.00%
9.	Higher aspirations	Low	20	17.00%
		Medium	47	39.00%
		High	53	44.00%

1. Motivational factors as perceived by the respondents in establishing small scale enterprise units

The questionnaire for motivation of entrepreneurs contained 12 factors for deciding to own a business.

It is already mentioned that the respondents were using five-point Likert scale to give their opinion on importance of each factor for them. The mean and standard deviation for each factor is presented in Table 2.

*Table 2
Motivational factors as perceived by the respondents in establishing small scale enterprise units*

(n=120)

Sl. No.	Motivation	Mean	S.D.	Rank
1.	To be my own boss	4.08	1.269	IV
2	To be able to use my past experience and training	4.63	0.691	I
3	No regular employment	4.27	1.184	II
4	To increase my income	4.63	0.701	I
5	To provide jobs to family members	3.18	1.551	III
6	For my own satisfaction and growth	4.15	1.075	IX
7	I will always have job security	4.56	0.780	III
8	To build a business to pass on	3.72	1.405	VII
9	To maintain a personal freedom	4.14	1.174	IX
10	To be closer to my family	3.39	1.445	VI
11	To have fun	2.23	1.478	X
12	To prove that I can do it	2.24	1.479	VIII

It is found that the most important factor for taking up entrepreneurship is "To increase income" and "To be able to use my past experience and training" followed by "No regular employment" and "To provide jobs to family members" and "I will always have job security". These factors are income related and extrinsic. As majority of the tribal youth are dependent on Agriculture for their livelihood, owing to small land holding their income is also meagre. So, majority are interested to go for small scale enterprises to enhance their income. Besides, very few are engaged in additional employment in their village itself. If they establish small enterprises, they can secure employment for themselves and their family members. (Ivan Stefanovic, 2011)

Other factors motivating youth towards Agripreneurship are "To be my own boss", "To be closer to my family", "To build a business to pass on", "To prove that I can do it", "To maintain a personal freedom", "For my own satisfaction and growth" and "To have fun". These factors are more intrinsic and family related. It is observed from the

results that Agripreneurship is motivated more by extrinsic factors than intrinsic factors (Suneetha, 2013).

CONCLUSION

The study revealed that a large number of individuals from tribal areas of Andhra Pradesh are aspiring for Agricultural education through distance medium as it is an emerging technology and is becoming widely used in institutions around the globe making education more personalized and accessible. As unemployment is a burning issue in India, Self-employment through agricultural enterprises is gaining attraction especially in rural areas with technical and financial support. In future, for Self-employment to sustain through entrepreneurship these factors must be understood by organisations that are promoting entrepreneurship among rural communities.

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