

Original Research Article

<https://doi.org/10.20546/ijcmas.2018.709.154>

Entrepreneurial Behavior of Rural Youth Engaged in Vegetable Cultivation in Lakhimpur District of Assam, India

Mouchumi Dutta*, Musliha Nasrin, Anurag Borthakur and Rajumoni Bordoloi

ICAR- Agricultural Technology Application Research Institute, Guwahati, India

**Corresponding author*

ABSTRACT

This study was undertaken in Lakhimpur district of Assam in the year 2017 with a view to ascertain the entrepreneurial behaviour of rural youth engaged in vegetable cultivation. The production of vegetables all around the year enables the growers to fully utilize their resources and supplement income from vegetable growing as compared to other normal agricultural crops. They provide an important source of income for the small and marginal farmers of our country as well as upcoming rural youths. Effective extension intervention may aid the process of intensification for full scale commercialization of production of vegetable enterprises and promoting entrepreneurship and self-employment. For the study, 60 respondents were selected by purposive and random sampling technique. Data was collected by administering a structured schedule. Statistical tools employed to analyze the data included frequency distribution, percentage, mean, standard deviation. The study revealed that more than half of the rural youth engaged in vegetable cultivation (61.67%) had medium level of entrepreneurial behaviour in the district.

Keywords

Rural youth, Vegetable cultivation, Entrepreneurial behaviour

Article Info

Accepted:

10 August 2018

Available Online:

10 September 2018

Introduction

Entrepreneurs are essential drivers of innovation and progress. In the highly competitive business world they act as engines of growth, harnessing opportunity and innovation to fuel economic advancement. The world is facing a worsening youth employment crisis as per the recent Report on Youth 2013 released by International Labour Organization (Anonymous, 2007). India occupies only 2.2% of the world's land area; it supports over 15% of the world's population. Almost 35% of Indians are younger than 15 years of age (2011 census). Entrepreneurship development is a major strategy that can

provide immediate large-scale employment. Thus it helps to reduce the unemployment problem in the country. Entrepreneurship promotes balanced regional development. Assam is traditionally rich in horticultural production due to its diverse and unique agro-climatic conditions which is conducive for growing wide range of horticultural crops like fruits, vegetables, flowers etc. A horticultural crop occupy about 15 per cent of the gross cultivated area of Assam and annually produces more than 15.0 lakh MT of fruits, 44.0 lakh MT of vegetables (Economic Survey, Assam, 2011-12). There is a huge potential for entrepreneurship development through vegetable production.

Therefore, a comprehensive study was carried out to measure the entrepreneurial behavior of rural youth engaged in vegetable cultivation. The economy of Lakhimpur district is mainly based on agriculture. 80% of the people of the district depend solely on agriculture for their livelihood. Total cropped area of this district is 2, 06,501 ha. Major crops are rice, tea, mustard, sugarcane, etc. Vegetable cultivation in Lakhimpur district has been traditionally practised. Vegetables are playing an important role in commerce and economy, particularly through processing and export trade. They provide an important source of income for the small and marginal farmers of our country as well as upcoming rural youths. Effective extension intervention may aid the process of intensification for full scale commercialization of production of vegetable enterprises and promoting entrepreneurship and self-employment. Therefore, it is assumed that the present study will help in knowing the extent of entrepreneurial behaviour of rural youth engaged in vegetable cultivation and harnessing different entrepreneurial opportunities.

Materials and Methods

The study was conducted in Lakhimpur district of Assam. A purposive cum random sampling design was followed for selection of respondents for the study. Under Lakhimpur district 4 blocks namely Dhakuakhana, Ghilamara, Lakhimpur and Karunabari were purposively selected. One village from each block were selected randomly. 15 respondents from the total number of rural youths engaged in vegetable cultivation were selected from each of four villages by using random sampling procedure. Thus, the total sample size constituted 120 respondents (youth between 15-29 years). The entrepreneurial behaviour of vegetable grower was measured in terms of nine dimensions namely, innovativeness, achievement motivation,

decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness and self-confidence. To measure the entrepreneurial behaviour of vegetable grower, an Entrepreneurial Behaviour Index (EBI) was used with the help of the following formula:

$$EBI = \frac{\text{Scores obtained by each respondent}}{\text{Actual totalscore}} \times 100$$

Where, EBI = Entrepreneurial Behaviour Index

Results and Discussion

Narmatha *et al.*, (2002) stated that innovativeness, achievement motivation and risk orientation were the most important components and further, decision making, innovativeness, management orientation, economic motivation, level of aspiration and risk orientation were found to be crucial in influencing the entrepreneurial behaviour. Entrepreneurial behaviour is the composite measure of nine components such as innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness and self-confidence. Similar observations were reported by Manjula (1995). The data in this regard have been presented in Table 1.

It could be observed from the Table 1 that, 71.67 per cent of rural youth engaged in vegetable cultivation had medium level of innovativeness, whereas 18.33 per cent and 10.00 per cent had low and high level of innovativeness, respectively. Bhagyalaxmi *et al.*, (2003) reported similar kind of observation in which majority of the entrepreneurs had a medium level of innovativeness.

Table.1 Distribution of respondents according to the components of Entrepreneurial Behaviour

Dimension	Category	Lakhimpur (N = 60)	
		Score range	Frequency and percentage (%)
Innovativeness	Low	Below 6.26	11 (18.33)
	Medium	6.26 to 11.10	43 (71.67)
	High	Above 11.10	6(10.00)
Achievement motivation	Low	Below 3.50	10 (16.67)
	Medium	3.50 to 4.93	27(45.00)
	High	Above 4.93	23 (38.33)
Decision making ability	Poor	Below 8.30	9 (15.00)
	Moderate	8.30-11.09	45 (75.00)
	Good	Above 11.09	6(10.00)
Risk orientation	Low	Below 6.30	15 (25.00)
	Medium	6.30 to 8.49	34 (56.67)
	High	Above 8.49	11 (18.33)
Co-ordinating ability	Poor	Below 4.07	17 (28.33)
	Moderate	4.07 to 6.86	37 (61.67)
	Good	Above 6.86	6 (10.00)
Planning ability	Poor	Below 2.02	23 (38.33)
	Moderate	2.02 to 3.44	29 (48.33)
	Good	Above 3.44	8 (13.34)
Information seeking behaviour	Low	Below 6.18	12 (20.00)
	Medium	6.18 to 9.75	35 (58.33)
	High	Above 9.75	13 (21.67)
Cosmopolitaness	Low	Below 7.13	10 (16.67)
	Medium	7.13 to 9.06	49 (81.66)
	High	Above 9.06	1 (1.67)
Self confidence	Low	Below 4.11	13 (21.67)
	Medium	4.11 to 5.61	38 (68.33)
	High	Above 5.61	9 (15.00)

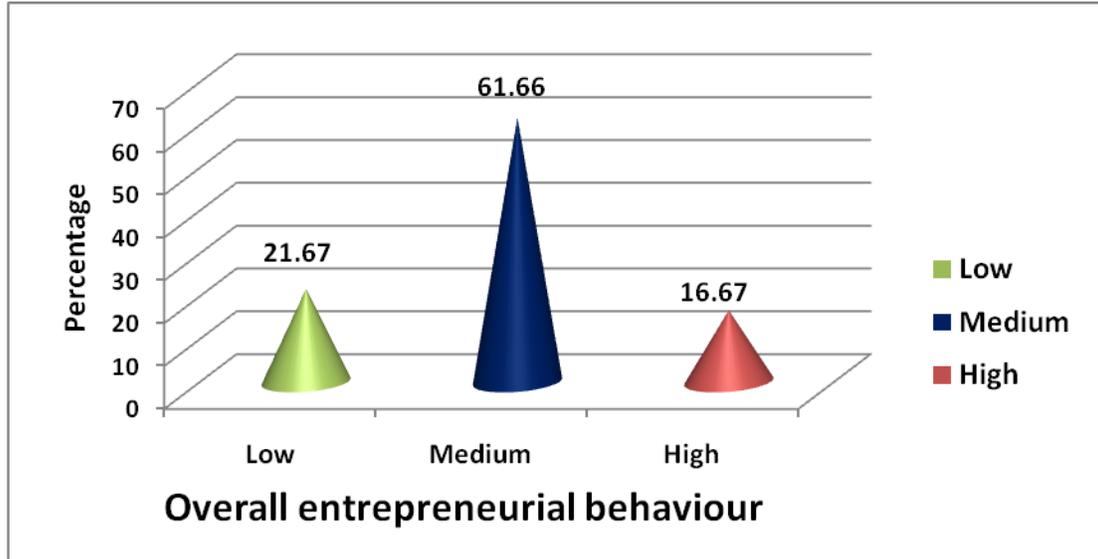
Table.2 Distribution of respondents according to overall Entrepreneurial Behaviour N=60

Category	Score range	Frequency	Percentage
Low	Below 45.52	13	21.67
Medium	45.52 to 53.93	37	61.66
High	Above 53.93	10	16.67
Total		60	100.00

Mean = 49.73;

S.D. = 4.20

Fig.1 Overall entrepreneurial behaviour



Based on this index, the respondents were classified in to three categories as given below:

Category	Range
Low	($\bar{X} - SD$)
Medium	($\bar{X} \pm SD$)
High	($\bar{X} + SD$)

The scale developed by Chaudhari (2006) was used with slight modification.

The findings presented in the Table 1 shows that, 45.00 per cent of rural youth engaged in vegetable cultivation had medium level of achievement motivation, followed by 38.33 per cent and 16.67 per cent have high and low achievement motivation category respectively. Suresh (2004) reported similar kind of findings in case of achievement motivation of dairy entrepreneurs.

It is apparent from the Table 1 that 75.00 per cent of rural youth engaged in vegetable enterprise had moderate decision making ability; whereas 15.00 per cent belonged to poor decision making ability and only 10.00 per cent have good decision making ability.

Chandrapaul (1998) reported similar kind of findings in case of entrepreneurs of Andhra Pradesh in which majority of entrepreneurs

(50.90%) had medium decision making ability. From the Table 1 it was found that 56.67 per cent of rural youth engaged in vegetable enterprise had medium risk orientation, whereas 25.00 per cent belonged to low risk orientation and only 18.33 per cent have high risk orientation (Fig. 1).

It could be inferred from Table 1 that 61.67 per cent of rural youth engaged in vegetable cultivation had moderate co-ordinating ability and 10.00 per cent was found in good and 28.33 per cent poor category of co-ordinating ability.

It is evident from the Table 1 that 48.33 per cent of rural youth engaged in vegetable cultivation had moderate planning ability, followed by poor (38.33%) and good (13.34%) respectively.

The results from Table 1 revealed that majority (58.33%) of rural youth (vegetable growers) had medium information seeking behaviour, followed by high (21.67%) and low (20.00%) information seeking behaviour.

It could be seen from the Table 1 that more than half (81.66%) of rural youth (vegetable growers) had medium level of cosmopolitanism, followed by low (16.67%) and high (1.67%) level of cosmopolitanism. Similar kinds of findings were observed by Patel *et al.*, [7] where majority (74.00%) of the entrepreneurs had medium level of cosmopolitanism.

It is quite clear from the data presented in the Table 1 that (63.33%) of rural youth engaged in vegetable cultivation had medium level of self-confidence, followed by low (21.67%) and high (15.00%) level of self-confidence.

Entrepreneurial Behaviour Index (EBI) was used to measure the entrepreneurial behaviour of rural youth engaged in vegetable cultivation by considering the scores obtained by each respondent and actual total score. The data in this regard have been presented in Table 2. A critical perusal of the data furnished in Table 2 portrays that more than half of the rural youth engaged in vegetable cultivation (61.66%) had medium level of entrepreneurial behaviour, followed by (21.67%) of low and (16.67%) of high entrepreneurial behaviour.

It may be concluded that most of the rural youth engaged in vegetable cultivation were found to have a medium level of entrepreneurial behaviour (61.66%). The findings of the present study have a number of implications for the administrators and policy makers. Effective extension intervention may aid the process of intensification for full-scale commercialization of vegetable production by

facilitating adoption of recommended package of practices and promoting entrepreneurship and self-employment. It also helps in taking policy measures for identification of thrust areas and in designing new strategies for vegetable production in the country. Concerned departments or agencies like State Horticultural Departments, KVKs, NABARD, NIRD, IIE should organise appropriate training programme for the vegetable grower to inculcate better decision making ability and self-confidence so that they are motivated to accept it as enterprise.

References

- Anonymous (2007). ILO publication. Youth in Crisis; Coming of Age in the 21st Century.
- Anonymous (2011-12). Economic Survey, Assam. Retrieved from the website: http://ecostatassam.nic.in/reports/economic_survey2011-12.pdf.
- Bhagyalaxmi, K., Gopalakrishna Rao, V. and Sudarshanreddy, M. (2003). Profile of the rural women micro entrepreneurs. *J. Res.* 31(4): 51-54.
- Chandrapaul, K. (1998). A study on entrepreneurial behaviour of vegetable growers in Krishna district of Andhra Pradesh. M.Sc. (Agri.) Thesis, Acharya N. G. Ranga Agricultural University, Hyderabad.
- Chaudhari, R. R. (2006). A study on entrepreneurial behaviour of dairy farmers. Ph.D. Thesis, University of Agricultural Science, Dharwad.
- Manjula, S. (1995). A study on entrepreneurial behaviour of rural women in Ranga Reddy District of Andhra Pradesh. M.Sc. Thesis, ANGRAU, Rajendra Nagar, Hyderabad.
- Narmatha, N., Krishnaraj, R. and Mohmed, Safiullah, A. (2002). Entrepreneurship behaviour of livestock farm women. *J. Extn. Edu.* 13(4): 3431-3438.

Suresh, (2004). Entrepreneurial behaviour of milk producers in Chittoor district of Andhra Pradesh: A critical study.

M.V.Sc. Thesis, Acharya N. G. Ranga Agricultural University, Hyderabad.

How to cite this article:

Mouchumi Dutta, Musliha Nasrin, Anurag Borthakur and Rajumoni Bordoloi. 2018. Entrepreneurial Behavior of Rural Youth Engaged in Vegetable Cultivation in Lakhimpur District of Assam, India. *Int.J.Curr.Microbiol.App.Sci.* 7(09): 1295-1300.
doi: <https://doi.org/10.20546/ijemas.2018.709.154>