



A STUDY ON AGRI-PRENEURIAL TRAITS IN KOTTAYM DISTRICT

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Abstract

Agri-preneurship provides innumerable business opportunities in the agriculture field. Agricultural entrepreneurship can be defined as being primarily related to the marketing and production of various agricultural products. For the success completion of any job, the organizer should possess certain special qualities. These qualities are known as traits or features. A trait can be explained as an underlying characteristic of a person which leads to the effective or superior performance of a job. This study grounded to understanding the traits possessed by an Agri-preneur such as Risk taking(RT), Innovation(IV), Ethics and values(EV), Competitive spirit(CS), Leadership qualities(LQ) and Team work(TW). These factors are identified through previous research and each one measured based on 5-point interval scale. Primary data was collected from sample respondent using a structured interview schedule from 30 agri-preneurs. The data was analyzed using independent t-test and one way ANOVA. It was found that the most prominent trait among agri-preneur is team work followed by leadership quality, competitive spirit, ethics and values, innovations and risk bearing.

Key words: Entrepreneurship, Agri-preneurs, Agri-preneurship.

Introduction

India is primarily an agrarian country with 60 per cent of its Population being dependent directly or indirectly on agriculture. The Indian agriculture sector has made considerable progress in the last few decades with its large resources of land, water and sunshine. India produces all major crops to meet the requirement of food, fodder, fiber, fuel and inputs for its agricultural industry. India is presently the world's largest producer of pulses and the second largest producer of rice and wheat in the world. The country is also the second largest producer of sugar, after Brazil. The Department of Agriculture and Cooperation under the Ministry of Agriculture is the nodal organization responsible for the development of the agriculture sector in India. The contribution of agriculture in national income has declined to 26 percent and that of service sector has increased to more than half of the total national income (Ministry of Agriculture, 2006).

Recent interest in agriculture development coupled with the problems of poverty and unemployment and opening of markets has brought the concept of rural entrepreneurship to the force. To accelerate economic development in rural areas, it is necessary to increase the supply of entrepreneurs, thus building up the critical mass of first generation entrepreneurs (Petrin, 1992), who will take risks and engage in the uncertainties of a new venture creation, create something from practically nothing and create values by putting together a unique package of resources to exploit an opportunity. Present study is an attempt to highlight the importance of developing entrepreneurship in the area of agriculture. Agri-preneurship is solution to many economic problems like urbanization, poverty, unemployment and economic development. It helps in rural development.

Agricultural entrepreneurship can be defined as being primarily related to the marketing and production of various agricultural products. In total, Agri-preneurship provides innumerable business opportunities in the agriculture. What is important is to diversify the agri-preneurial practices and activities for unleashing its existing potentialities as well as for exploring the untapped areas. Therefore, it is highly appropriate to explore the state of agri-preneurship in an Indian context.. For the success completion of any job, the organizer should possess certain special qualities. These qualities are known as traits or features. A trait can be explained as an underlying characteristic of a person which leads to the effective or superior performance of a job. This study grounded to understanding the traits possessed by an Agri-preneur such as Risk taking(RT), Innovation(IV), Ethics and values(EV), Competitive spirit(CS), Leadership qualities(LQ) and Team work(TW).

Review of Previous study

(Shoji Lal Bairwa, 2014)A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agri-preneurship has 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. Personal qualities of an agri-entrepreneur significantly affect the agribusiness.

(Bhargava)The entrepreneurial traits can be found in rural areas as in urban areas. To strengthen and promote the entrepreneurial traits, first of all, by spending more time on promotional (pre-training) activities to spread the message of entrepreneurship to attract potential entrepreneurs.



(Monica A. Zimmerman, 2013)The desires of Venezuela based entrepreneurs to be one's own boss and to increase one's income are important motivators. Good general management skills, appropriate training, accurate record keeping, and political involvement are success factors.

(Singh, 2013)A farmer to become successful agripreneurs needs to recognize appropriate market opportunities, manage existing resources for taking risk. In general, agripreneurs should be proactive, curious, determined, persistence, visionary, hardworking, honest, integrity with strong management and organizational skills. Agri-preneurship is greatly influenced mainly by the economic situation, education and culture. Personal qualities of an agri-entrepreneur/farmer significantly affect the agribusiness.

(Dabson, 2010)There is general and genuine excitement about the agri-preneur model. Even though all of its elements and effects may not yet be widely known, people cite its power as an economic model that can change lives and communities.

(T. Nagalakshmi, 2013)Agripreneurs of Dharmapuri village using biodegradable and natural fertilizers to their commercial crops reduced the usage of chemicals to avoid soil erosion. They are not fully depending on government for financial support, seed capital, marketing assistance etc. They have created their own Agripreneurial associations to solve their problems.

Methodology

The study is based on both primary and secondary data. Secondary data was collected from various sources like magazines, journals, Government reports, periodicals and internet etc. Primary data was collected from sample respondent using a structured interview schedule from 30 agri-preneurs. The respondents were identified through convenient sampling. Responses on the various measures used in the study were obtained on a five point scale as strongly agree (5), agree (4), neither agree nor disagree (3), disagree (2) and strongly disagree (1). The collected data was analyzed using appropriate mathematical and statistical tools like mean, mean deviation, standard deviation, independent sample t-test and one way ANOVA using SPSS(Statistical Package for Social Sciences) software.

Objectives: The objective of the study is to identify the entrepreneurial traits in agri-preneurship.

Hypothesis

H01: There is no significant difference between different age groups with regard to agri-preneurial traits.

H02: There is no significant difference between owned and leased landholders with regard to agri-preneurial traits.

H03: There is no significant difference among size of landholding with regard to agri-preneurial traits.

Results And Discussions

The data were collected from 30 respondents engaged in different Agri-preneurship ventures through an interview schedule. The collected data were analysed in order to have a deep understanding of the subject matter. Both statistical and mathematical tools were used for the analysis of the data.

Table 1: Profile

AGE			
SL. No	Age Group	No. of respondents	Percentage
1	Below 45	8	26.67
2	46 to 55	15	50
3	Above 55	7	23.33
4	Total	30	100
LANDHOLDING			
SL. No	Landholding(acre)	No. of respondents	Percentage
1	Up to 5	2	6.7
2	5 to 10	14	46.7
3	Above 10	14	46.7
4	Total	30	100
OWNERSHIP OF LAND			
SL. No	Ownership of business	No. of respondents	Percentage
1	Owned	26	86.7
2	Lease	3	10
3	Both	1	3.3
4	Total	30	100

Source: Primary Data N=30



The results indicated that the males were the dominant sex in this sample. Of the agripreneurs interviewed, 73.3 percent were males. The remaining 26.7 percent were females of the respondents 50 percent belong to the age group of 46-55. 26.7 percent belong to the age group of Up to 45 and 23.3 percent belong to the age group of Above 55. It signifies that middle aged people are more motivated to join agri-preneurship ventures than their elder or younger counterparts. It is observed that 6.7 percent of the respondents possessed Below 5 Acres. 46.7 percent of respondents possessed 5 to 10 Acres and Above 10 Acres.

The results indicated that 86.7 percent of the respondents do their business in their own land whereas only 13.3 percent of the respondents do their business in leased land. So most of the agripreneurs do their business in their own land.

Agri-Preneurial Traits

A trait can be explained as an underlying characteristic of a person which leads to the effective or superior performance of a job. For the success completion of any job, the organizer should possess certain special qualities. These qualities are known as traits or features.

In India, in order to remain a front-runner needs to primarily focus on the agriculture sector, the backbone of the economy. This specialization will develop agripreneurs with different traits. It is not true that successful entrepreneurs are born that way; in fact, anyone can be a successful entrepreneur. However there are some specific entrepreneurial or agripreneurial traits a person must have to be successful in the field of business. Risk taking, Innovation, Ethics and values, Competitive spirit, Leadership qualities and Team work are some of the agripreneurial traits. They are assessed using a 5 point scale. In order to draw meaning from collected data, the mean scores and standard deviations were calculated. Rating scale adopted here is 5 for “Strongly Agree”, 4 for “Agree”, 3 for “Neutral”, 2 for “Disagree” and 1 for “Strongly Disagree”. Negative statements were reverse coded.

Table 2: Agripreneurial traits of agripreneurs

SL No	Traits	Mean	Std. Deviation
1	Risk Taking	3.70	.886
2	Innovation	3.73	.878
3	Ethics and Values	3.97	.710
4	Competitive Spirit	4	.890
5	Leadership Qualities	4.35	.493
6	Team Work	4.55	.661

Source: Primary Data. N=30

Table 2 shows the agripreneurial traits. The most prominent traits pointed out by the respondents were team work (4.55), leadership quality (4.35), competitive spirit (4), ethics and values (3.97), innovation (3.73) and risk taking (3.70).

One-Away ANOVA: Agri-preneurial Traits and Age Group

The agripreneurial traits may differ according to age group. Here we make an attempt to see whether age makes any difference with regard to agripreneurial. The hypothesis being tested here may be generally stated as follows.

H0: There is no significant difference between different age groups with regard to agripreneurial traits.

One-Away ANOVA: Agri-preneurial Traits and Age Group

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Table 3: One Way Anova: Agri-Preneurial Traits And Age Group

Descriptive				ANOVA			
		Mean	S D		F	Df	P value
Risk Taking	Up to 45	3.812	1.099	Between Groups	0.101	2	0.905
	46-55	3.633	0.875	Within Groups		27	
	Above 55	3.714	0.755	Total		29	
	Total	3.7	0.886				
Innovation	Up to 45	3.5	1.253	Between Groups	0.572	2	0.571
	46-55	3.9	0.712	Within Groups		27	



	Above 55	3.642	0.748	Total		29	
	Total	3.733	0.878				
Ethics & Values	Up to 45	4	0.436	Between Groups	0.652	2	0.529
	46-55	4.088	0.76	Within Groups		27	
	Above 55	3.714	0.869	Total		29	
	Total	3.977	0.71				
Competitive Spirit	Up to 45	4.125	0.834	Between Groups	0.583	2	0.008
	46-55	4.333	0.748	Within Groups		27	
	Above 55	3.142	0.748	Total		29	
	Total	4	0.89				
Leadership Quality	Up to 45	4.187	0.593	Between Groups	0.581	2	0.566
	46-55	4.4	0.43	Within Groups		27	
		4.428	0.534	Total		29	
	Total	4.35	0.493				
Team Work	Up to 45	4.625	0.876	Between Groups	0.071	2	0.931
	46-55	4.533	0.639	Within Groups		27	
	Above 55	4.5	0.5	Total		29	
	Total	4.55	0.661				

Source: Primary Data N= 30

Table 3 reveals the result of one way ANOVA. $P > 0.05$ for all the Agri-preneurial traits except for competitive spirit. So the null hypothesis is accepted for the traits, 'risk taking', 'innovation', 'ethics and values', 'leadership qualities' and 'team work' whereas the null hypothesis is rejected for the trait, 'competitive spirit'. Hence, age is independent of Agri-preneurial traits except for 'competitive spirit'. With regard to competitive spirit age plays significant role. 'Competitive spirit' is higher among the younger age group compared to their senior counterparts.

Table 4: Tukey HSD- Agri-preneurial Trait (Competitive Spirit) and Age Group

Dependent Variable	(I) Age Group	(J) Age Group	Mean Difference (I-J)	P value
Competitive Spirit	Up to 45	46-55	-0.208	0.812
		Above 55	0.982	0.052
	46-55	Up to 45	0.208	0.812
		Above 55	1.190	0.006
	Above 55	Up to 45	-0.982	0.052
		Total	46-55	-1.190

Source: Primary Data. N=30

Table 4 shows that there was a statistically significant difference between age group with regard to Agri-preneurial trait, competitive spirit. The Tukey Post-Hoc test reveal that competitive spirits is less for age group of 'Above 55' (3.14) compared to age group of 'Up to 45' (4.13) and age group of '46-55' (4.33).

One-Way ANOVA: Agri-preneurial Traits and Size of Landholding

The agri-preneurial traits may differ according to the size of landholding by them. Here we make an attempt to see whether size of land makes any difference with regard to agri-preneurial traits. In order to test this, the following hypothesis were formulated and tested using one-way ANOVA. The results are furnished in Table 5.

H02: There is no significant difference among size of landholding with regard to agri-preneurial traits.



Table 5: One-Way ANOVA – Agri-preneurial Traits and Size of Landholding

Descriptives				ANOVA			
Agri-preneurial Traits	Size of Landholding	Mean	Std. Deviation		df	F	p value
Risk Taking	Below 5 Acre	3.75	0.35355	Between Groups	2	1.727	0.197
	5 Acre - 10 Acre	3.3929	0.83617	Within Groups	27		
	Above 10 Acre	4	0.91987	Total	29		
	Total	3.7	0.88668				
Innovation	Below 5 Acre	4	0.70711	Between Groups	2	0.928	0.408
	5 Acre - 10 Acre	3.5	1.01905	Within Groups	27		
	Above 10 Acre	3.9286	0.73005	Total	29		
	Total	3.7333	0.87822				
Ethics & Values	Below 5 Acre	4	0.94281	Between Groups	2	0.758	0.478
	5 Acre - 10 Acre	4.1429	0.74781	Within Groups	27		
	Above 10 Acre	3.8095	0.66299	Total	29		
	Total	3.9778	0.7108				
Competitive Spirit	Below 5 Acre	4	0.70711	Between Groups	2	2.482	0.102
	5 Acre - 10 Acre	4.3571	0.8419	Within Groups	27		
	Above 10 Acre	3.6429	0.86444	Total	29		
	Total	4	0.89056				
Leadership Quality	Below 5 Acre	4.25	0.35355	Between Groups	2	0.11	0.896
	5 Acre - 10 Acre	4.3214	0.57536	Within Groups	27		
	Above 10 Acre	4.3929	0.44629	Total	29		
	Total	4.35	0.49393				
Team Work	Below 5 Acre	4.5	0.70711	Between Groups	2	0.489	0.619
	5 Acre - 10 Acre	4.6786	0.42095	Within Groups	27		
	Above 10 Acre	4.4286	0.85163	Total	29		
	Total	4.55	0.66111				

Source: Primary Data. N=30

Since the $p > 0.05$ the null hypothesis was accepted. Therefore, there is no significant difference among size of land holding with regard to the agri-preneurial traits. Hence the traits are independent of size of land holding.

Independent Samples t- test: Agripreneurial Traits with regard to Ownership of land

Agri-preneurial traits may differ according to the ownership of land they hold. Here we make an attempt see whether ownership of land makes any difference with regard to agri-preneurial traits. In order to test this, the following hypothesis were formulated and tested using independent samples t-test. The results are furnished in Table 6.

H03: There is no significant difference between owned and leased landholders with regard to agri-preneurial traits.



Table 6: Agri-preneurial Trait with regard to Ownership of land

Agri-preneurial Traits	Ownership of land	Mean	S D	p value	T	Df
Risk Taking	Owned	3.788	0.850	0.846	1.417	28
	Leased	3.125	1.030			
Innovation	Owned	3.826	0.823	0.609	1.522	28
	Leased	3.125	1.108			
Ethics & Values	Owned	4	0.730	0.68	0.43	28
	Leased	3.833	0.638			
Competitive Spirit	Owned	3.903	0.905	0.11	-1.543	28
	Leased	4.625	0.478			
Leadership Quality	Owned	4.288	0.493	0.149	-1.806	28
	Leased	4.75	0.288			
Team Work	Owned	4.519	0.699	0.156	-0.643	28
	Leased	4.75	0.288			

Source:Primary Data. N=30

Since the $p > 0.05$ the null hypothesis was accepted. Therefore, there is no significant difference between owned and leased land holders with regard to agri-preneurial traits. Hence the agri-preneurial traits are independent of ownership.

Findings

1. The most prominent traits pointed out by the respondents were team work (4.55), leadership quality (4.35), competitive spirit (4), ethics and values (3.97), innovation (3.73) and risk taking (3.70).
2. From the result age is independent of Agri-preneurial traits except for 'competitive spirit'. With regard to competitive spirit age plays significant role. 'Competitive spirit' is higher among the younger age group compared to their senior counterparts.
3. Competitive spirits is less for age group of 'Above 55' (3.14) compared to age group of 'Up to 45' (4.13) and age group of '46-55' (4.33).
4. From the results it was found that there is no significant difference among size of land holding with regard to the agri-preneurial traits
5. The result shows that there is no significant difference between owned and leased land holders with regard to agri-preneurial traits. Hence the agri-preneurial traits are independent of ownership.

Conclusion

The present study was conducted to understand the entrepreneurial traits among agri-preneurs. The study identifies the entrepreneurial traits Risk taking (RT), Innovation(IV), Ethics and values(EV), Competitive spirit(CS), Leadership qualities(LQ) and Team work(TW). The most prominent trait is team work followed by leadership quality, competitive spirit, ethics and values, innovations and risk bearing. Age of agri-preneur plays a significant role with regard to competitive spirit. To conclude, entrepreneurship traits except risk bearing have higher rating among agri-preneurs.

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