



Constraints for Entrepreneurship in Agriculture

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ABSTRACT

The concept of entrepreneurship is multidisciplinary in nature embodying economic, psychological, social, cultural, political as well as environmental characteristics. It depends on several factors social, psychological, political and also economical. The present study was conducted through an online survey of 100 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 from 2018-2021. The study explored the preferences of rural youth for taking up small scale enterprises, the motivational factors for entrepreneurship and potential obstacles. The results indicated that majority of the participants (58%) preferred to engage in locally suitable and traditional enterprises while 42 per cent want to take up new enterprises. Major motivating factor was expressed as Govt support (44%) followed by family support (27%), availability of inputs (19%) and training (10%). The findings of this study also highlighted the potential constraints for tribal youth to take up entrepreneurship as financial followed by technological, social and personal constraints.

Key Words: Certificate Courses, Distance Learning, Entrepreneurship, Online Education.

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 offered 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 was 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 objectives of the present study was to study the motivational factors for tribal youth to take up entrepreneurship and analyse the constraints perceived by the respondents in starting small scale enterprise units.

MATERIALS AND METHODS

Ex-post facto design was followed for the study.

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Table 1. Personal Profile of the Respondents.**N=120**

Sr. No	Characteristic	Category	Number	Percentage
1.	Occupation	Farming sector	52	43.0
		Non- Farm sector	38	32.0
		Unemployed	30	25.0
2.	Gender	Male	89	74.0
		Female	31	26.0
3.	Social Category	General	11	9.0
		Backward	19	16.0
		Schedule caste	38	32.0
		Schedule Tribes	52	43.0
3.	Education	Below Matriculation	59	49.0
		Matriculation	37	31.0
		Graduate	20	17.0
		Post graduate	4	3.0
4.	Farming Experience	Short term (up to 5yrs)	31	26.0
		Medium term (6-10 years)	14	12.0
		Long term (> 10 years)	21	17.0
		No Experience	54	45.0
5.	Previous Training undergone	No training	85	71.0
		Short term training (less than 10 days)	28	23.0
		Long term training (2 weeks and above)	7	6.0
6.	Innovativeness	Low	43	36.0
		Medium	53	44.0
		High	24	20.0
7.	Cosmopolitaness	Low	20	17.0
		Medium	59	49.0
		High	41	34.0
8.	Information seeking behavior	Low	26	22.0
		Medium	55	46.0
		High	38	32.00
9.	Higher aspirations	Low	20	17.0
		Medium	47	39.0
		High	53	44.0

The study was conducted in Andhra Pradesh. A total number of 120 participants who completed the certificate courses organized between 2018-2022, between the age group of 18 to 40 and belonged to tribal areas of Andhra Pradesh were purposively selected. 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,

Constraints for Entrepreneurship in Agriculture

innovativeness, cosmopolitaness, 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 constraint analysis was conducted to study the constraints perceived by the respondents in starting small scale units after undergoing the course. An interview schedule with 42 statements pertaining to 6 categories of constraints *viz.*, technological, managerial, physical/ input, psychological, financial and market related was administered to the respondents. The constraints were ranked for each course separately based on the responses.

RESULTS AND DISCUSSION

Personal Profile of the Respondents

It was evident that majority of the respondents belonged to farming sector (43.00%), were male respondents (74%) and studied below matriculation (49.0%). Majority of them belonged to ST/SC categories (75.0%). The majority of the respondents had no previous training in agriculture (71.0%) and no farming experience (45.00%) had medium to high scores with regard to cosmopolitaness (83.0%), information seeking behavior (78.0%) and higher aspirations (83.0%) whereas low to medium on innovativeness (80.00%).

It could be inferred from the results that distance education was 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 (Purnima *et al* 2021).

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

It was found that the most important factor for taking up entrepreneurship was to increase my income (Rank 1) followed by no regular employment (Rank 2) and to provide jobs to family members & Job security (Rank 3). As majority of the tribal youth were depending on agriculture for their livelihood, owing to small land holding their income was also meager. So, majority were interested to go for small scale enterprises to enhance their income. Besides, very few were engaged in additional employment in their village itself. If they establish small enterprises can secure employment for themselves and their family members. Thus, no regular employment was another major factor followed by to provide jobs to family members (Stefanovic, 2011).

Constraints perceived by the respondents in establishing small scale enterprise units

The constraints perceived by the respondents in establishing small scale units was categorized into five sub heads, scored and ranking was given to top 10 constraints.

Table 3 indicated that among the technological constraints top rank was given to Lack of practice of skill (53.00%) followed by Lack of awareness on recommended technologies (48%). Regarding Managerial constraints the top constraint was perceived to be High cost of labour (71%) followed by Non availability of skilled labour (67%). With regard to Input/Physical constraints the top constraint was perceived to be Poor knowledge of quality inputs (50%) followed by Non availability of quality inputs on time (48%).

The table also showed that among Psychological constraints, the top constraint was perceived to be Fear of failure (54%) followed by Poor risk taking

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

N=120

Sr. No.	Motivation	Mean	Std Deviation	Rank
1.	To increase my income	4.63	0.701	I
2	No regular employment	4.27	1.184	II
3	To provide jobs to family members	3.18	1.551	III
4	I will always have job security	4.56	0.780	III
5	To be my own boss	4.08	1.269	IV
6	To be able to use my past experience and training	4.58	0.691	V
7	To be closer to my family	3.39	1.445	VI
8	To build a business to pass on	3.72	1.405	VII
9	To prove that I can do it	2.24	1.479	VIII
10	For my own satisfaction and growth	4.15	1.075	IX
11	To maintain a personal freedom	4.14	1.174	IX
12	To have fun	2.23	1.478	X

ability(40%). The findings are in line with that of Payal et al (2019). Among Financial constraints the majority (63%) ranked Inability to secure working capital followed by Lack of security(54%) and Complex procedures in obtaining loan(54%) as top constraints. The findings are in agreement with that of Sunita (2013).

The table revealed that among Market related constraints, the top constraint was perceived to be No knowledge of marketing channels/networks (73%) and Lack of timely market information (67%) by the respondents.

The findings in table 3 implied that Market related constraints were found to be significant for majority of the respondents followed by Financial constraints. Among all the constraints “No Knowledge of marketing” ranked 1 followed by “High cost of labour”(Rank 2), “Lack of timely market information” and “non availability of skilled labour”(Rank 3). This was because all respondents viewed these as income generating enterprises where marketing, Labour and finance are essential aspects.

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. The constraint analysis by the respondents for starting an enterprise also highlighted the key areas to be focused in the certificate courses such as Marketing channels/networks, Financial institutions, support services by Govt and more emphasis on hands on skill. In future, introduction of more Skill oriented courses will help many aspirants to seek Self-employment through entrepreneurship.

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Constraints for Entrepreneurship in Agriculture

Table 3: Rank order of the constraints perceived by the respondents in establishing small scale units. **N=120**

Sr. No	Constraint	Frequency	Percentage (%)
	Technological Constraints		
1.	Lack of in- depth Knowledge about the enterprise	53	44.00
2.	Lack of technical guidance from experts after course completion	43	36.00
3.	Complex procedural formalities in starting the enterprise	42	35.00
4.	Lack of practice of skill	64	53.00
5.	Low level of education in understanding techniques	31	26.00
6.	Lack of awareness of recommended procedures	58	48.00
	Managerial Constraints		
1.	Lack of confidence in managing the enterprise alone	30	25.00
2.	Non availability of skilled labour	80	67.00
3.	High cost of labour	85	71.00
4.	Poor support from family in enterprise management	40	33.00
5.	Lack of confidence in decision making	43	36.00
6.	Lack of previous experience	62	52.00
	Physical/Input Constraints		
1.	Non availability of input materials on time	57	48.00
2.	High cost of inputs	48	40.00
3.	Poor information about input sources	42	35.00
4.	Poor knowledge of quality inputs	60	50.00
5.	Not owning land for the enterprise	26	22.00
6.	Lack of maintenance of equipment/devices/material	38	32.00
7.	Unfavorable climatic conditions	35	29.00
	Psychological constraints		
1.	Lack of motivation to start new enterprise	45	38.00
2.	Poor confidence levels	35	29.00
3.	Poor risk- taking ability	48	40.00
4.	Non-cooperation from family, friends and peers	23	19.00
5.	Fear of failure	65	54.00
6.	Social customs and beliefs	23	19.00
7.	Multiple/Dual responsibilities duties	40	33.00
	Financial Constraints		
1.	Inability to secure working capital	75	63.00
2.	Complex procedures in obtaining loan	65	54.00
3.	Lack of awareness on subsidies	58	48.00
4.	Lack of security(properties/assets) to obtain loans	65	54.00

5.	Untimely loan disbursal	60	50.00
6.	Poor management of finances	43	36.00
7.	Family financial needs take priority	38	32.00
	Market related constraints		
1.	No knowledge of marketing channels/networks	88	73.00
2.	Long distances of the market	35	29.00
3.	Lack of timely market information	80	67.00
4.	Lack of Packing, transportation and storage facilities	72	60.00
5.	Poor assessment of customer needs	35	29.00
6.	No knowledge of Processing and value addition	75	63.00
7.	No knowledge of demand creation and Branding	75	63.00

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