

Original Research Article

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Motivating Factors of Farm based Agripreneurs to Start Farm based Enterprises in Sanga Reddy District of Telangana State, India

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ABSTRACT

Keywords

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The investigation was conducted in Zahirabad and Narayanakhed and Sanga reddy Revenue divisions a total of 27 mandals in Sanga reddy district of Telangana state with the objective, to know the Motivating factors of Farm based Agripreneurs to start the farm based enterprises. The sample was constituted 200 Agripreneurs involved in agri input services drawn from three revenue division. The respondents were interviewed with the help of a specially designed schedule. The exploratory survey design was used for the present study. Motivating Factors such as education, self-interest, family advice, economic necessity, availability of raw materials and loan, risk taking, achievement motivation and innovativeness are highly significant in the success of the enterprise.

Introduction

India, In order to remain a front-runner needs to primarily focus on agricultural sector, the back bone of the economy. This specialization will develop Agri-preneurs with distinct traits and skills to explore opportunities galore in the field of agriculture. Among the various strategies to promote planned growth in this sector, focus on promoting viable farm based enterprises will certainly help exploit its operational efficiency to handle.

It is a long held view that innovation in the farming sector in India has progressed since the green revolution of the 60s and 70s, the drastic change in that period brought high yielding varieties of seeds, along with major improvement in irrigation methods and soil nutrition, it is a common argument that farmers in India continue to follow the paradigm established by the green revolution even today, despite the fact that natural and economic factors demand revolutionary changes in the agricultural sector once again.

Farm based enterprises are important vehicle for imparting sustainability in farmer's income, In a situation when farmer's suicide and distress sell still remain the key issues in India's Agricultural scenario, we are dreaming of achieving a double income for the farming community. This gap in the income levels of farmers can only be bridged by adopting newer income generating opportunities like establishment of Farm based enterprises.

Agriculture and industry both are miles apart from each other but there are definite enterprises which are dependent on agriculture and these types of enterprises are known as farm-based enterprises.

A farm-based enterprise is one which produces the finished goods by using agricultural raw materials or producing required inputs for farm or producing economic agricultural produce or rendering services for the farm. Ex; Biofertilizers, Livestock, Agro-processing, Agri clinic etc. (Source: vikaspedia.in/agriculture/farm-based enterprises)

The farm based enterprises depends upon agriculture for raw materials. Farm based enterprises are the major market of agricultural commodities. Main farm-based enterprises in India are the sugar industry, the cotton textile industry, jute industry, food processing, paper industry and agricultural inputs like seed fertilizer pesticides industries. Employment opportunities in the rural region of the country are increasing due to the establishment of more and more farm-based enterprises. Farm based enterprises playing a significant role in agricultural development. Farm based enterprises are the future of Indian agriculture. Farmers get reasonable cost of the farm-based product by interlinking of farm-based enterprise and farmers.

Increasing population growth in the country places pressure on agricultural production. The miss uses of agrochemicals, pesticides increasing rapidly, the harmful effects of the pesticides are now established worldwide. Farmers are the direct users of pesticides and more like to get acute toxicity of pesticides. The chronic toxicity affects whole population.

Farmers were unaware of correct usage of such agro chemicals, they are guided by agri input dealers and retail outlets of agri inputs. Today the average age of the farmer increasing globally and encouraging new generation of farmer, farm-based enterprises are crucial because the quality supply of agricultural inputs like seeds, fertilizers, pesticides etc. ensure the quality production and productivity of agricultural products.

Materials and Methods

Ex Post Facto research design was adopted for the study as the event was already occurred and the researcher has no opportunity to influence the independent variables. To place it in Kerlinger (1968) words, ex-post facto research is an orderly experimental enquiry wherein the researchers don't have direct control of impacting (independent) factors.

Since their appearances have just happened or on the grounds that they are characteristically not manipulatable.

Impact about relations among factors are made without direct intercession, however from corresponding variety of free (influencing) and subordinate (consequent) factors.

The study was conducted at Sangareddy district which lies in the northern region of Telangana, India. The method adopted for selection of taluk and enterprises are

presented here along with the description of study area.

Sangareddy district of Telangana was selected purposively for the study. Since the researcher is well-conversant with the dialect, geography and people as the study area was purposively selected

In Sangareddy district, there were three revenue divisions namely Narayankhed, Sangareddy and Zaheerabad which were subdivided into 27 mandals. All the 27 mandals were selected for the study (Complete enumeration).

The list of mandals. Thus total number of selected respondents was 200. The collected data was processed and tabulated manually. Simple frequency and percentage were calculated to analyze the data.

Results and Discussion

Based on the available literature, previous studies and expert's opinion, the list of factors that motivate agripreneurs to start the farm-based enterprise were documented. The agripreneurs were asked to provide their response against the factor that motivates them to start their farm-based enterprise under three different categories namely, family related, enterprise related and Individual related.

The factors that motivate the respondents to start the farm-based enterprise were gathered, distributed, analyzed and the results are presented in table.1.

From table 1, it indicated that regarding family related motivational factors, more than half of the respondents (53%) initiated their enterprise 'to supplement the family income', followed by 24.5 per cent of them initiated because of 'poor financial conditions', 12 per cent of them initiated 'to make money; to

clear debts', 6.5 per cent of them initiated 'to continue their family business', 3 per cent of them 'to ensure financial stability to children and only 1 per cent of them initiated because of 'family support'.

With reference to enterprise related motivational factors, 29 per cent of the respondents initiated their enterprise because of 'nearness to the market', followed by an equal percentage of respondents as 'less requirement of the manpower' (19%) and 'high monetary returns' (19%), 14.5 per cent of them initiated due to 'eco-friendly nature of the product', 'uniqueness of the enterprise' (9%), 'possession of needful skills for the enterprise' (8%) and only few (1.5%) of them started because of 'high market demand of the product'.

About the individual related motivational factor, majority of the respondents (29%) were motivated by the factor 'to do something creative', 21.5 per cent of them were motivated because of 'support from the government institutions', followed by 'to exploit innate talents and potentials in the profession' (17%), 'to gain recognition, importance and social status' (12.5%), 'to help the people by providing employment opportunities' (11%) and only 9 per cent of them initiated because of 'having ample leisure of time'.

Motivation is the inner drive of the oneself that directs towards goal or a need satisfying behavior. The probable reason might be the fact that, need for additional income, less competitive nature of enterprises, innovative thinking of enterprises, subsidy and support from the government motivated the respondents to start their own enterprise. Similar results were reported by Shivacharan *et al.*, (2015), Geetha and Rajani (2017), Madhumitha and Karthikeyan (2020) (Fig. 1–3).

Table.1 Preferences of motivating factors by the respondents (N=200)

S. No	Motivating factors	Response	
		Frequency	Percentage
I	Family related		
1	To ensure financial stability to children	6	3
2	Family business	13	6.5
3	Poor financial conditions	49	24.5
4	To supplement family income	106	53
5	To make money to clear debts	24	12
6	Family support	2	1
II	Enterprise related		
1	Easy and timely availability of raw materials	0	0
2	High market demand of the product	3	1.5
3	Possession of needful skills for the enterprise	16	8
4	Less requirement of the manpower	38	19
5	Nearness to the market	58	29
6	High monetary returns	38	19
7	Uniqueness of the enterprise	18	9
8	Eco-friendly nature of the product	29	14.5
III	Individual related		
1	Having ample of leisure time	18	9
2	Support from the government institutions	43	21.5
3	To exploit innate talents and potentials in the profession	34	17
4	To do something creative	58	29
5	To gain recognition, importance and social status	25	12.5
6	To help the people by providing employment opportunities	22	11

Fig.1 Distribution of respondents based on their family related motivating factors

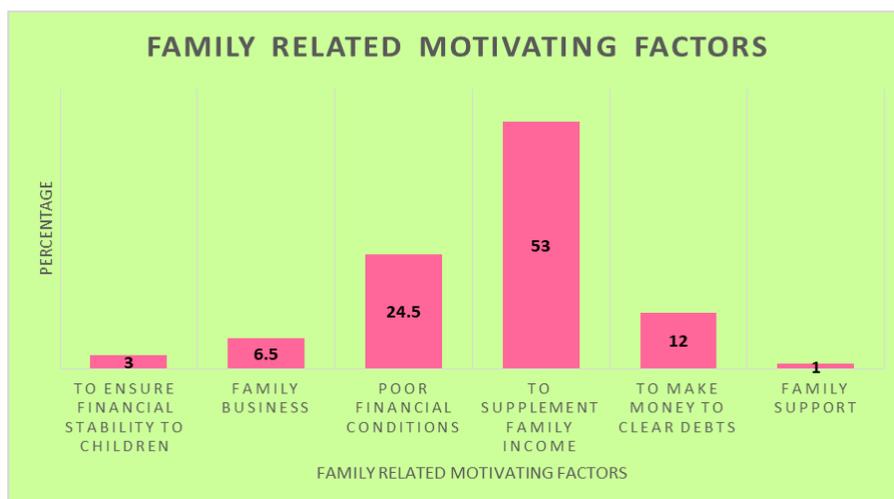


Fig.2 Distribution of respondents based on their enterprise related motivating factors

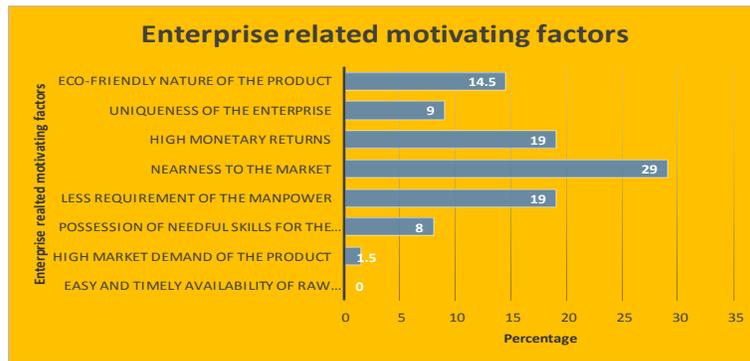
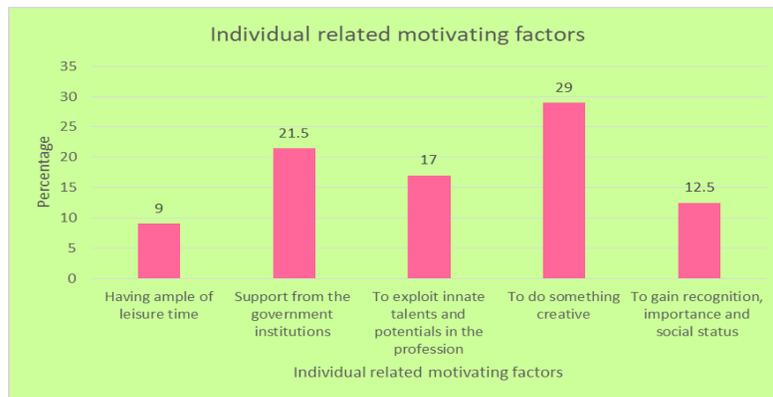


Fig.3 Distribution of respondents based on their individual related motivating factors



Family related motivational factors

Most of the respondents (53%) initiated their enterprise ‘to supplement the family income’, followed by 24.5 per cent of them initiated because of ‘poor financial conditions’, 12 per cent of them initiated ‘to make money; to clear debts’, 6.5 per cent of them initiated ‘to continue their family business’, 3 per cent of them ‘to ensure financial stability to children and only 1 per cent of them initiated because of ‘family support’.

Enterprise related motivational factors

Majority of the respondents initiated their enterprise because of ‘nearness to the market’ (29%), followed by an equal percentage of respondents as ‘less requirement of the manpower’ (19%) and ‘high monetary returns’

(19%), 14.5 per cent of them initiated due to ‘eco-friendly nature of the product’, ‘uniqueness of the enterprise’ (9%), ‘possession of needful skills for the enterprise’ (8%) and only few (1.5%) of them started because of ‘high market demand of the product’.

Individual related motivational factors

29 per cent of the respondents were motivated by the factor ‘to do something creative’, 21.5 per cent of them were motivated because of ‘support from the government institutions’, followed by ‘to exploit innate talents and potentials in the profession’ (17%), ‘to gain recognition, importance and social status’ (12.5%), ‘to help the people by providing employment opportunities’ (11%) and only 9 per cent of them initiated because of ‘having ample leisure of time’.

Relationship between the independent variables and motivating factors to start the enterprise

The variables such as education, extension agency contact and mass media exposure and achievement motivation have positive and significant relationship with the motivating factors to start the enterprise at 1 per cent level of significance respectively. Similarly, trainings received, experience, sources of information utilization were significant at 5 per cent level of significance; meanwhile, value orientation, risk-taking behaviour and innovativeness had positive and significant relationship at 10 per cent level of significance. Meanwhile, the variables socio-economic status, ability to coordinate the farming activities had no significant relationship with the motivating factors.

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