

AGRIPRENEURIAL TRAITS THAT DETERMINES THE SUCCESS OF AGRIPRENEURSHIP IN CENTRAL KERALA

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Abstract

Keywords:

Entrepreneurship;

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Agri-preneurship is solution to many socio- economic problems faced by India in general and agriculturist in particular including poverty, unemployment and inequitable economic development. It can significantly contribute to rural development. It was found that there have been no specific studies conducted on this topic in Kerala. This study seeks to understand the traits possessed by an Agri-preneurs and how the Agripreneurial traits related to agripreneurial success. Primary data were collected from 30 sample agripreneurs using a structured interview schedule. It was found that the most prominent trait among agri-preneurs is leadership quality followed by, competitive spirit, social responsibility, risk taking, ethics and values, team work, and innovation. There is a significant positive correlation between Innovation and income from the venture, Risk taking and income from venture.

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1. Introduction

Agriculture is still the mainstay of livelihood for millions of farmers in India. However, farmers are getting disenchantment with the agriculture due to climatic and production risks and more importantly due to the poor returns and high cost of cultivation. As entrepreneurship has assumed greater significance in economic development across the world, it is essential to set an entrepreneurial culture in farming and the farmers need to be motivated to shift from subsistence cultivation to commercial cultivation (Hajong & Padaria, 2016).

The term 'agripreneurship' is a combination of two words viz., agriculture and entrepreneurship. All the activities concerned with agriculture including farming, management, financing, processing, marketing, growing of seedlings, manufacturing of fertilizers, implements, transport equipment etc may be termed as agripreneurship or agri business (P.M, 2016).

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. A trait can be explained as an underlying characteristic of a person which leads to the effective or superior performance of a job.

Statement of the problem

Agri-preneurship provides innumerable business opportunities in the agriculture. Holding the concept of inclusive growth, entrepreneurship in agriculture can play a vital role in overall development of society. The prior studies about the agripreneurship show that there is no in-depth study conducted in Kerala. Even though there is a bright prospect for agripreneurship in the state in the context of highest literacy in the state, better geographical condition, government support for agriculture and entrepreneurial activities.

One of the major factor determines the success of the venture is the personal traits possessed by the entrepreneurs. Higher the score of entrepreneur on trait variables, higher will be the level of success (Singh & Rahman, 2013). There were many personal traits which leads to the success of

entrepreneurship. In this context, the researcher want to explore the major traits which influences the success of agripreneurship ventures in Kerala.

Objectives of the study

- a) To identify the prominent agripreneurial traits.
- b) To determine the traits that can significantly contribute to the success of agripreneurship.

Review of literature

Ability to build entrepreneurial team with complementary skills, knowledge and experience of the lead entrepreneurs are found to be the critical success factors in this industry (Kumar & Ali, 2010). Personality traits associated with the entrepreneurial potential are: entrepreneurial skills, resource organization, internal locus of control and creativity (Luca & Cazan, 2011). Very strong personality traits assessed by owners of business are as follows: tenacity, need for achievement, goal orientation, need for autonomy, passion for work, creativity and responsibility (Korsakiene & Diskiene, 2011). The ingredients of key composition responsible for an entrepreneur success are determination, hard work, risk loving, Creativity and Innovation (Arora, 2012). Creativity and innovation, willingness to work, confidence, risk taking, work ethics, and work courage were identified as the most important characteristics for becoming an entrepreneur and a self-employed person for the agricultural extension and education students and graduates (Movahedi & Charkhtabian, 2013). Education and Information is critical for managing agricultural risks. Effective education and information influences agricultural productivity in a variety of ways. (Ahmad & Ahmad, 2013). Higher the score of entrepreneur on trait variables, higher will be the level of success. The variables responsible for very high traits are ‘Creativity’, ‘Innovativeness’, ‘dedication & hard-work’, ‘good planning’, ‘sincerity and commitment’, & ‘endurance’ (Singh & Rahman, 2013). The effort must be made to incorporate some leadership qualities among student. The course curriculum must be designed in a way as to give technical knowledge to students. The education institutions on the other hand must arrange the guest lecture of local entrepreneur for their students (Chaudhari, 2013). All of the organization must develop entrepreneurial spirit and concentrate on flexibility, innovation and growth. Creating entrepreneurs within the organization requires providing adequate educational infrastructure, executive commitment and promoting a spirit of entrepreneurship (Amiri & Marimaei, 2013).

The entrepreneurship training programs are effective in shaping the future of enterprises and in turn building entrepreneurs with management skills. Well groomed, trained and mentally-equipped entrepreneurs are value-addition for any given enterprise (Putta, 2014). Social entrepreneurs exhibited statistically significant higher levels of ‘Creativity and Innovativeness’, ‘Moderate/Calculated Risk Taking’ and ‘Need for Autonomy/Independence’, indicating that there is a possibility that social entrepreneurs are inherently more entrepreneurial in academically conventional terms than their traditional counterparts (Smith, Bell, Watts, Bell, & Watts, 2014). Education support, personality traits and skill were the three factors that influence entrepreneurial intentions of agricultural students (Pouratashi, 2015). Managerial competence and educational qualification posted the highest statistically significant positive effects on MSMEs success; followed by experience, period of enterprise in business, location of firm, size of the firm and sector of the firm; respectively (Siddiqui, 2016). The most prominent factors perceived by respondents as determining future entrepreneurial intention were ‘preference for personal creativity’ and ‘lack of security in the country’ for motivator and barrier respectively (Afolabi, Abereijo, & Uchegbu, 2016). Two personality traits, extraversion and neuroticism, do predict prevalence of cognitive adaptability among entrepreneurs (Sami Ullah Bajwa, Khuram Shahzad, 2017). Local market is organized and even the small agripreneurs are given an opportunity to operate from a better location, they would probably earn better market money (V.P. Shrivastava, n.d.).

Therefore the hypothesis being explored here is given below;

There is no significant relationship between Agripreneurial traits and agripreneurship success.

Research methodology

The study is based on both primary and secondary data. Primary data was collected from sample respondent using a structured interview schedule. Secondary data was collected from various sources like magazines, journals, Government reports, periodicals and internet etc. Population of the study consists of all agripreneurs in Kottayam, Ernakulam, Thrissur Districts of Kerala. The respondents were identified through Random sampling. The collected data was analyzed using mean and Karl Pearson's Coefficient Correlation using SPSS (Statistical Package for Social Sciences) software.

Findings and discussion

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. 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 agri-preneurs 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 agri-preneurial traits a person must have to be successful in the field of business. Risk taking, Innovation, Ethics and values, Competitive spirit, Leadership qualities, Team work and social responsibility are some of the agri-preneurial 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.1 Agri-preneurial traits

Particulars	Frequency
Innovation	3.6200
Risk Taking	3.8333
Ethics & Values	3.7933
Competitive spirit	3.9267
Leadership	4.1267
Teamwork	3.7600
Social Responsibility	3.8933

Source: Primary Data

Result

The most prominent traits pointed out by the respondents were leadership quality (4.126), competitive spirit (3.926), Social responsibility (3.89), risk taking (3.833), ethics and values (3.793), team work (3.76), and innovation (3.72).

Level of Agripreneurship success

Success is measured on the basis of income earned by the agripreneurs from the venture. For measuring success, monthly income earned from the venture is divided with land holding. In

order to see whether there is any significant relationship between Agripreneurial traits and agripreneurship success following hypothesis were formulated.

H_0 : There is no significant relationship between Agripreneurial traits and agripreneurship success.

H_1 : There is significant relationship between Agripreneurial traits and agripreneurship success.

Table.2 Level of Agripreneurship success

	1	2	3	4	5	6	7	8
1 Income group	1							
2 Innovation	.706**	1						
3 Risktaking	.509	-	1					
		.011						
4 Ethics	-.266	-	.138	1				
		.109						
5 Competitivespirit	.207	-	.338	-.224	1			
		.021						
6 Leadership	.129	.166	.013	.087	.396*	1		
7 Teamwork	-.159	-	-.025	.039	.263	.635**	1	
		.080						
8 Social respons	-.036	.276	-.164	.507**	-.214	.241	.152	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table.2 shows the correlation between Agripreneurial traits and agripreneurship success. There is significant positive correlation between Innovation and income from the venture $r = (0.706)$, Risk taking and income $r = (0.509)$. There is significant relationship between Agripreneurial traits and agripreneurship success.

Implication of the study

Being the primary sector, agriculture will continue to be a major sector for employment and GDP contribution. Agri-preneurship lead to rural development through increased employment opportunities, increased level of income, dispersal of economic power, increased purchasing power, interacting ability, public awareness, leadership ability, self-awareness etc. and thus this kind of enterprises will help in economical, personal and social development of rural people. Proper guidance and encouragement should be given to agri-preneurs in terms of economic, social and personal aspects.

Study shows that there is positive correlation between Innovation and income from the venture, Risk taking and income. And there is significant relationship between Agripreneurial traits and agripreneurship success. Therefore Establish development fund, to support the start-up processes of Agripreneurship and proper training and guidance should be given to agripreneurs for polishing their entrepreneurial traits and thereby it lead to the success of agripreneurship.

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