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Article

The Transformative Path of Agriculture and Rural Youth Initiatives through Agri-Entrepreneurship: A Study of Jammu Region

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Abstract: The present research was undertaken to explore the opportunities youth foresee as a career in agriculture-based enterprises, their involvement in selected agri-based enterprises. The study was conducted in the selected areas of Jammu region of J&K State. Majority of the respondents were in the age group of 18-30 years. 62.1% were married, 68.4% were living in joint family. 37.5% respondents belong to upper middle class, 35.5% of them were 'high school'. 67.5% belong have medium entrepreneurial behaviour. All the agri-based enterprises presents ample opportunities with good strengths. Major problems identified with different enterprises are fluctuating demand, lack of ICT-based knowledge, marketing facilities are far-located, poor storage facility, dominancy of intermediaries, and formality-based loan acquiring procedures and many more.

Keywords - Agri-Based Enterprises, Farmers, Youth, Rural Areas.

INTRODUCTION

India is an agrarian land and it holds second rank in the world in agriculture production. Agriculture is very ancient and periodic form of livelihood security and it fulfill the demand of every segment of the population. It will also remain the major source of livelihood in the coming years also. Due to globalization the purpose of agriculture is not only confined to the production but also to provide employment opportunities in larger proportions, grow agriculture produce in such a huge quantity so that it acts as an input to the industries, increase foreign exchange by exporting the surplus produce and maintain the sustainable development. For getting the desired results efforts are made by judicial collaboration of entrepreneurship with agriculture.

Today's scenario clearly reflected the tremendous growth of the population, as a result creates a huge burden on the agriculture farmers. 70% of farmers are engaged in agriculture only for the subsistence purpose not taking it for commercial purpose. The income generated from agriculture is not enough to motivate the rural youth to take farming as a profession leading to migration to the urban areas. Migration of the youth to urban areas tends to decrease the workforce availability in the rural areas and increasing the availability of unskilled youth in urban. There exists a wider gap between the agriculture and agribusiness in which rural youth have great opportunities for agri-entrepreneurship which would improve their livelihood and prosperity of rural India.

The Government of India (GoI) defines Youth as a person of 13 to 35 years age and it also varies depending on the programme. Census of India 2011 revealed that 83.3 crore people live in rural areas while 37.7 crore live in urban areas. Census 2011 reported that more than 50% cent of India's current population is below the age of 25 years and over 65% below the age of 35 years. Youth are the only segment of the population who are competent, dynamic, potential, resourceful and also adventurous. Now the need of the day is to channelize the potential of rural youth in the right direction.

Both rural male and females can be active members in different agriculture-based activities due to their farming background. Their contribution may be counted by removing resistance in adoption of modern techniques used in agriculture leading to reduce level of unemployment and poverty in rural areas. Hence there exits need to develop entrepreneurship culture for more productivity and profitability.

Agri-entrepreneurship is the need of an hour to make agriculture a more attractive and profitable venture. Agri-entrepreneurship is the lucrative fusion of agriculture and entrepreneurship which converts farm lands into an agri-based enterprise (Shailesh *et al.*, 2013). Agri-entrepreneur is one who mainly involved in agriculture and agriculture-related activities due to their entrepreneurship skills.

Potential Areas for Agri-Entrepreneurship

In the era of modernization, globalization, industrialization and urbanization the demand for agriculture produce is increasing very rapidly and it can be fulfilled by the skilled manpower and innovative techniques like precision farming, organic production, promotion of high value-added products in agriculture and integrated pest management and nutrients management which require well trained individual with full of enthusiasm and passion. So, in that situation rural youth is the ideal target who can do all new action in an appropriate manner. Besides agriculture, many profitable avenues such as agri-based produce processing and manufacturing units, and agri-based service centers etc. The need of the today is to attract the rural youth towards these and to make them aware that agriculture can be a profitable business.

Justification of the Study

Agriculture is a sector which offers ample opportunities for the rural youth both in the production and processing. The youth of the country who is suffering from the serious problems of unemployment and underemployment can be moved and attracted towards agriculture by making them aware about the possibilities of self-employment in the agriculture sector and also convincing them that agriculture can be a profitable enterprise for them. For this there is a need to provide technical guidance along with proper forward linkages so that they can develop a favorable attitude towards agriculture and can take up it as an enterprise.

Discursively, it can curtail the country's dependence on food imports and ensure food security. To see this happen, there is a great need of constant overview on policies, research and development and training programmes for youth and farmers, so that the farm resources can be utilized judiciously in a cost-effective manner.

Government has made intensive efforts for attracting the youth in agriculture and is promoting the agri-entrepreneurship among rural youth by way of providing the various vocational trainings, long duration trainings and different schemes which offers entrepreneurship training and support to the rural youth.

Therefore, it becomes important to study entrepreneurial behaviour of the rural youth which is prerequisite to become a successful entrepreneur.

Since, sporadic efforts have been made in this direction, present is planned with the following objectives:

- To find out rural youth's involvement in selected agri-based enterprises.
- To study the entrepreneurial behaviour of rural youth and factors associated with it.
- To find out the problems faced by the rural youth in running an agri-based enterprise.

Implications of the Study

- Data generated from the study will help to know the participation of rural youth in different agri-based enterprises. This will help the policy makers to direct their attention towards skillful human resource and make suitable plans for their development.
- Identification of strengths and opportunities will provide guidelines to the rural youth for establishing and running an agri-based enterprises.
- Data related to problems in running an enterprise will provide an insight into constraints and their solutions.
- The findings can be used by the government or non-government agencies for policy making and designing programmes for rural youth.

REVIEW OF LITERATURE

An intensive review of previous studies were done on rural youth, their involvement in selected agri-based enterprises, entrepreneurial behaviour, and problems faced by them in running an agri-based enterprise.

Agri-based Enterprises Pursued by the Rural Youth

Kimaro *et al.* (2015) 32.5% of the youth were engaged in maize cultivation, followed by beans cultivation (26.5%), vegetable cultivation (24.7%), rice cultivation (12%) and groundnuts cultivation (4.2%).

Umunnakwe and Adedamola (2015) explained that majority of the rural youth (75.7%) were involved in cereal production, followed by in pulse production (56.2%), vegetable production (46.1%), milk production (31.9%), oil seed production (29.1%), fruit production (24.2%), cash crop production (24.2%), goat rearing (14.5%), fish farming (12.1%) and raising plants for fruit production (12.1%).

Singh (2016) revealed that embroidery was done by 40% of the respondents followed by stitching (28%), dairy farming (24%) and pickle making and trading activities done by only 8% of the respondents.

Birla (2018) observed that rural youth mean involvement score was highest in food production 1.58 followed by pulse production 1.52, oilseed production 1.26, vegetable production 1.24, vermicompost 0.69, organic manure production 0.55, fruit production 0.34, dairy farming 0.17, ornamental cultivation 0.07, poultry farming 0.05 and goatry 0.04.

According to Ramesh (2018), 96.6% of respondents were engaged in mess/tiffin meals activity, poultry (94.1%), dal mills (92.5%), dairy (90%), chilli powder (76.6%) and masala making (72.5%) and value-added products (67.5%). 55.8% were engaged in stitching and 32.5% in sanitary napkins making activity.

Sakiluzzaman *et al.* (2018) stated that 64-75% of the youth were involved in cultivation of chilli, bitter gourd, bottle gourd and cucumber for commercial purpose. Less than half (41%) of them participated in commercial pulses cultivation while 28% participated in commercial groundnut cultivation.

From the extensive review it was found that more than 40% rural youth were engaged in different types of agri-based enterprise.

Entrepreneurial Behaviour of Rural Youth

Shivacharan et al. (2015) reported 29.1% of the respondents had medium level of achievement motivation, management orientation and technology orientation, followed by 27.5% respondents having high innovativeness, risk orientation and self-confidence and 23.3% possess very high leadership and decision-making ability.

Janani et al. (2016) reported 66.1% entrepreneurs were in medium level of marketing behaviour and only 18.5% were in low and 15.2% in high level of marketing behaviour.

Dutta et al. (2017) revealed that 63.3% of youth were engaged in Muga cultivation had a medium level of entrepreneurial behaviour followed by equal 18.3% had high and low entrepreneurial behaviour.

Mariammal and Seethalakshmi (2017) explained in their study that most of the dairy farm women had high level of self-confidence (62.3%), good coordinating ability (58.6%) and innovativeness (55.3%). They had medium level of information seeking behaviour (77.3%), decision making ability (58.3%), planning ability (58%), achievement motivation (52%), risk orientation (42.3%) and cosmo-politeness (38.6%).

Overall, it can be concluded that the entrepreneurial behaviour of rural youth was found to be in medium category followed by low and high entrepreneurial behaviour category. Further the variables like age, education, family structure and land holding were independent and had non-significant relation with entrepreneurial behaviour.

Strengths, Weaknesses, Opportunities and Threats (SWOT) of Agri-based Enterprises

Tiwari (2005) reported that procurement of raw material was the major strength in all three enterprises i.e. vermicompost, improved animal feed and nursery raising. Scarcity of water was the important weakness of vermicomposting and nursery raising enterprises. Growing market demand was the main opportunity of nursery raising and vermicomposting enterprises.

An investigation conducted by Devi (2009) and pointed out that 55 to 70% of the respondents perceived the strongest point in knitting and weaving as indoor nature of the activity, could be managed easily at household level and requires low investment. Regarding opportunities, 70% of the respondents revealed that the woolen articles if not sold immediately can be stored for next session without getting them spoiled. Nearly 22 to 28% respondents reported that there is increased demand for woolen articles in local and outside market. Further, 77.5% women entrepreneurs expressed low risk bearing capacity, problem of stiff competition in the market (45%) and heavy interest rate (15%) as the weaknesses associated with the knitting and weaving.

Negi (2010) the major strengths and opportunities were long shelf life of the articles, skill and creativity of the rural women and unique product quality.

Besides these major threats and weaknesses were scarcity of raw material in the local and city market, low demand of the product, poor location of the enterprise, lack of family business background and low rate of return.

Problems encountered by Rural Youth in Running Agri-based Enterprises

Patil *et al.* (2009) stated that majority of the respondents stated delay in milk payment, low milk production from the local breeds inadequate knowledge of diseases, their prevention and control, lack of money and loan facility, high rate of concentrate, scarcity of green fodder, deficit of clean water and lack of storage facility as the major constraints.

Varadaraju et al. (2009) found that all the tomato growers faced problems related to fluctuation in market price for their produce, lack of technical guidance, inadequate and untimely supply of inputs, and exploitation by middle men, wage rate, lack of storage facilities, and high transportation cost.

Mohapatra et al. (2012) revealed that the non-remunerative price for milk was the major constraint expressed by all the respondents. Other problems encountered by majority of the respondents were high cost of concentrate, lack of availability of veterinary literature in the village and poor irrigation facilities for growing fodder crops for the livestock animals.

Ajani and Onwubuya (2013) revealed that the respondents majorly faces the problems at the stage of production, marketing and finance i.e. high cost of fertilizers, high cost of agri-chemicals such as herbicides, poor market network, lack of funds, lack of modern processing facilities, inadequate provision of farmland, poor rural infrastructure such as roads, changes in climate resulting in flooding, inadequate planting techniques and poor storage facilities.

Vishwanatha (2013) identified different problems such as scarcity of labor, inadequate and untimely supply of fertilizers and plant protection chemicals, lack of required finance and untimely availability of credits / subsidies, inadequate and untimely supply of seeds / planting material / breeds / species, electricity problem, lack of marketing facilities, far distance of market and transportation problem, lack of irrigation facilities, lack of storage facilities, lack of crop insurance, and high cost of production; where as Shivacharan (2014) identified problems such as shortage of labor, procurement of raw material, lack of skill-oriented training programmes, inadequate working capital, seasonal supply of raw materials, and interruption in power supply.

According to Jawale and Ghulghule (2015) the Kesar mango growers encountered the major constraints in production were scarcity of labor with high wage rate, irregular electricity supply, non-availability of quality grafts, high cost of inputs, high incidence of pest and diseases, and lack of storage facilities near production area.

Rao et al. (2018) reported the major problems faced by the respondents were expensive feed, costly day-old chicks, medicines and veterinary charges, high fluctuations in selling price, high mortality rate, lack of government policies and subsidies.

Dave (2019) reported that major problems faced by the respondents in goatry, poultry and vegetable production enterprise were involvement of middle man, lack of credit facilities, lack of transportation facility, lack of regular local market, high mortality rate of chicks, fluctuating prices and perishable nature of vegetables.

RESEARCH METHODOLOGY

Locale of the Study

The operational area of Jammu region includes Jammu, Kathua, Samba, Udhampur, Reasi, Doda, Kishtwar, Ramban, Poonch, and Rajouri.

Selection of Sampling Area

After the selection of districts, 2 panchayat samiti were selected randomly from each district. From each panchayat samiti, two villages with in a distance of 10-15 Km from panchayat samiti headquarter were selected randomly.

Selection of Sample and Agri-based Enterprises

In order to identify agri-based enterprises being pursued by the rural youth, a village wise separate list of male and female youth was prepared by the researcher with the help of gram panchayat officials and from the list a sample of 15 of them were selected randomly. Thus, there were 60 respondents from each district and total 600 respondents from all the 10 districts. For assessment, total of 532 rural youth who were involved in selected agri-based enterprises were taken as a sample for the study.

Government data and preliminary survey was conducted in the 10 districts in order to identify agri-based enterprises pursued by the rural youth. In all, there exists 128 agri-based enterprises in Jammu Region. www.infoqik.com/companies/jammu-and-kashmir/01-agriculture/6

Development of Research Tool

For accomplishing the objectives of the present investigation, interview technique was used by the researcher to get the information from the respondents. The tool developed by the researcher was based on the available literature. Modified scale developed by Rodge and Borkar (2011) was used to measure entrepreneurial behaviour of respondents.

Pretesting

Interview schedule was developed and pretested on 10 non-sampled rural youth including 5 male and 5 female. Changes in the schedule were made on the basis of pretesting. The schedule was introduced for data collection after final correction and modification.

Validity of the tool

Content and construct validity was used to examine the statements to cover the whole universe of the content with the help of literature and scientists from different departments. The tool was given to the panel of experts for verification. Those items which secured 78-80% concurrence of experts were including in the final tool.

Procedure of Data Collection

Interview technique was used for data collection. Probing was also done to gather the required information from the respondents. The questions were asked in local dialect which helped them to understand the questions more clearly.

ANALYSIS OF DATA

The data collected was transferred on work tables, tally sheets and processed, tabulated and analyzed. The appropriate statistical measures were used to draw meaningful inferences from the results based on below mentioned variables.

Age
- 18-30 Years
- 31-45 Years
- 46-60 Years
- Above 60 Years

Caste
- SC/ST
- OBC
- Others

Education
- Illiterate
- Can Read and Write
- Primary School
- Middle School
- High School
- Post Matric Diploma
- Graduate And Above

Marital Status
- Unmarried
- Widow
- Divorced

Occupation
- Non-Wage Earner
- Wage Earner
- Farming
- Service Sector

Ownership of Fixed Assets

Land Holding
- No land
- 1.0 to 2.5 acres
- 2.6 to 5.0 acres
- 5.1 to 10.0 acres
- More than 10 acres

Housing
- Kutcha House
- Mixed House (Partially Kutcha + Pucca House)
- Pucca House

Livestock Ownership
- Small Herd Size
- Medium Herd Size
- Large Herd Size

Dwelling
- Open / Nil
- Thatched / Kutcha

Family Structure

Family Size
- Small (Up to 4 Member)
- Medium (5-8 Members)
- Large (8 or More)

Family Type
- Nuclear
- Joint

Family Occupation

Main occupation
- Farming (Crop / Dairy Poultry / Fish)
- Business / Service
- Artisan/Craftsman
- Farm Labor

Subsidiary Occupation
- None
- One only
- Two or more

Organization Membership
- No Membership
- Member of a Formal Organization (Panchayat, Cooperative, Political etc.)
- Office Bearer of Formal Organization
- Member of a Non-Formal Organization (Religious, Mandal)
- Office Bearer of Non-Formal Organization

Farm Assets
- Desi / Wooden Plough
- Improve Disc Plough / Bullock Drawn Tiller
- Tractor Tiller / Farm Machinery Attachments
- Land Leveler / Patella
- Pump set
- Hand Tools
- Sprayer / Duster
- Chaff Cutter
- Thresher
- Winnower

Household Assets
- Sanitary Latrine
- Biogas
- Grain Storage Bin / Improvised Structure
- Hand Pump / Water Tap
- Modern Household Furniture

Media Ownership
- No Ownership
- Newspaper / Magazines
- Radio / Transistor
- Television

Distinctive Features

Transport
- Nil
- Bullock / Mule / Camel Cart
- Improvised Cart
- Bicycle
- Scooter / Motor Cycle
- Tractor Trolley / Four-Wheeler

Electricity
- At home
- On farm

Household Items
- Smokeless Challah / Kerosene Stove
- Gas Stove
- Pressure Cooker
- Improved Kitchen Tools (Peeler, Grater Etc.)
- Electrical Kitchen Equipment
- Refrigerator
- Sewing Machine

Source of Information
- Training programme
- Field day
- Field visit
- Demonstration
- Exhibition
- Krishi Mela
- KVK / SAUs / SHGs

Any Other (specify)

Statistical Analysis

Frequency and percentage were used to analyze the data on the basis of their personal and socio-economic characteristics and general background information.

Mean percent scores were calculated to analyze data regarding problems.

$$MPS = \frac{Sum\ of\ the\ scores\ obtained\ by\ respondents}{Maximum\ obtainable\ scores} X100$$

Chi square Test was used to see the association of various factors with entrepreneurial behaviour of respondents.

$$x_1^2 = \frac{(ad-bc)^2}{R_1R_2C_1C_2} \times N$$

Analysis of Variance (F Test) was used to see the significant difference within beneficiaries of different agri-based enterprises.

$$F = \frac{A}{B} + \frac{Mean\ sum\ of\ square\ 'between groups'}{Mean\ sum\ of\ square\ 'within\ groups'}$$

Critical Difference (CD): When F-Value was significant it was further tested with CD to see the difference between the selected groups.

$$SEd = \sqrt{MSE(\frac{1}{n1} + \frac{1}{n2})}$$

ANALYSIS AND DISCUSSION

Background Information

Respondents belonged to the age group 18-30 years as the sample for the study.

38.6% were educated up to middle school and 35.5% were educated up to high school. Few respondents 13.9% were educated up to primary school and 11.9% were graduates. None of the respondent was illiterate.

Data portray that 64.1% were married and 35.8% were unmarried.

100% of the respondents were involved in farming. None of the respondent was non-wage earner, farm labor and involved in service sector.

37.5% of the respondents belonged to upper middle caste, while 29.4% and 18.6% belonged to OBC and upper caste, respectively and only 14.4% of the respondents were from SC/ST category.

66.4% were from joint family and rest 33.6% belonged to nuclear family.

Regarding the family size, 46.3% had medium size family, 38.3% had large family and only 15.3% had small family.

31.6% had 5-10 acres of land, 24.4% had 2.6-5 acres, 23% had 12.5 acres and 20.8% had more than 10 acres of land.

63.9% had pucca house whereas 36.1% had mixed house and none had kutcha house. 40% respondents had medium herd size while 33.9% and 26.1% owned small and large herd size, respectively. 70% had pucca dwellings for their livestock and 30% had kutcha dwelling for their livestock.

76.9% had television sets at their home and 45% were the subscribers of newspaper. Only 8.8% had radio sets at their home.

67.5% attended Krishi mela, 58% respondents contacted KVK/SAUs personnel and 35% respondents attended exhibition occasionally for getting information related to agri-based enterprise. None of the respondents attended training programme, field day, field visit and demonstration for getting information.

69.8% were in medium socio-economic status whereas 19.8% respondents had low socio-economic status and only 10.6% were belonged to socio economic status.

Agri-based Enterprises pursued by Rural Youth

Maximum number of respondents (35%) were involved in the dairy followed by vegetable cultivation (31.6%). However, in case of other enterprises, involvement of the respondents was found to be minimum with the percentage ranging from only 3-6 per cent.

Large number of respondents were indulged in rose processing (41.6%) enterprises. Poultry (21.6%) and goatry (14.6%) were the other major agri-based enterprises adopted by the rural youth.

The other agri-based enterprises carried out by the respondents were cotton cultivation (11%), dairy (5.8%), nursery raising, vegetable cultivation, floriculture, duckery, orchards, pulse production and selling of fertilizers (2.1%), vermicompost & aonla cultivation (1.3%), turmeric cultivation and animal feed (2.5%).

All the respondents had sole proprietorship for their enterprise. 62.2% got finance from their family members; only 20% and 17.7% took financial assistance from relatives and banks. 61.1% were self-motivated for stating the enterprise, 50% respondents were motivated by family members and only 23.6% of them got motivation from their friends.

86.9% started an enterprise for increasing the family income. 55.5% quoted for having an independent identity in the society. Few (18%) have started an enterprise for improving their social status.

It is evident that 100% respondents had selected the particular enterprise due to their own interest. 89.7% selected the enterprise due to high market potential, easy availability of raw material (78.8%), manageable at household level (78.3%), sufficient knowledge & skills (73.8%) and availability of resources (73.3%) for running an enterprise.

More than 60% of the respondents reported that they opted the enterprise because their ancestors were involved in the particular enterprise from generations and the same has been transmitted to the young generation. 15.8% reported that they have selected the particular enterprise because it requires less space.

Involvement of Rural Youth in Selected Agri-based Enterprises

Respondents independently fix the price of products in dairy enterprises. Similarly, more than half of the respondents use to do marketing of their product, acquiring and renew the statutory license independently.

The activities like selection of the enterprise, arrangement of finance, finishing of the products and storage of the processed products were performed independently by the respondents. In activities like purchasing of raw material, machinery and for packaging the products they took help from their family members.

In vegetable cultivation enterprise, 100% respondents use to fix the price of vegetables independently.

Activities like purchasing of machinery, raw material and packaging of vegetables were performed jointly by all the respondents (100%).

For arrangement of finance and storage of vegetables, equal number of respondents (50%) did the tasks independently or took help from their family members for completing the work.

More than 50% respondents independently done the remaining activities like selection of enterprise and site, cultivation of vegetables, marketing, acquiring and renewing of statutory license. While in sorting and grading of the vegetables, 52.6% took help of their family members.

100% respondent independently involved in the activities like pricing and marketing of the rose processing items.

Similarly, 100% respondents took help of their family members in fund allocation, production, finishing, packaging and storing of the processed items. In rose processing enterprise large number of manpower is required therefore, majority of the tasks were jointly done with the help of the family members.

100% respondent jointly involved with family members in cultivating rose flower, plucking and sorting of the roses, packaging and storing of the roses. Apart from these activities,

100% respondents independently fix the price of the produce. Majority of rural youth were involved with family members for completing the work as the nature of the enterprise requires more amount of manpower.

60% respondent independently acquire and renew the statutory license for the enterprise. Activities like site selection and arrangement of finance were performed independently by majority of the respondents (60-70%).

Activities like selection of site, arrangement of finance, purchasing of machinery, fixing of price and marketing were also performed jointly by 69-84% of respondents. On contrary, 69.2% of respondents either acquired or renewed the license independently.

Entrepreneurial Behaviour of Rural Youth and Factors Associated with It

38.8% rural youth possessed medium level of knowledge of enterprise while the rest (36.5%) had high level and 24.5% had low level of knowledge of the enterprise. 40.2% respondents had low level of risk-taking ability, while 37.9% had medium and 21.7% were in high level of risk-taking ability.

54.6% had medium decision-making ability followed by 45.3% respondents had high decision-making ability.

The reason for good decision-making ability was that all of them were literate and also had well to average knowledge regarding the enterprise.

69.4% had low information seeking behavior, while only 30.5% had medium information seeking behavior. Probing into the reason of low information seeking behaviour, it was found that most of the rural youth were seeking information from informal sources and were not accessing the formal sources of information due to difficulty in accessing the information from the formal source.

43% entrepreneurs had medium level of innovativeness, while 41.2% had high level and only 15.7% respondents had low level of innovativeness. Innovativeness also motivated the rural youth to adopt new product, technology, advertising media design and packing practices.

53.2% had medium level of leadership ability while 41.6% had high level and few (5.1%) had low level of leadership ability. 50.4% had medium level of coordinating ability, while 49% had high coordinating ability. 37% of the respondents had high achievement motivation and equal percentage (31.4%) of them had low and high achievement motivation.

More than 50% of the respondents had low managerial ability, 33.7% respondents had medium level and only 11.1% had high managerial ability.

100% of the respondents had low cosmopoliteness. The reason for such a finding is that majority of the respondents were mostly confined to their respective villages for any enterprise related information and had rarely contacted District Industries Centre, bank and training centers, rarely visited exhibition or fairs.

67.5% had medium entrepreneurial behavior whereas 22.2% had low level and only 10.1% of the respondents were in the high entrepreneurial behavior category.

Factors Associated with Entrepreneurial Behaviour of the Rural Youth

The calculated chi square value 1.052, which is nonsignificant. Therefore, entrepreneurial behaviour and age are not associated with each other.

The chi square value (1.35) is less than the tabulated value, which is non-significant. Therefore, it is concluded that entrepreneurial behaviour and education are not associated with each other.

Non-significant association between entrepreneurial behaviour and family type of the rural youth as the calculated chi square value (2.589) is less than the tabulated value.

There exists no association between entrepreneurial behaviour and land holding as the calculated chi square value (4.06) was less than the tabulated value.

SWOT Analysis of Selected Agri-based Enterprises Pursued by the Rural Youth

The major strengths revealed by the respondents were good scope for selling the milk, high compatibility level of the respondents and great family support in every activity with the MPS of 100.

The respondents revealed that they had good linkages with the customers, shopkeepers and cooperative centers also the compatibility level of the respondents was high because they had good family support and also had experience of doing the particular enterprise.

Location of the enterprise as a strong point was perceived by majority of the respondents (MPS 92) as they were selling the milk in the village market and they need not go to the city area. Besides that, respondents perceived good rate of returns in dairy enterprise with MPS 86.5 and high profit margin (MPS 78.5).

Respondents also reported that dairy was practiced as a subsidiary occupation by the family since many years. Thus, the enterprise is not new for them and they had business background (MPS 73) by which they earned a good income from dairy enterprise.

Some of the weaknesses revealed by the respondents with respect to the dairy enterprise were limited shelf life and low level of stocks at the peak sale time with MPS 61.

The respondents reported that as milk is perishable in nature and they don't have proper storage facilities for increasing the shelf life of the milk and sometime the demand may not be fulfilled due to low yield of the milk.

The respondents revealed that due to lack of promotional experience (MPS 60) they were not in the position to advertise their produce due to which they were getting the lesser price.

With regard to opportunities in dairy, the respondents reported that the high demand for the milk and greater chance of expansion of the dairy business by selling other milk products viz, khoa, cheese, buttermilk, curd, cream, ghee and butter (MPS 100).

Majority of the respondents (MPS 80) quoted that there is still the demand of milk is not fulfilled completely due to non-availability of exotic breeds in the villages.

Majority of the respondents (MPS 65) mainly faced these two threats as too much competition in the market and sudden increase in the cost of raw materials (MPS 63.4). From the findings it can be concluded that in dairy enterprise there are ample opportunities with pooled MPS of 93.3 followed by the strengths (MPS 90), threats (MPS 64.2) and weaknesses with the MPS of 61.3.

The major strengths reported by the respondents were greater scope of selling vegetables at mandis with MPS 90.3 followed by good family support (MPS 85.9), high profit margin (MPS 81.5), good rate of return, high compatibility and good enterprise site with MPS of 80.7.

The respondents were compatible in growing vegetables at their farm lands with good support from the family members. The investment in vegetable cultivation is not so much high and there is no need to go to the city market for selling their produce.

The respondents earned the high rate of returns for their investments. Majority of the respondents reported that at the peak time there is a shortage in the supply of vegetables (MPS 64) due to low production and lack of proper infrastructural facilities (MPS 62.2) like warehouse and cold storage chains for the vegetable growers.

Respondents lack of promotion experience (MPS 58.7) with the results they were not getting the remunerative price of their produce. The respondents also reported that there is lack of skilled manpower required for vegetable production was not so much skilled due to lack of training facilities and policies regarding vegetable cultivation (MPS 57.8).

The greatest opportunity in vegetable cultivation enterprise is the growing demand for vegetables at national and international market (MPS 100).

Majority of the respondents (MPS 75.4) reported that there is a provision for expanding the vegetable cultivation by growing different types of high yielding vegetable instead of traditional vegetables.

Threats associated with the vegetable cultivation enterprise were too much competition and climate failures with MPS 85.9 and pest and diseases problem (MPS 84.2). The respondents revealed that due to high demand of vegetables a greater number of entrepreneurs shifted to this enterprise due to which there is too much competition in the market.

Further, the vegetable cultivation depends on climatic conditions, therefore yield is low if the climatic condition is unfavorable. There is chance of pest and disease problems in vegetables which hinder the productivity of the vegetables. Apart from these some other threats were sudden inflation in raw materials cost with MPS 78 and fluctuate in the pricing policy of vegetables at mandis (MPS 75.4).

Majority of the respondents (MPS 71.9 and 71) reported that there is a high labor cost and production risk in vegetable cultivation. At the time of harvesting there is a need of labor but the labor cost is too high due to the festivals and holidays and there is always a risk in the production of vegetables because it depends on climatic conditions.

Therefore, it can be concluded that in vegetable cultivation enterprise the opportunities stood at rank I followed by strengths at II, threats at III and weaknesses at IV place.

The strengths were good family support with the MPS of 90, good scope for selling cut loose roses (MPS 89.1) and its uniqueness with MPS of 84.1.

The respondents reported that there is a high demand of rose in the market as the cut loose roses mainly used in temples for worship and for making garlands and due to its crimson color variety. Location of the enterprise is good (MPS 82.5) due to which there is good scope for selling of rose.

Other strong points reported by the majority of the respondents (MPS 80.8) were good rate of return in minimum investment and high compatibility level (MPS 80) as it was their family occupation from last so many years. Respondents earned high profit margin after selling the processed products with the MPS of 66.6.

Some of the weaknesses of rose cultivation enterprise expressed by the respondents were lack of promotional experience (MPS 85) due to which the rose growers did not get the sufficient customers.

People only come to know when they visit the place. Low shelf life of the rose flower was reported by majority of the rose growers (MPS 78.3) as cut loose roses get dried after 3 to 4 days, it requires quick selling after the plucking.

At the time of festivals due to low productivity of rose the demand may not be fulfilled as reported by majority of the respondents (MPS 60).

As far as opportunities related to the rose cultivation enterprise respondents revealed that there were few and weak competitors of rose growers (MPS 83.3), scarcity of the roses at the market (MPS 81.6) and high demand of rose flowers at every auspicious occasion (MPS 80).

The major threats for rose cultivation were no proper government policies for rose growers (MPS 81.6), pest and disease problem (MPS 71.6), production risk (MPS 68.3), climate failures and rising cost of raw materials (MPS 67.5).

The respondents expressed that rose productivity solely depends on the favorable climatic conditions which allow them to bloom with effective management of roses from pest and diseases.

Overall, it may be inferred that there are ample opportunities in rose cultivation with pooled MPS of 81.6 followed by strengths (MPS 73.9), threats (MPS 71.3) and weaknesses (MPS 6.8).

Majority of the respondents (MPS 92) quoted that good scope for selling and great family support was the strong points of rose processing enterprise. Due to tourist place the enterprise has good scope for selling.

Respondents were highly compatible in running the enterprise as it was their family enterprise since long time and also, they earned a high profit with MPS 90.6. Majority of the respondents (MPS 89.3) reported that in minimum expenditure the rate of return is high.

Other strong points were long shelf life which provides a regular income to the respondents (MPS 75.3), respondents were quite creative in making processed products (MPS 61.3) and these rose processed products has unique quality which makes it different from the other ordinary rose processed products (MPS 60).

Majority of the respondents (MPS 76.6) reported that they had lack of promotion experience due to which selling is confined to the limited place and customers may not get aware about the products.

The respondents (MPS 53.3) expressed that sometime the supply is not fulfilled due to low production of processed products. In manufacturing of the processed products there is non-availability of skilled labor were another weakness reported by the entrepreneurs (38.6 MPS).

Opportunities related to the enterprise were growing demand of rose processed products like gulab jal, itr, sharbat, face pack and gulkand in the national and international market (MPS 90.6) and greater chance of expansion of the enterprise by making more quantities and products from rose (MPS 82.6). There is good opportunity for entrepreneurs as there are few competitors in the market (MPS 79.3).

Threats related to rose processing enterprise were sudden rise in raw material cost (MPS 86.6) and no proper government policy for entrepreneurs engaged in rose processing enterprise (MPS 80).

On the basis of overall mean, it can be inferred that in rose processing enterprise there is abundant opportunities which one can grab and stood at first position (MPS 84.2) followed by threats at II (MPS 83.3), strengths at III (MPS 78.6) and weaknesses at IV rank (MPS 56.2).

All the respondents (MPS 100) were agreed that good scope for selling the product, high compatibility and good location of the enterprise as the strongest point of the poultry enterprise. In the poultry the rate of return (MPS 85.8) is good with high profit margin (MPS 84.6).

Majority of the respondents (MPS 64.1) agreed that their family members are very supportive in every activity for running the enterprise.

Some of the weaknesses of poultry enterprise perceived by the respondents were lack of promotional experience (MPS 74.3) by which they don't get the lucrative price for their poultry chicks, sometime the supply of chickens is low due to sudden mortality of chicks at the poultry sheds (MPS 50) and there is non- availability of skilled manpower (MPS 48.7).

Respondents reported that with the increasing demand of chicken it holds the greatest opportunity (MPS 84.6). Due to high demand, it is sometimes difficult to fulfill the supply so there is a chance for more entrepreneurs to adopt this enterprise (MPS 82). There is a scope for the expansion of the unit by purchasing large number of poultry units and also by inclusion of layers in the unit (MPS 78) for getting more income.

In terms of threats, too much competition in market and sometime the demand of chicken meat goes down due to bird flu as reported by majority of the respondents (MPS 82). After conducting the critical analysis of poultry enterprise, it can be concluded that it holds the great strengths (MPS 84.8, I rank) followed by threats (MPS 82) at II place, opportunities with the mean per scores of 81.6 and with minimum weaknesses of MPS 58.6.

The strong points reported by the respondents were good scope for selling of goat meat and milk and compatible for running the enterprise (MPS 88.3) as the demand for goat milk and meat is increasing day by day. The rate of return in goatry enterprise was high (MPS 86.6) with minimum input cost.

Location of the enterprise as a strong point was perceived by majority of the respondents (MPS 85) as they were selling the milk and goat kids in the village itself and they need not go to the city area. Majority of the respondents were getting the high profit (MPS 81.6) from goatry enterprise and they were belonged to business background (MPS 80).

With regards to the weaknesses of goatry enterprise, the main weak points were limited shelf life of the milk and meat (MPS 88.3) as it requires the cold storage chains.

The respondents reported that sometime the supply of goat meat and milk is not fulfilled due to low production of milk and sudden mortality of goats and they were having lack of promotion experience by which they can't promote their enterprise to others and not getting the desired income (MPS 81.6).

The major opportunity was growing demand of goat meat and milk in national and international market (MPS 90) as large number of population includes goat meat in their dietary intake due to its low fat, calories and cholesterol content and goat milk also as it has low lactose and fat content.

There is a scope for the expansion of the unit by purchasing new improved goat breeds (MPS 81.6). The respondents also expressed that at the time of occasions there is a scarcity of goat meat in the market (MPS 80).

The major threats in goatry enterprise were sudden increase in the raw material cost (MPS 88.3) and too much competition is available at the market place with the MPS 86.6. Apart from these more than half of the respondents (MPS 56.6) reported that some disease may affect the production of milk and decreases the quality of meat. Collectively we can say that in goatry enterprise the strengths stood at the I place with the overall MPS of 84 followed by opportunities at II place (MPS 83.8), threats at III place (MPS 77.2) and weaknesses at IV place (MPS 68.7).

From the findings it can be concluded that from all the agri-based enterprises dairy has the ample opportunities (MPS 93.3) in which rural youth grabbed the chance and have greatest strengths (MPS 90) by which they earned more profit. Average profit from dairy enterprise was highest as compared to other enterprises. In all the enterprises rose processing is the only enterprise with minimum weaknesses with the MPS 56.2 followed by minimum threats in dairy enterprise (MPS 64.2).

Thus, in order to swamp the weaknesses, it is advocated that government should take the necessary steps by providing the raw material at lower subsidy in the local and city market and extension agencies like KVKs, DIC, NGOs/GOs, Regional Rural banks and DRDA should provide a platform and establish a favorable place for marketing.

There is a need for developing a strong platform for the selling of the products developed and produced by the rural youth so that they get the desired income from their inputs. Government should also initiate developmental programmes and training for the upliftment and attracting rural youth towards the agri-based enterprises.

To minimize the threats allocated in an enterprise it is recommended to increase the demand and market value of the product in city, state and national market and enhance the quality of the product by means of effective training. The rural youth fully depend on the local and city markets for selling their products. Therefore, to overpower this limitation the different agricultural departments should organize fairs, exhibition, and timely update about the current happenings so that they prepared in prior and sold their products.

Problems Faced by the Rural Youth in Running an Agri-based Enterprise

Personal problems faced by the respondents in running an enterprise were heavy workload (MPS 53.5) and lack of education (MPS 50).

Respondents reported that apart from the enterprise, they have to do the household work also which has doubled their burden.

There was low risk bearing capacity (MPS 46.4) among the respondents due to which they didn't expand their enterprise and satisfied with the existing scale. It can be seen that the major economic problems faced by the respondents were insufficient financial support by the bank (MPS 58.3), difficult loan procedure (MPS 47.6) and shortage of finance at the time of establishment of an enterprise (MPS 42.5). Respondents also mentioned that purchasing cost of bovine was high and return to the investment is also low with mean 41.6%. The operational problems faced by the rural youth were high fluctuation in the demand of milk (MPS 84.5) and long distance of the city and district market from their place (MPS 79.7).

Other constraints reported by the respondents were poor storage facilities like cold storage chain for storing milk as milk is perishable in nature (MPS 76.1), too much competition among entrepreneurs (MPS 71.4), lack of organized and regular market and high labor charges (MPS 70.2) and high cost of feed and inputs (MPS 52.3).

With regard to technical problems, respondents expressed that lack of knowledge about ICT tools was the major constraint with MPS 79.7 due to which they didn't obtain remunerative price for the milk (MPS 59.5).

The respondents reported that due to lack of knowledge about ICT tools they are not in the position to advertise the product on digital platforms which is quite popular these days.

Lack of skill-oriented training programmes for the dairy entrepreneurs (MPS 52.3) was another constraint reported by the respondents. They expressed trainings are mainly conducted on agriculture aspects but very few numbers of trainings are organized on the dairy.

Less than half of the respondents mentioned that lack of skilled manpower at village (MPS 38) and lack of knowledge about improved animal husbandry practices (MPS 35.7) were other constraints faced by them.

From the findings it can be concluded that in dairy enterprise majority of the rural youth experienced operational problems (MPS 66) and stood at I place followed by technical problems (MPS 53) at II rank, personal problems (MPS 49.9) at III and economic problems (MPS 46.4) at IV rank.

The personal constraints reported by the respondents were heavy workload at home (MPS 76.3) and lack of education (MPS 46).

Low risk bearing capacity (MPS 35.5) was the other problem expressed by the vegetable growers as vegetable cultivation involves high risk due to seasonal factor and natural calamities.

With regard to economic problems, respondents reported that there was insufficient financial support provided by the banks (MPS 47.3) and shortage of money at the initial phase of enterprise (MPS 44.7). Respondents also mentioned that production cost in vegetable cultivation was high (MPS 40.7), difficult loan procedure (MPS 39.4) and very few respondents (MPS 13.1) reported that rate of return is less.

Majority of the respondents (MPS 60.5) reported the problem of middleman as a major operational problem in running an enterprise. During discussion they expressed due to the long distance of the market, they are bound to sell the vegetables to the middleman due to which they were not getting the remunerative price for their products.

Half of the respondents mentioned that the demand of vegetables is very fluctuating (MPS 51.3) and they didn't have the proper storage facility for storage of vegetables (MPS 50). Apart from this high competition among vegetable growers (MPS 47.3), long distance of the market and high cost of fertilizers and manures (MPS 46) were the other constraints encountered by the respondents.

Respondents also reported that they were having lack of transportation facility (MPS 44.7) as a result of which they have to make deal with middleman, high labor cost (MPS 39.4), lack of organized market at the village level (MPS 26.3) and interruption in power supply (MPS 18.4) were the other operational constraints reported by them.

Further technical problem related to vegetable cultivation was lack of knowledge about the ICT tools (MPS 50) due to which growers are not able to advertise their products on digital media which covers the larger audience at a single time.

Lack of skill-oriented training programmes (MPS 46), lack of knowledge (MPS 34.2) about improved seed and lack of knowledge about the prevailing price of the vegetables at mandis (MPS 32.8) were the constraints faced by the respondents.

In vegetable cultivation enterprise majority of the rural youth experienced personal problems (MPS 52.6) and placed at rank I followed by operational problems (MPS 43) at rank II, technical problems (MPS 40) at rank III and economic problems (MPS 37) at rank IV.

Heavy workload (MPS 45), lack of education (MPS 33.7) and low risk bearing capacity (MPS 22.5) were the major personal constraints which were faced by the respondents.

Economic problems in rose cultivation enterprise as reported by the respondents were shortage of enough capital at initial phase for starting the enterprise (MPS 43.7), difficult loan procedure (MPS 42.5) and lack of proper assistance provided by the financial institutions (MPS 40).

Rural youth also expressed that production cost is higher (MPS 36.2) and rate of return to the investment is less (MPS 18.7).

With regard to operational problems, rose growers reported that no proper arrangement of the market for selling the cut loose roses (MPS 50).

Too much competition due to high concentration of rose growers at that place (MPS 45), long distance of market (MPS 42.5), lack of transportation facility (MPS 41.2), and poor storage facilities for storing the cut loose rose flowers (MPS 40) as rose flowers get dried after 2-3 days were the major constraints faced by the entrepreneurs.

Respondents also reported that they faced other constraints like high cost of inputs i.e. seeds, fertilizers and manures (MPS 38.7) and fluctuation in demand of rose (MPS 35) as its demand depends on the occasion and events.

With regard to technical problems in rose cultivation enterprise the main constraints were lack of technical knowledge about the ICT tools (MPS 77.5) and lack of skill-oriented training programmes for rural entrepreneurs in rose cultivation with the mean of 76.2%.

Respondents also reported that they were not getting the remunerative price of their produce (MPS 68.7) as they were not compatible in handling the ICT tools, lack of awareness about the prevailing price of the rose flowers in the market (MPS 38.7) and lack of knowledge (MPS 23.7) about the improved practices of rose cultivation were the other problems faced by the respondents.

Overall, it can be concluded that in rose cultivation enterprise, the technical problems hold ranks I with the pooled MPS 57 followed by operational problems at II rank (MPS 38.1), economic problems at rank III (MPS 36.2) and personal problems at IV place (MPS 33.7).

In case of rose processing enterprise it can be clearly seen that personal problems were observed by the respondents to a least extent with a pooled MPS of 24.6.

The personal constraints faced were heavy workload and lack of education (MPS 28) and low risk bearing capacity of the respondents (MPS 18).

Economic problems in rose processing enterprise were paucity of financial support provided by the bank (MPS 51) and scarcity of money at the initial phase of establishment of an enterprise (MPS 50) as majority of respondents (69.8%) were not economically sound and belonged to medium socio-economic status. Difficult loan procedure (MPS 45), high cost of production (MPS 22) and less return to investment (MPS 20) were the other economic constraints expressed by the entrepreneurs.

The major operational problems faced by the rural youth in rose processing enterprise were too much competitors (MPS 72) and high fluctuating demand of the processed products (MPS 60). The respondents explained that in summer season the demand for sharbat is increased and in winter it gets decreased.

Long distance of the market (MPS 46), lack of regular and organized large markets (MPS 45) and lack of transportation facility (MPS40) were the other obstacles faced by the respondents.

Another problem of middleman was reported by more than one third of the respondents (MPS 37). Due to lack of transportation facility entrepreneurs are restricted to sell the processed products to the middleman and by which they didn't get the desired price of the product. Respondents also reported that they came across with other constraints like poor storage facility (MPS 25) and high cost of inputs (MPS 20).

The technical problems encountered by the respondents in rose processing enterprise were lack of knowledge about the ICT tools (MPS 50). The respondents reported that due to lack of knowledge about the ICT tools they are not in the position to advertise their processed products on digital platform.

Another problem like lack of skill-oriented training for entrepreneurs (MPS 50) as there is no effort has been made by the extension agencies to organize trainings on rose processing. Whatever they are doing is based upon the knowledge acquired from their family members as they were indulged in the enterprise from generation to generation.

Lack of knowledge (25) about scientific methods of rose processing and lack of skilled labors (MPS 18) were the other constraints faced by them. It can be inferred from the table that among the entire problems operational problem is at the top position with MPS 39.7, followed by economic at II position (MPS 37.6), technical at III place (MPS 35.7) and personal at IV place with MPS 24.6.

The personal problems reported by the respondents were low risk bearing capacity (MPS 48), heavy workload (MPS 23) and lack of education (MPS 19.2).

Respondents reported that there is lot of risk associated with poultry enterprise as there is high mortality rate in birds at the initial age.

The economic problems experienced by the respondents were difficult loan procedure and no proper assistance given by the financial agency (MPS 38.4).

Respondents also expressed the problems of insufficient capital at the time of establishment of an enterprise (MPS 34.6), high cost of production (MPS 23) and less rate of return (MPS 11.5).

The major operational problem faced by the rural youth in poultry enterprise was high fluctuations in the demand of chicken (MPS 80.7).

The respondents reported that though demand of chicken is high in the market however, during special conditions like bird flu the demand gets decreased and they didn't get remunerative price.

Other problems were high competition among entrepreneurs (MPS 57.6), long distance of market (MPS 53.8) and no proper organized market at the village (MPS 50). Respondents also reported that high cost of feed/inputs (MPS 42.3) and high cost of labor (MPS 38.4) as other constraints faced by respondents.

Apart from these additional constraints were exploitation of the respondents by the middleman (MPS 38.4) and lack of transportation facility (MPS 26.9).

With regard to technical problems respondents expressed that there is sudden occurrence of disease in poultry birds (MPS 73) which decrease the demand of poultry and lack of skill-oriented trainings for the rural youth engaged in poultry (MPS 65.3).

From the findings it can be concluded that in poultry enterprise majority of the rural youth experienced technical problems (MPS 69.2) and stood at I place followed by operational problems (MPS 48.5) at II, personal problems (MPS 30.1) at III and economic problems (MPS 29.2) at IV rank.

All the respondents were facing the personal constraints in goatry enterprise to some extent with pooled MPS of 22.5. The constraints were low risk-taking capacity (MPS 27.5), heavy workload (MPS 25) and lack of education (MPS 15).

With regard to economic problems, the problems were insufficient financial assistance by the financial agencies (MPS 52.5), insufficient capital at the time of establishment of an enterprise and difficult loan process (MPS 50) and less rate of return to the investment (MPS 17.5).

Regarding the operational problems faced in goatry enterprise respondents reported the major problems were high fluctuating demand of milk and meat (MPS 77.5), too much competitors in market and exploitation of the entrepreneurs by the middleman (MPS 75).

No proper arrangement of organized market in the village (MPS 55) and long distance of the market (MPS 50) were the other constraints experienced by the respondents. The remaining obstacles were poor storage facility for storing milk (MPS 47.5) and lack of transportation facility (MPS 30).

Due to long distance of market and lack of transportation facility, respondents are compelled to sell the products to the middleman as a result of which they didn't get the remunerative price of milk and meat.

The major technical problems in goatry enterprise were lack of skill-oriented training programmes for goatry entrepreneurs at their place (MPS 67.5) and they were not aware about the prevailing price of the milk and meat at the market (MPS 27.5). Respondents expressed that they were not attending any training programmes prior to the establishment of an enterprise.

Overall, it can be inferred that in goatry enterprise operational problems with pooled MPS 58.5 at I position followed by technical problems (MPS 47.5) and stood at II place, economic problems (MPS 42.5) at III, and personal problems (MPS 22.5) at IV rank.

The maximum problems were faced by the respondents in dairy enterprise (MPS 55.4) and stood at I rank followed by goatry (MPS 46) II rank, vegetable cultivation (MPS 42.4) at III rank, rose cultivation (MPS 41.5) at IV rank, poultry (MPS 40.7) at V rank and rose processing (MPS 36.6) at VI rank.

The respondents faced more problems in dairy enterprise due to fluctuating demand of milk in market, lack of knowledge about ICT tools, long distance of market for selling milk, poor storage facility and too much competition in the market.

On the basis of findings, it can be concluded that respondents faced problems in running different agri-based enterprises. Hence, there is a need for minimizing and overcoming these problems so that entrepreneur can manage the enterprise effectively and fetch good amount of profit.

For this the state government, agricultural department, extension agencies, non-governmental organizations which are involved in promoting agri-based enterprises needs to give more emphasis and focus on entrepreneurial trainings, technology transfer and adoption of the scientific practices.

Suggestions

The findings revealed that the entrepreneurs had medium level of entrepreneurial behaviour which can be increased by educational means.

Following measures can be taken to improve the entrepreneurial behaviour of the rural youth:

- For increasing the knowledge regarding the particular enterprise there is a need for conducting specialized skill-oriented trainings so that the rural youth consummate with the latest advancement in the enterprise.
- The extension agencies can use participatory training methods for developing and increasing decision making ability, leadership quality and managerial ability among the rural youth.
- For increasing the risk-taking ability and cosmopoliteness in rural youth, there is a need for conducting frequent exposure visits to the field of successful agri-entrepreneurs.
- For creating awareness among rural youth and to incline them towards agriculture, there is a need for the inclusion of compulsory course related to agri-based entrepreneurship development at school level.
- To make the agri-entrepreneurs acquaint with the latest innovation and advancement in the particular enterprise information kiosks can be established at every village panchayat so that they can seek the necessary information as and when needed.
- Rural youth reported that the loan procedure is difficult and cumbersome. So, the government officials from rural development department and lead bank officers should take reasonable steps to ease the loan procedure.
- There is a need to provide technical guidance along with proper forward linkages so that rural youth can develop a favorable attitude towards agriculture and can take up it as an enterprise.

Findings revealed that entrepreneurs faced problem of marketing and selling of the produce. For strengthening the marketing linkages and increasing the selling opportunities some steps can be taken which are as follows:

- There is a need to establish marketing linkages with various government organizations like Garmodhyog, Khadi and Village Industry Centers, etc. Agri-entrepreneurs can be motivated to participate in fairs, haats, and exhibition organized by government agencies.

- Rural youth can be connected digitally to the global market by the means of digital platforms like e-NAM mandis, e-NAM logistics, Kisan rath, Startup India and Made in India programmes. This can solve the problem of exploitation by the middleman.

- Lack of knowledge about ICT tools was the other problem faced by the rural youth. For these specialized trainings on ICT can be provided to the agri-entrepreneurs so that they can use the different ICT tools for promotional efforts and for increasing the sale of their products.

- Rural youth also faced problem of poor storage facility. Therefore, government should provide cold storage facility at village level so that they can put their produce in the storage house without facing any loss in the produce.

CONCLUSION

The rural youth had inclination towards agri-based enterprise as all the respondents were involved in one or other agri-based enterprises viz, dairy, vegetable cultivation, rose cultivation, rose processing, poultry, goatry, cotton cultivation, nursery raising, orchards, aomla cultivation, vermicompost, floriculture, animal feed, fertilizers, aomla processing, haldi cultivation, duckery, pulse production and fertilizers.

While running an enterprise, majority of the respondents jointly performed different activities with their family members.

There exists a non- significant association between age, education, family size, family type & land holding and entrepreneurial behaviour of the respondents.

All the selected agri- based enterprises were viable with a greater number of strengths and ample opportunities.

Major constraints faced by the respondents in the different enterprise were fluctuating demand of the products in market, lack of knowledge about ICT tools, long distance of market for selling product, poor storage facility, exploitation by middleman, difficult loan procedures and too much competition in the market.

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