



Entrepreneurial Behavior of Skilled Youths of Banda District of Bundelkhand Region, Uttar Pradesh

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ABSTRACT

India being predominantly agriculture and agripreneurs play vital and important role in the agricultural value chain. In today's changing scenario, skills in entrepreneurship development have become important and Skill Development of Rural Youth is a flagship scheme of the Government of India. The study was conducted in Banda district of Bundelkhand region of Uttar Pradesh to study the entrepreneurial behaviour of youths and its impact on socio-economic status of youths. Total 90 respondents were selected through proportionate random sampling from three youth training centers of Banda district. The data were collected with the help of pre-structured schedule and entrepreneurial behaviour of youths was assessed by seven components of entrepreneurial behaviour. It was found that the majority (66.67%) of respondents had medium level of entrepreneurial behaviour. Further, the socio-economic profile attributes like education, land holding, material possession, occupation, annual income and sources of information utilization were positively and significantly correlated with entrepreneurial behaviour of youths.

INTRODUCTION

The agripreneurs play a significant role in development of nation as they contribute to agricultural GDP through the value addition of agricultural products. There are opportunities in many areas and sub-areas in agriculture as enormous number of commodities are available which can be adopted on need based, agro-climatic conditions and available resources. On other hand, there are uncounted jobless agricultural graduates looking for jobs. There is a way to reducing unemployment through development of entrepreneurial skill in youth. India is expected to have 34.33 per cent share of youth in total population (Social Statistics Division, Ministry of Statistics and Programme Implementation, 2017). Therefore, it becomes essential to develop entrepreneurial skill in

youth by various training and also provide them financial support to develop their own venture and business in agriculture and allied sectors.

Entrepreneurship is the central force of economic activity and prime mover of development and most needed component for the development. Entrepreneurship is the propensity of mind to take calculated risk with confidence to achieve a predetermined business or industrial objective. In substance, it is the risk taking ability of the individual broadly coupled with correct decision making. The entrepreneurial behaviour is doing things in different way. Entrepreneurial behaviour is the result of an interaction of individual, situational, psychological social and experimental factors. Many entrepreneurial opportunities are emerging in various fields such as food technology, agriculture, medicine, fashion designing, electronics,

computers etc. The present study was conducted in Banda district to know the entrepreneurial behavior of youths in this region and the problems faced by them.

METHODOLOGY

The study was conducted in Banda district of Bundelkhand region of Uttar Pradesh in Year 2020. The Ex-post-facto research design was followed in the present study. The Bundelkhand region of Uttar Pradesh is consist of seven districts namely Chitrakoot, Banda, Jhansi, Jalaun, Hamirpur, Mahoba and Lalitpur. Out of these seven districts Banda district was selected purposively for this study. For the present study, three training centers namely KVK Banda, State Fruit Preservation Centre, Banda and Banda University of Agriculture and Technology, Banda were purposively selected. These three centers were the leading skill training centers of Banda district engaged in providing specialized skill trainings in agriculture & allied sectors. Further, the lists of trainees were collected from all these three training centers following the criteria of attaining not less than 15 days skill training during 2018-19. A proportionate sample of 90 respondents was selected from all training centers. The data were collected through personal interview schedule and analyzed by using different appropriate statistical tools. The entrepreneurial behaviour was measured in terms of cumulative outcome of seven components viz., innovativeness, achievement motivation, risk orientation, decision-making ability, leadership ability, self-confidence and management orientation.

RESULTS AND DISCUSSION

It could be observed from Table 1 that majority (66.67%) of respondents had medium level of entrepreneurial behaviour followed by 17.78 per cent and 15.55per cent of respondents had high level and low level of entrepreneurial behaviour respectively. The possible reason might be that the components of entrepreneurial behaviour viz., innovativeness, achievement motivation, risk orientation, self-confidence, decision-making ability, leadership ability and management orientation of the respondents are medium level. Further, the socio-economic profile of the respondents like education, social participation, annual income and utilization of sources was also effect the entrepreneurial behaviour of respondents. The finding is in accordance with the findings of Gamit et al., (2015); Chaurasiya et al., (2016); Dutta et al., (2017).

Relationship between socio-economic profile of youths and their entrepreneurial behaviour

It could be revealed from Table 2 that out of ten variables of socio-economic profile the six variables namely education, land holding, material possession, occupation, annual income and sources of information utilization were positively and significantly

Table 1. Distribution of respondents according to their entrepreneurial behaviour (n= 90)

Category	Frequency	Percentage
Low	14	15.55
Medium	60	66.67
High	16	17.78

Mean: 134.86; SD:15.37

Table 2. Correlation between selected independent variables and entrepreneurial behaviour

Variables	Correlation co-efficient 'r' value	t value	Sig.
Age	-0.0017	1.811	0.074
Education	0.692**	2.211	0.030*
Family type	0.184	-0.684	0.496
Family size	0.161	0.703	0.484
Land holding	0.857**	3.502	0.001**
Material possession	0.822**	0.336	0.738
Social participation	0.108	0.882	0.380
Occupation	0.824**	4.208	0.000**
Annual income	0.850**	2.321	0.023*
Source of information utilization	0.706**	2.783	0.007*

**Significant correlation at 0.01 or 1% level; * Significant correlation at 0.05 or 5% level, R²= 0.876 F = 55.835

correlated with entrepreneurial behaviour and the family type, family size and social participation had found positive but non-significant relationship, whereas age was negatively and non-significantly correlated with entrepreneurial behaviour of youths. The age was negatively and non-significantly correlated with entrepreneurial behaviour of youths. The result is similar with finding of Bhosale et al., (2014). The education had positive and significant relationship with entrepreneurial behaviour of youths, might be the education can bring desirable change in human behaviour and contribute to creative thinking for generation of business idea. Further it enhances the decision-making ability of youths. This finding is in accordance with the findings of Paisur et al., (2014); Kulkarni and Jahagirdar (2015); Manjunath (2015); Raina et al., (2016). The family type and family size was found positively and non-significantly related with entrepreneurial behaviour of respondents. The majority of the respondents belonged to joint family and youth needed to have support from their parents about their decisions, it could more possible in joint family system. The large land holding provides more opportunities to people to take risk and adopt new practices to established and running their ventures as compare to marginal and small land holding. The similar findings reported by Gamit et al., (2015); Shreekant & Jahagirdar (2017); Raina et al., (2016). The material possession was also found positive and highly significant relationship with entrepreneurial behaviour of respondents. The probable reason might be that the persons who had good material possession they had more opportunities to try new practices and they had more risk taking ability. The finding of study is similar with findings of Lawerene and Ganguli (2012); Patel et al., (2014).

Social participation and entrepreneurial behaviour

It could be revealed from Table 2 that social participation was found a positive and non-significant relationship with entrepreneurial behaviour of respondents. It indicates that social participation did not have any impact on entrepreneurial behaviour of respondents. The occupation had a positive and significant relationship with entrepreneurial behaviour of youths. The possible reason might be that the respondents were engaged in agriculture along with several subsidiary occupations like service, business and

labour etc. which provides them more income and helpful in taking more risk in generating income from diverse sources. The similar finding was reported by Gupta et al., (2013); Paisur et al., (2014), Kobba et al., (2020). The annual income was positively and highly significantly correlated with entrepreneurial behaviour of youths. The reason might be that the person who had good annual income they had more investment ability than others and also they have more risk taking ability. Therefore, they were more innovative and risk taker in nature. The finding of study is in accordance with the findings of Pisure et al., (2014); Nikam and Singh (2016); Shreekant & Jahagirdar (2017). The sources of information was positively and highly significantly correlated with entrepreneurial behaviour of youths. The good sources of information improve the decision making ability. The excess to extension agencies and use of mass media may also helpful in good and right decision making. The result is similar with finding of Chauhan (2015).

To measure the combined effect of selected variables on entrepreneurial behaviour of respondents multiple linear regression analysis was carried out. It could be observed from Table 2 that all ten selected socio-economic variables viz., age, education, family type, family size, landholding, material possession, social participation, occupation, annual income and sources of information utilization together contributed nearly 87 percent variation in entrepreneurial behaviour of youths as indicated by 'R²' value. The similar finding was reported by Gupta et al., (2014). Further it was clear from Table 2 that education, land holding, occupation, annual income and source of information utilization were found to be positively significant, as evident from their significant 't' value. It reflects that the education, land holding, occupation, annual income and sources of information utilization had positive and significant contribution to the most of variation in the entrepreneurial behaviour of youths.

CONCLUSION

It is concluded that majority of the respondents had medium level of entrepreneurial behaviour followed by high and low level of entrepreneurial behavior. It is revealed from the study the socio-economic status and various components of entrepreneurial behaviour it shows the clear indication of their progressiveness of youths. The attributes viz. education, land holding, material possession, occupation, annual income and sources of information were significantly affected the entrepreneurial behaviour of skilled youth. Hence, special preference need to be given to develop entrepreneurial abilities in youth to setup new venture. The inceptive approach should be required to encourage the youth towards a better future but a steady focus on need based training on entrepreneurial skills could also be included when one considers the fact that business environments are highly unstable.

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