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## Motivational Factors for Entering into Agri-preneurship : A Study among Successful Agri-preneurs of Kerala

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### ABSTRACT

*Agri-preneurship is a solution to many economic problems faced by India in general and agriculturists in particular. It can significantly contribute to rural development. This study seeks to understand the factors which motivate people to start and lead to the success of agripreneurship. Primary data were collected from 60 respondents using a structured interview schedule. It was found that the highest motivational factor for entering into the agripreneurship field was 'Knowledge about the business' followed by 'self-satisfaction'. There was no significant difference among motivational factors with regard to age group.*

**Keywords:** Agri-preneurship; Motivational Factors; Entrepreneurship; Value added agriculture; Kerala

Entrepreneurship plays an important role in the economic development of our country, and it is one of the major sources of income generation. Still the majority of the people are depending agriculture are their livelihood, it is necessary to set an entrepreneurial culture in agriculture and the farmers need to be motivated to shift from subsistence cultivation to commercial cultivation. Various agri-preneurs in the country have proved that agriculture can be economically viable if various agricultural enterprises are followed up with post-harvest processing, value addition and marketing (Hajong & Padaria, 2016).

Agripreneurship is the profitable combination of agriculture and entrepreneurship as it turns the agriculture into an agribusiness. Agripreneurship is a concept specific to agriculture and drawn from wider entrepreneurship (Nwibo, Mbam, and Biam, 2016). Agripreneurship is necessary for the socio-economic upliftment of

the greater population through the creation of new agribusinesses, agricultural commodities value chains and overall economic growth (Uneze, 2013). Behind the transformation from agriculturists to agripreneurs, there are certain motivators. Motivational factors are the needs, wants desires or aspirations that forces a person to do something. Education and training positively influence entrepreneurial behavior in the agricultural sector, although training requirements differ across different agricultural subsectors like age and gender (Dias, Rodrigues, and Ferreira, 2019). Therefore, this study was taken up in Kerala :

- a) To identify the prominent agripreneurial motivational factors.
- b) To analyse whether motivational factors make any difference with regard to age.

## METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected from sample respondents using a structured interview schedule. Secondary data were collected from various sources like magazines, journals, Government reports, periodicals and the internet, etc. Respondents were selected among successful agripreneurs in Central Kerala in three districts viz., Kottayam, Ernakulam, and Thrissur of Kerala. Success of agripreneurs and agripreneurship is based on the experience and return from the venture. For this study success is defined as generation of continuous profit by an agripreneur from the venture for the past three years from the venture. The initial set of respondents were identified from Agricultural magazines such as Karshakasree, Kerala Karshakan, Krishi Jagran etc. and rest of them were identified through Snowball sampling. The sample size was 60. The collected data were analyzed using mean and One-way ANOVA using SPSS (Statistical Package for Social Sciences) software.

## FINDINGS AND DISCUSSION

### Agripreneurial Motivation

Technically the term 'motivation' is derived from the Latin word 'movere' which means 'move'. It means that motivation is something that urges a person to move or behave. Thus, motivation is the inner state of mind that causes an individual to behave in such a way that can ensure the achievement of some goals. Motivation can be defined as the process that motivates a person into action and indicates him to continue the courses of action until the achievement of goals.

Literature review and discussion with a few users helped the researcher to isolate 7 possible motivations that motivate the agripreneurs to enter into this business. Table 1 shows the most important motivation of the respondents.

**Table 1. Motivation for entering into the Business**

Sl. No.	Particulars	Frequency
1	Profit making	4.49
2	Self- satisfaction	4.62
3	Do not want to work for others	3.92
4	Traditional business of the family	3.75
5	Job security	3.85
6	Means of survival	4.60
7	Knowledge about the business	4.73

Table 1 shows that the highest motivational factor for entering into this field is Knowledge about the business followed by self-satisfaction and means of survival followed profit making. The medium factors are job security, do not want to work for others. The least motivational factor is traditional business of the family.

### Motivational Factors and Age group

The motivational factors may differ according to the Age group. Here is an attempt to see whether motivational factors make any difference with regard to age group. In order to test this, the following hypothesis was formulated and tested using one-way ANOVA. The results are furnished in Table 2.

H0: There is no significant difference among motivational factors with regard to Age group.

H1: There is a significant difference among motivational factors with regard to Age group.

**Table 2. Motivational Factors and Age Group**

Descriptives				ANOVA			
		Mean	S.D.		d/f	f	p
Profit making	Up to 30 years	4.50	.577	Between Groups Within Groups	8	0.425	0.759
	30 to 40	4.00	0.000				
	40 to 50	4.50	.756		52		
	50 to 60	4.13	1.088				
	Total	4.27	.907	Total	60		
Self- satisfaction	Up to 30 years	4.50	.577	Between Groups Within Groups	8	0.368	0.797
	30 to 40	4.00	0.000				
	40 to 50	4.25	1.035		52		
	50 to 60	4.50	.730				
	Total	4.40	.770	Total	60		
Do not want to work for others	Up to 30 years	5.00	0.000	Between Groups Within Groups	8	4.677	0.051
	30 to 40	5.00	0.000				
	40 to 50	3.63	1.188		52		
	50 to 60	3.25	1.000				
	Total	3.70	1.149	Total	60		
Traditional business of the family	Up to 30 years	3.00	1.155	Between Groups Within Groups	8	2.853	0.057
	30 to 40	4.00	0.000				
	40 to 50	2.50	.926		52		
	50 to 60	4.13	1.586				
	Total	3.53	1.479	Total	60		
Job security	Up to 30 years	4.50	.577	Between Groups Within Groups	8	1.319	0.298
	30 to 40	4.00	0.000				
	40 to 50	3.38	.916		52		
	50 to 60	3.50	1.155				
	Total	3.63	1.033	Total	60		

Descriptives				ANOVA			
Means of survival	Up to 30 years	5.00	0.000	Between Groups Within Groups	8	1.523	0.223
	30 to 40	5.00	0.000				
	40 to 50	4.63	.744				
	50 to 60	4.06	1.181				
	Total	4.40	1.003		Total		
Knowledge about the business	Up to 30 years	5.00		Between Groups Within Groups	8	1.266	0.327
	30 to 40	5.00					
	40 to 50	4.50	.756				
	50 to 60	4.38	.719				
	Total	4.53	.681		Total		

Since the  $p > 0.05$  the null hypothesis was retained. Therefore, there is no significant difference among motivational factors with regard to age group. Hence the motivational factors are independent of age.

This study will be a motivation to agripneurship aspirants to understand reasons behind others' involvement in agripneurship. It will help the government to understand different motivational factors influencing the agripneurs to engage in agripneurship.

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