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Entrepreneurial Units Established by Youth

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ABSTRACT

A total of 839 rural unemployed youth between 18 and 35 years of age were selected for the study and provided a skill development training on four enterprises *viz.,* beekeeping (230), value addition and processing (150), mushroom production (215) and poultry farming (244). About 392 rural youths established their entrepreneurial units after training. The output and outcome of the study over five years (2017-2021) revealed that various enterprises successfully generating a handsome income ranged between Rs 93,298/- to Rs.421,775/- and provided the employment opportunity of 110 to414 men-days in the villages. Poultry enterprise emerged as a most profitable enterprise as compared to others followed by beekeeping, mushroom cultivation and value addition and processing.

Key Word: Beekeeping, Entrepreneur, Mushroom, Poultry, Processing, Youth.

INTRODUCTION

In India 50 per cent of the population is engaged in agriculture but agricultural extension has not been effectively utilized in the sustainable development of rural communities (*Sharma et al*, 2017). One of the most common trends in rural India nowadays is the movement of young people from rural areas to metropolitan areas in search of jobs in sectors other than agriculture (Baishya *et al,* 2021). In India, 45 per cent of people move to urban areas, with young people making up 30 per cent of this population (*Hazra*, 2012).

The fragmentation of land holdings, dramatic rise in family expenses relative to farm revenue, increased risk in the agricultural industry due to recently emerging issues like climate change and a severe shortage of workers on farms were the main causes of this issue. However, Indian Council of Agricultural Research under the Ministry of Agriculture and Farmers' Welfare contemplated the brilliant idea of initiating a visionary project Attracting and Retaining Youth in Agriculture (ARYA). The project was launched in 25 districts across the nation in 2015–16 with the aims to attract and empower the youth in rural areas to take up various agriculture, allied and service sector enterprises for sustainable income and gainful employment in selected districts, to enable the farm youth to establish network groups to take up resource and capital intensive activities like processing, value addition and marketing, and to demonstrate functional linkage with different institutions and stakeholders for convergence of opportunities available under various schemes/ program for sustainable development of youth. The KVK's are playing can playing and can play significant role in skill development of rural youths. The learned skills may enable the youths to take agriculture as source of livelihood (*Kumari et al, 2020*).

The youth trained were provided with all necessary technical knowhow about their respective enterprises along with some inputs to kick start their businesses. Exposure visits were conducted in order to make them convinced about the scale and level at which other successful entrepreneurs were operating. Krause *et al* (2015) found that youth skills and knowledge improved as a result of training on entrepreneurship in Tanzania. This study was planned to evaluate entrepreneurial units

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Table 1. Enterprise-wise skill training of youth from 2017-2021.

Enterprise	Topic covered	No. of trainings	No. of youth trained	No. of youth started an enterprise
Beekeeping	Skill training on Beekeeping, value addition and marketing of honey, pollen & bee wax	5	230	90
Value addition and Processing	Skill development training on the processing of fruits, Vegetables & Milk	5	150	103
Mushroom Cultivation	Skill training on mushroom production, spawn production, processing, value addition and marketing	5	215	80
Poultry Farming	Improved poultry-rearing practices on housing, feeding, healthcare, vaccination, hatchery management and marketing	5	244	119
Total		**20**	**839**	**292**

established by youth and reason of discontinuation of units and non-adoption.

MATERIALS AND METHODS

The Krishi Vigyan Kendra, Bathinda organized skill based as well as vocational training programs of under ARYA project for the rural youth. During five years (2017-21), 20 skill-based vocational training programs in four enterprises (5 training in each enterprise) and 839 rural youths were trained, out of which 392 have started their enterprises. The data were collected personally from these trainees through a previously developed interview schedule and questionnaire. Eight hundred and thirty nine trainees were classified into three categories in terms of adoption status namely: continued adopters, discontinued adopters and nonadopters. Out of 839, a sample of 200 respondents was selected proportionately from these three categories to study the factors effecting adoption decision, reasons for non-adoption and discontinuance, and economic impact of the enterprises. Pre-test and post-test evaluation of participants was carried out during the training program.

RESULTS AND DISCUSSION

Adoption status

The adoption status with respect to continued adoption, discontinuance and non-adoption was based on the sample of 839 trainees from whom the response was given (Table 2). In beekeeping 39.1 percent youth started beekeeping as an enterprise and out of 26.5 per cent units are still functioning and 12.6 per cent units are non-functional. While the proportion of the functional units in value addition and processing was maximum (44.7%) followed by poultry enterprise (29.5 %). The percentage of non-adopters was on higher side (62.8 %) in case of mushroom cultivation followed by beekeeping (60.9%). About 24 percent and 19.3 percent of the food processing and poultry trainees respectively had discontinued the enterprises over time. This showed that the adoption in case of poultry and food processing was more as compared to other two enterprises.

Table 2. Adoption statues of trainees in different enterprises.

Enterprise	No. of Youth Trained	Units established		Non-adopter
		Continued adopter	Discontinued	
Bee keeping	230	61	29	140
Value addition and processing	150	67	36	47
Mushroom cultivation	215	47	33	135
Poultry farming	244	72	47	125
Total	839	247	145	447

Descriptive statistics of trainees

It was evident from the data that in case of continued adopters majority (42%) were studied upto senior secondary followed by matriculates (35%). In discontinued adopters majority (39%) were studied up to 10th standard. Among non-adopters most of the trainees have primary education only (31%). Among continued adopter, discontinued adopter and non-adopter the average age of the trainees was 34, 32 and 33, respectively. The trainees were predominant from rural background having agriculture as their main occupation. Majority of the respondents were from rural areas, with agriculture being the major family occupation. Majority of the adopters (38%) and discontinued adopters (32%) belonged to small (landholding1-2 ha). Among non-adopters majority of youth was having marginal land holding (37%) followed by small land holding (35%). Average family income of respondents belonging to functional units, Non-functional units and non-adoption was 3.11 lakh, 10.84 lakh and 1.52 lakh respectively.

Net and employment generation from various enterprises

The economic benefits arising from the various demonstrated enterprises in the villages. The annual net income was Rs 1,08,771 to 3,39,173, Rs 93,298 to 4,21,775, Rs 1,06,297 to 272,181 and Rs 133,110 to 341,106 from beekeeping, value addition and processing, mushroom production and poultry farming, respectively. The annual number of man-days generated from beekeeping, value addition and processing, mushroom production and poultry farming was 135 to 351, 110 to 414, 142 to 303 and 155 to 331, respectively (figure 2).

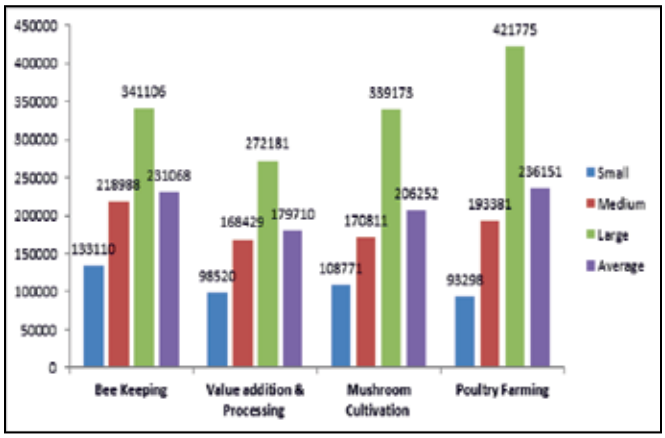

Figure 1: Net income from various enterprises

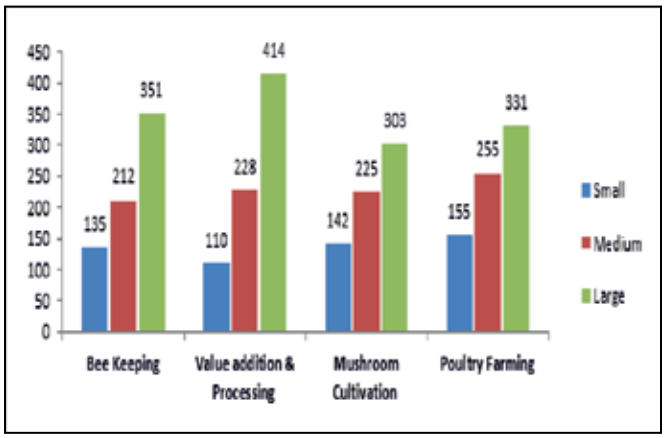

Figure 2: Employment generated from various enterprises

Reasons for discontinuation

The data (Table 4) showed major reason of discontinuation in various enterprises after starting the enterprise. It was clear that in beekeeping monopoly of a few companies in marketing got

Table 3. Descriptive statistics of trainees.

Sr. No		Functional	Non-functional	Not-started
1	Age (Yr)			
a.	Range	20-40	21-42	21-45
b.	Average	34	32	33
2	Education			
c.	Illiterate	3	5	8
d.	Primary (5th pass)	9	15	31
e.	Middle (8th pass)	7	11	16
f.	Matriculate	35	39	27
g.	Senior secondary (10+2)	42	27	17
h.	Graduation & above	4	3	1
3	Family background (%)			
i.	Rural	96	92	94
j.	Urban	4	8	6
4	Gender			
k.	Female	64	32	107
l.	Male	183	113	340
5	Family occupation (%)			
m.	Agriculture	97	92	96
n.	Others (service, business and labour)	3	8	4
6	Farm Size			
o.	Marginal (Less than 1 ha)	28	25	37
p.	Small (1-2 ha)	38	32	35
q.	Semi-Medium (2-4 ha)	22	29	14
r.	Medium (4-10 hac)	5	8	10
s.	Large (10 ha & above)	7	6	4
7	Average family income (in lack)			
t.	Range	0-8.5	0-4.3	0-3.9
u.	Average	3.11	1.84	1.52

first rank among the reasons of discontinuation. Engaged in other livelihood options was major reason for discontinuation in value addition and processing followed by low demand of products during Covid-19. In mushroom cultivation main reason of discontinuation was costly raw material for commercialization followed by lack of technical labour and low economic return. In case of poultry farming major reason for discontinuation was Low demand of eggs/meat during Covid-19, followed by high investment cost for commercialization, engaged in other livelihood options.

It was evident from data (Table 5) that major reason for non-adoption in case of beekeeping was lack of finance, followed by waiting for right time to start and low risk bearing capacity. In value addition and processing main reason of non-adoption was lack of family support, engaged in other livelihood

Table 4. Major reasons of discontinuation of different enterprises.

Sr. No.	Reasons for discontinuation	Frequency	Percentage	Rank
A.	Beekeeping (n=29)			
1.	Monopoly of a few companies in marketing	24	82.8	I
2.	Unfair competition in market due to adulterated honey	22	75.9	II
3.	Poor marketing accessibility	18	62.1	III
4.	Diseases and bee enemies	16	55.2	IV
5.	Problem of bee flora	14	48.3	V
6.	Engaged in other livelihood options	11	37.9	VI
B.	Value addition and processing (n=36)			
7.	Engaged in other livelihood options	29	80.6	I
	Low demand of products during Covid-19	27	75.0	II
8.	Lack of family support	24	66.7	III
9.	Lack of financial support for commercialization	18	50.0	IV
10.	Costly raw material	15	41.7	V
C.	Mushroom cultivation (n=33)			
11.	Costly Raw material for commercialization	24	72.7	I
12.	Lack of technical labour	21	63.6	II
13.	Low economic return	11	33.3	III
14.	Engaged in other livelihood options	8	24.2	IV
15.	Poor Shelf life of mushroom	5	15.2	V
D.	Poultry (n=47)			
16.	Low demand of eggs/meat during Covid-19	34	72.3	I
17.	High investment cost for commercialization	31	66.0	II
18.	Engaged in other livelihood options	16	34.0	III
19.	High mortality	8	17.0	IV
20.	Disease outbreak	2	4.3	V

Reasons for non-adoption

activities and costly raw material. Costly raw material also was major reason for non-adoption in mushroom followed by lack of technical labour. In case of poultry farming high investment cost got first rank among the reasons of non-adotion.

Suggestions of successful entrepreneurs

It can be inferred from the Table 6 that majority (70.9%) of the entrepreneurs suggested that simplify the loan sanctioning procedure' for successful running of an enterprise followed by regular supply of electricity and water (64.8%), formation of organization or association to get help from all sources' (61.9%), 'Improve technical knowhow knowledge' (53.8%), need family support in enterprise management (34.4%), and provide more skill oriented training programmers (31.6%),

CONCLUSION

The follow-up of the trainings provided by the KVKs provide much needed guidance to trainees and avoid discontinuance of enterprises like beekeeping,

Table 5. Major reasons of non-adoption of different enterprises.

Sr. No.	Reasons for non-adoption	Frequency	Percentage	Rank
A.	**Beekeeping (n=140)**			
1.	Financial problem	105	75.0	I
2.	Inadequate knowledge of govt scheme related to beekeeping	87	62.1	II
3.	Low risk bearing capacity	69	49.3	III
4.	Engaged in other livelihood options	45	32.1	IV
5.	Waiting right time to start	25	17.9	V
B.	**Value Addition and processing (n=47)**			
6.	Lack of family support	32	68.1	I
7.	Engaged in other livelihood options	28	59.6	II
8.	Costly raw material	23	48.9	III
9.	Lack of financial support	17	36.2	IV
10.	Low risk bearing capacity	12	25.5	V
C.	**Mushroom cultivation (n=135)**			
11.	Costly Raw material	112	83.0	I
12.	Lack of technical labour	98	72.6	II
13.	Engaged in other livelihood options	82	60.7	III
14.	Lack of family support	65	48.1	IV
15.	Low risk bearing capacity	42	31.1	V
D.	**Poultry (n=125)**			
16.	High investment cost	102	81.6	I
17.	Lack of technical labour	92	73.6	II
18.	Lack of family support	79	63.2	III
19.	Engaged in other livelihood options	65	52	IV
20.	Low risk bearing capacity	44	35.2	V

mushroom, poultry and food processing. About 46.7 percent youth started an enterprise after training and out of which 29.4 percent units are still functioning and 17.3 percent units are non-functional. Maximum units discontinued in Value addition and processing (24%) followed by poultry (19.3%), mushroom (15.3 %) and beekeeping (12.6 %). The percentage of non-adopters was on higher side (62.8 %) in case of mushroom cultivation followed by beekeeping (60.9%), poultry (51.2 %) and Value addition (31.3 %). Average annual net income was highest in poultry farming followed by beekeeping, mushroom and value addition and processing.

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Table 6. Suggestions of rural youth for successful running of their enterprise (n=247)

Sr. No.	Suggestion	Frequency,	Percentage	Rank
1.	Simplify the loan sanctioning procedure	175	70.9	I
2.	Regular supply of electricity and water	160	64.8	II
3.	Formation of organization or association to get help from all sources	153	61.9	III
4.	Improve technical knowhow knowledge	133	53.8	IV
5.	Provide professional expertise on latest Production and market trends	106	42.9	V
6.	Need family support in enterprise management.	85	34.4	VI
7.	Provide more skill oriented training programmes	78	31.6	VII

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