

## AGRIPRENEURSHIP: STRATEGIES PROMOTION IN ANUPPUR DISTRICT (M.P.)

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### ABSTRACT

*Agriculture promotion is the increment of social and economic status of farmers that is the indicators of promotion of Agripreneurship in India. Agripreneurship acts as a vital role in Agriculture sector particularly to rural area of India. In India having mostly the rural are depends on the agriculture activities that is the basic area of the country. Government has mostly worked for the agriculture promotion through increment in the skills of farmers, availability of resources of agriculture, socio-economic traits of farmers and availability of agriculture government schemes. The significance of the Agriculture shows the level of economy by the country's contribution in GDP. It is a primary sector of the country that produces raw materials and provides basic infrastructure for the any business in country. Agriculture is a platform for the development of the rural farmer's skills and abilities in the farming activities. Improvement of these skills and abilities of farmers are factors to promotion of entrepreneurship in agriculture by the farmers. This research article is primary study of the Anuppur District of Madhya Pradesh that shows positive significance level of resources of agriculture, socio-economic status of farmers, agricultural government schemes awareness and training programs with promotion of Agripreneurship in Anuppur District of Madhya Pradesh. It is also affect the livelihood of farmers with their increment in the level of income.*

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**Keywords:** *Agripreneurship, Social and Economic, Entrepreneurship, Resources of Agriculture, Agriculture Government Schemes, Livelihood, Income.*

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### Introduction

Agribusiness plays a major role in the economic development of any country and is considered as a powerful tool for transforming the livelihood of rural people. In India, the Economic reforms started in the year of 1991 and the policy of liberalization and globalization of the economy have accelerated to formation of agriculture into commercial and market accelerates enterprises. In Agricultural activities farmers has different types of input which are traditional input and advances input in the form of technologies which enables technological innovations to manipulate these factors to increment in the production of crops. Increasingly nowadays, application of science and technology also involves preventing or at least minimizing wasteful use of precious resources. But, the development of agribusiness very much depends upon the requirement of infrastructure, agriculture surplus, best policy support and the entrepreneur ability of farmer.

### Entrepreneurship In India

Entrepreneurship is play role as main factor of economic growth and accelerate the factors of Economic Development has been identified for its various important role in the area of job creation, revenue generation, poverty alleviation and wealth creation (Josiane, 1998). It is the accelerated factors of the changing the status of life to promote best living things.

Though, total shown area in M.P. is almost stagnant at about 175 million hectares but in terms of food grains production it has registered substantial increase due to increase in productivity. Madhya Pradesh produces variety of food crops like Soybean, wheat, paddy, maize, arhar, sugarcane, oilseeds, and fruits & vegetables, etc. It enjoys the status of first rank in the production of Soybean 44.79% share

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of total production in India, Gram 38.63% and Pulses 24%. It produces 9% of India's food grains, 14.52% of India's wheat and 21% of the nation's oilseeds. It ranks second in Oilseed and Mustard nearly 20% and 32% per cent of the total production of India.

### Review literature

- **Resources of Agriculture**

Resources of Agriculture are the backbone of the Economy of the country due to formation of raw materials of the Industries. These are indicated that infrastructures decided the quantity and quality of the production of crops. Lands, irrigation, electricity, cowdungs, fertilizers, seeds, sun light, temperature, climate are basic things that shows the status of farmers and influencing the living standard of the farmer's family. Agriculture resources are base of the living organism due to formation of food and provide energy to the life

- **Socio-Economic status of Farmers**

Socio-Economic status is the variable that shows the priority action of the farmers. The social economic characteristics of farmers were categorized by their status of farmers with Family type, size of family, the gender of the decision-maker, social participation, income level, and landholding, productivity, Educations, cropping pattern etc. more than half of the population was illiterate, but they were willing to accept new changes in farming pattern with their capabilities. This is provide direction of the farmers' life indicators that decides way of farmers cropping pattern and how they worked in agricultural activities in their farming. It is also shows the status of farmers decision making to changing their results of agriculture

- **Agricultural Schemes**

Farmers have limited resources of agriculture, they doing their work with capability efforts but it is not satisfied them due to lack of sufficient information about agriculture Schemes. Agriculture government schemes are accelerator for the agricultural activities. It is help to the small landholding, marginal landholding, medium landholding and also large landholding farmers. All categories of farmers have to take advantage from different government schemes like crop Agricultural insurance, Soil health card, Pradhan Mantri Krishi Sinchai Yojana (PMKSY), National Agriculture Marketing Schemes Paramparagat Krishi Vikash Yojana (PKYY), Seeds Distribution Schemes and Minimum Support Price (MSP) etc. These are the mainly awareness schemes which have provide more benefits to the farmers in form of utilization of resources, better input management, nearest market, financial assistance benefits in subsidies and minimum prizes of crops decides by the government. It is also provide insurance coverage and financial support in seeds, agriculture equipment, fertilizers, pesticides etc. (Brijesh Patel and Kirit Chavda 2013). Government schemes of agriculture is also motivate to the farmers to support in adaptation of technologies in their farming with subsidies in agriculture equipment (Om Prakash Pathak, 2012).

### Hypothesis of Study

**H<sub>0</sub>:** There is no positive impact of the Resources of Agriculture, Socio-economic status of farmers, Government agriculture schemes awareness and training programs on the Promotion of Entrepreneurship among farmers.

**H<sub>1</sub>:** There is positive impact of the Resources of Agriculture, Socio-economic status of farmers, Government agriculture schemes awareness and training programs on the Promotion of Entrepreneurship among farmers.

### Objective of Study

The main objective of this research article is the to find out the significance and importance of the different factors like resources of agriculture, Socio-economic status of farmers and agriculture schemes of government having positive effect on the promotion of entrepreneurship among the farmers.

### Research Methodology

- **Data Collection Method**

The method of gathering data on specific factors in a systematic way is developed. Data from primary and secondary sources are gathered. The primary data is collected through structured close-ended questionnaire with 5-point Likert Scale from the rural farmers of Anuppur District (M.P). The secondary data is collected through Google scholars, through Internet, articles, journals, websites, government publications, references books etc.

- **Sampling Design**

It is described as selecting the portion of the Anuppur district population chosen to conduct a population representation of the study survey with the two Blocks of Anuppur District are Pushparajgarh and Anuppur Blocks.

- **Target Population**

Target population is to discuss about sample size of the research in selected area that represent all aggregates population. The target population in this study constituted 600 farmers farmers of **various** farm size namely marginal farmers (operating land holding of less than 1 ha.), small farmers (operating land holding between 1-2 ha.), medium farmers (operating land holding between 2-4 ha) and large farmers (operating land holding more than 4 ha) of Anuppur District M.P.

- **Sampling Methods**

Multi Stage Random sampling technique is used in this study to collect the required data for the Research Thesis from the respondents of the farmers in the Anuppur block and Pushparajgarh block of Anuppur District.

**Data Analysis and Interpretation**

**Landholdings**

**Table 1: Landholding details of Farmers**

**Land Holding of Farmers**

|                          | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------|-----------|---------|---------------|--------------------|
| Valid Marginal (< 1Acre) | 285       | 49.4    | 49.4          | 49.4               |
| Small (1-3 Acre)         | 140       | 24.3    | 24.3          | 73.7               |
| Medium ( 3-5 Acre)       | 93        | 16.1    | 16.1          | 89.8               |
| Large (Above 5 Acre)     | 59        | 10.2    | 10.2          | 100.0              |
| Total                    | 577       | 100.0   | 100.0         |                    |

Source: SPSS 22 Version

In the research of the study found the landholding results of the selected farmers in Anuppur districts. There have four categories for the Land Holding of the farmers one is Marginal (0-1 acre) second is small (1-3 acre) third is medium size (3-5 acre) and fourth is large size (above 5 acre) shown in above table.

- **Reliability Test**

The term reliability in psychological research refers to the consistency of a research test or measuring test. Assessing test of reliability requires using the measures on a group at one time, using it again on the same group of people at a later time, and then looking at a test correlation between the two sets. In this test 16 items are selected from 38 items of question. This is indicate that respondent of farmers are 577 which is represent the farmers of Anuppur district in Madhya Pradesh. All selected number of items has proved that the reliability test of the research study is the 0.737 that is reliable value to accept the approaches with the respectively question and variables. This reliable value is known as Cronbach's alpha or Coefficient Alpha which decides that the validity of research.

**Table 2: Reliability Test Result**

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .737                          | 16         |

Source: SPSS 22 Version

- **Correlation Analysis**

**Table 3: Correlation Result****Pearson's Correlation**

|     |                     | Correlations |        |        |        |
|-----|---------------------|--------------|--------|--------|--------|
|     |                     | ENT          | GOV    | SOC    | AGR    |
| ENT | Pearson Correlation | 1            | .187** | .213** | .292** |
|     | Sig. (2-tailed)     |              | .000   | .000   | .000   |
|     | N                   | 577          | 577    | 577    | 577    |
| GOV | Pearson Correlation | .187**       | 1      | .089*  | .317** |
|     | Sig. (2-tailed)     | .000         |        | .033   | .000   |
|     | N                   | 577          | 577    | 577    | 577    |
| SOC | Pearson Correlation | .213**       | .089*  | 1      | .152** |
|     | Sig. (2-tailed)     | .000         | .033   |        | .000   |
|     | N                   | 577          | 577    | 577    | 577    |
| AGR | Pearson Correlation | .292**       | .317** | .152** | 1      |
|     | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|     | N                   | 577          | 577    | 577    | 577    |

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

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

Source: SPSS 22 Version

From above table, the null hypothesis is rejected because the p-value is below 0.05. All independent variables (AGR, SOC, and GOV) have positive impact on the Promotion of Entrepreneurship (ENT) among the farmers of Anuppur District with the positive significant strength like .292, .213 and .187.

- **Hypothesis Testing**

**Table 4: Regression Analysis****Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .350 <sup>a</sup> | .123     | .118              | 1.98385                    |

a. Predictors: (Constant), AGR, SOC, GOV

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 315.563        | 3   | 105.188     | 26.727 | .000 <sup>b</sup> |
|       | Residual   | 2255.140       | 573 | 3.936       |        |                   |
|       | Total      | 2570.704       | 576 |             |        |                   |

a. Dependent Variable: ENT

b. Predictors: (Constant), AGR, SOC, GOV

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.  |      |
|-------|-----------------------------|------------|---------------------------|------|-------|------|
|       | B                           | Std. Error | Beta                      |      |       |      |
| 1     | (Constant)                  | 7.385      | .922                      |      | 8.012 | .000 |
|       | GOV                         | .099       | .042                      | .098 | 2.361 | .019 |
|       | SOC                         | .185       | .043                      | .169 | 4.256 | .000 |
|       | AGR                         | .248       | .044                      | .235 | 5.649 | .000 |

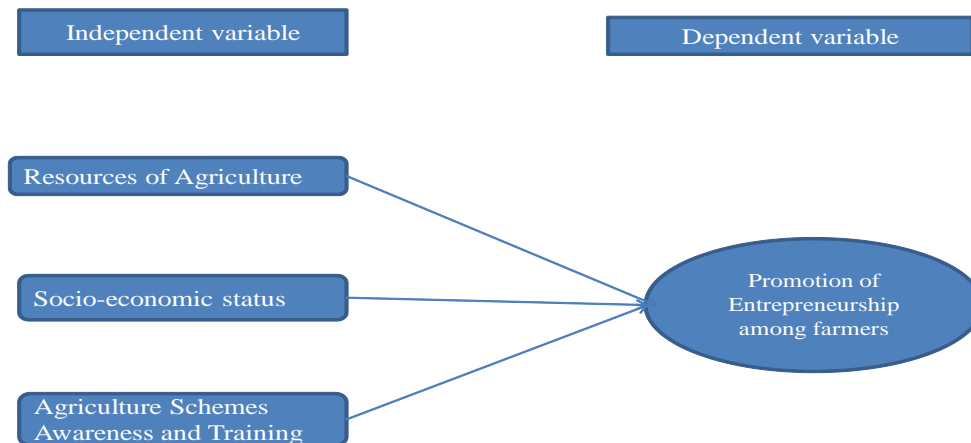
a. Dependent Variable: ENT

Source: SPSS 22 Version.

From the above Table (c), all p-values are less than 0.05 and we reject the null hypotheses. An analysis of the coefficients and the associated p-values showed that Promotion of Entrepreneurship among the farmers has paths to it from Resources of Agriculture (AGR), Socio-Economic status of farmers (SOC), Agriculture Schemes awareness and training (GOV).have direct positive effects on the Promotion of Entrepreneurship among the farmers with regression weights of variables They explained 87.0 % of the variance on Promotion of Entrepreneurship among the farmers among Anuppur District.

**Conceptual Model for Agripreneurship**

## Conceptual Framework



**Figure 1: Conceptual framework**

Source: Questionnaire Based

**Findings and Conclusions**

A resource of Agriculture which is shows the status of the socio economic condition of the farmers. In research we found that mostly farmers have small and marginal land holding to the agriculture. Farmers have to use the proper resources with their capabilities. Resources of agriculture shows that the highly positive significant value with the entrepreneurship. Socio-Economic status of farmers has more significant to the promotion of entrepreneurship among the farmers of Anuppur district. Entrepreneurs skill play vital role to promote in the development of the living standard of the farmers. It is cover the gap between the farmer's skills and their development. Skills and abilities helps in the fighting in different challenges to the farmers. Government agriculture schemes awareness and training program held implemented by the central and state government. The main objectives of these schemes

is the to promote the agriculture productivity and changing the life style of farmers with development of the Agri-preneurship in India and to help to farmers in financial and to educate the modern farming in India with adaptation of advanced technologies, equipment, seeds pesticides and fertilizer etc.

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