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## **Training Needs of Rural Youth towards Agri-Enterprises**

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### **Authors' contributions:**

*This work was carried out in collaboration among all authors. Author M designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors BRM and TL managed the analyses of the study. Authors PLRJP and AVN managed the literature searches. All authors read and approved the final manuscript.*

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### **ABSTRACT**

The study is an attempt to understand training needs in areas of agrienterprises. Investigation was carried out in three regions of Andhra Pradesh. Exploratory research design was used. The respondents (n=240) were the youth residing in the villages at the time of investigation. Simple random sampling technique was used for sample collection from twenty four villages. Pre-tested interview schedule was used for data collection. The inferential statistical tools like mean, standard deviation, frequency, percentage were used for analysis of data. An attempt was made to assess the areas of training needs to be focused mainly for agripreneurs to run their agri-enterprises smoothly. Manufacturing techniques (2.69) ranked first among the list of areas training needs for agripreneurs.

**Keywords:** Rural youth; agri-preneurship; training need.

## 1. INTRODUCTION

Training plays an important role in the advancement of human performance in a given situation. It provides a systematic improvement of knowledge and skills which in turn helps the trainees to function effectively and efficiently in their given task on completion of the training. Lynton and Pareek (1990) stated that training consists largely of well organized opportunities for participants to acquire necessary understanding and skill. Training in agri-enterprises is directed towards improving their job efficiency in farming. The kind of education we call as training is not for knowing more but behaving differently.

This research entails an attempt to assess and identify the areas of training needs to be focused mainly for agripreneurs to run their agri-enterprises smoothly. The study is divided into 5 sections whereby the first section was an introduction to the work. Section two presents a literature review to have a theoretical and empirical foundation for the current research. Section three is about the methodology used, while section four presents the results and discussion. Section five is about the conclusion and recommendations.

## 2. LITERATURE REVIEW

### 2.1 Training needs of Rural Youth in Agri-enterprises

Sheela [1] reported that processing and control of stored product pests were the two areas in which farm women needed more training.

Shashikala (1990) revealed that training in identification of pests and diseases is most needed by the farm women of both rain fed and irrigated areas, as identified by 34% and 30%, respectively. This was followed by 44% of farm women in both areas needed training in selection of seed material, 40% of the farm women of rain fed area and 29% of the farm women of irrigated area needed training in correct spacing, followed by processing of food grains and care of children.

Jha et al. [2] found that 38.64% of respondents preferred 10 days duration of training programme, followed by 15 days (24.75%), 30

days (21.78%) and 5 days (14.85%). About 33% of women trainees desired that training programme should preferably be of short duration up to 5 days and maximum up to 10 days. Majority of the trainees were in favour of 10 days of training programme, that they may have sufficient time for theoretical and practical learnings.

Roy [3] revealed that most of the respondents desired training in vegetable cultivation, followed by dairy farming, crop farming, motor repairing and in the use of new information technologies, respectively. They also perceived that a method-mix of various instructional methods should be used for providing training.

Sharma et al. [4] observed that average milk production per animal increased from 6.76 liter to 6.93 liter after training intervention. There was also reduction in cost of disease management. It was observed increase in net profit, milk production, and in income.

Savita [5] found that 60.83% of the respondents needed training in the subject area of selection of seed material. Among rural youth 38.33% of them most needed training in chemical weed control, 68.33% needed training in 'identification of pests and diseases'.

Rathode et al. [6] revealed that the level of knowledge, skill, attitude, motivation, confidence and adoption increased after the training programmes. Similarly, technology, production, productivity, family employment and annual income were increased. Overall, vertical impact of training programmes on farmers was about 30.00%.

Kumar and Kumar [7] observed that there was a highly significant difference in the respondents' knowledge level, before and after the conduct of training program.

Sharma et al. [8] revealed that average herd size with dairy farmers increased from 7.68 to 9.21 after training. Knowledge level of trainees in breed characteristics, disease management, feed preparation, average milk production and net profit per animal also increased.

Gajendra [9] reported that after undergoing dairy entrepreneurship training programme there was an increase in milk production, improved quality of milk, increased trends of fodder crop production and sharp increase in average total income compared to pre intervention period.

### 3. MATERIALS AND METHODS

This research is quantitative based on a structured questionnaire distributed to a sample of 240 farmers. Respondents were asked to give their preferences for better running of the agri-enterprise, which was categorized into mostly preferred, preferred, and least preferred. Frequencies and percentage for each category were calculated for each area of training need and total scores and mean scores were calculated. Ranks were assigned based on the mean score.

#### 3.1 Measurement for Assessing the Training Needs of Rural Youth in Agri-enterprises

Training need assessment is the method of determining the gap between existence of the need and requirement of the rural youth. Training programmes are adopted if a training need exists and if it does what training is required to fill the gap. For ascertaining the training needs, the questionnaire consisted of 19 statements. The responses for each item was rated based on a five point Likert scale ranging from strongly agree to strongly disagree, whereby strongly agree is coded with the highest ranking value of 5, agree with 4, undecided with 3, disagree with 2, and strongly disagree with 1, respectively and responses were recorded. Furthermore, categorization of the training needs was performed based on scores as shown in Table 1 herein.

#### 3.2 Data Analyses

According to Hejase and Hejase [10, p. 272], "descriptive statistics deals with describing

acollection of data by condensing the amounts of data into simple representative numerical quantities or plots that can provide a better understanding of the collected data". In fact, frequencies and percentages were calculated and categorized as shown in the results.

**Table 1. Frequencies and percentages were calculated and categorized**

S. No.	Category	Score
1.	Low need of training	Below mean-S.D.
2.	Moderate need of training	Between mean $\pm$ S.D.
3.	High need of training	Above mean + S.D.

### 4. RESULTS AND DISCUSSION

It is apparent from Table 2 and Figs. 1 and 2 that under the list of areas for training needs by agripreneurs for smooth running of their agri-enterprise, manufacturing techniques (2.69) ranked I, administration and supervision techniques (2.68) ranked II, brand promotion (2.64) ranked III, organizational management (2.61) ranked IV, financial management (2.57) ranked V, marketing techniques (2.54) ranked VI, personnel management (2.50) ranked VII, entrepreneurial motivation, business opportunities and guidance (2.48) ranked VIII, packing techniques for export (2.45) ranked IX, labour management (2.35) ranked X, quality management with mean score (2.31) ranked XI, procurement of raw material (2.30) ranked XII, marketing management (2.25) ranked XIII, advertising the products (2.24) ranked XIV, processing (2.21) ranked XV, material management (2.07) ranked XVI, export promotion techniques (2.06) ranked XVII, technology upgradation (1.92) ranked XVIII, and environmental management and pollution control (1.88) ranked XIX.

These findings are in conformity with Singh [11-13].

**Table 2. List of areas of training needs by agripreneurs for smooth running of their agri-enterprise (n=240)**

S. No.	Statement	Respondents						TS	MS	R
		Most preferred		Preferred		Least preferred				
		f	%	f	%	f	%			
1.	Processing	120	50	52	21.67	68	28.33	532	2.21	<b>XV</b>
2.	Manufacturing techniques	182	75.83	42	17.5	16	6.67	646	2.69	<b>I</b>
3.	Procurement of raw material	117	48.75	80	33.33	43	17.92	554	2.30	<b>XII</b>
4.	Entrepreneurial motivation, business oppurtunities and guidance	132	55	92	38.33	16	6.67	596	2.48	<b>VIII</b>
5.	Technology upgradation	95	39.58	31	12.92	114	47.5	461	1.92	<b>XVIII</b>
6.	Advertising the products	110	45.83	78	32.5	52	21.67	538	2.24	<b>XIV</b>
7.	Material management	82	34.17	94	39.17	64	26.67	498	2.07	<b>XVI</b>
8.	Financial management	152	63.33	76	31.67	10	4.17	618	2.57	<b>V</b>
9.	Administration and supervision techniques	169	70.42	67	27.92	4	1.67	645	2.68	<b>II</b>
10.	Marketing techniques	172	71.67	26	10.83	42	17.5	610	2.54	<b>VI</b>
11.	Marketing management	114	47.5	72	30	54	22.5	540	2.25	<b>XIII</b>
12.	Packing techniques for export	159	66.25	32	13.33	49	20.42	590	2.45	<b>IX</b>
13.	Export promotion techniques	121	50.42	14	5.83	105	43.75	496	2.06	<b>XVII</b>
14.	Environmental management and pollution control	82	34.17	49	20.42	109	45.42	453	1.88	<b>XIX</b>
15.	Personnel management	174	72.5	14	5.83	52	21.67	602	2.50	<b>VII</b>
16.	Quality management	148	61.67	19	7.92	73	30.42	555	2.31	<b>XI</b>
17.	Brand promotion	186	77.5	22	9.17	32	13.33	634	2.64	<b>III</b>
18.	Organizational management	151	62.92	85	35.42	4	1.67	627	2.61	<b>IV</b>
19.	Labour management	140	58.33	46	19.17	54	22.5	566	2.35	<b>X</b>

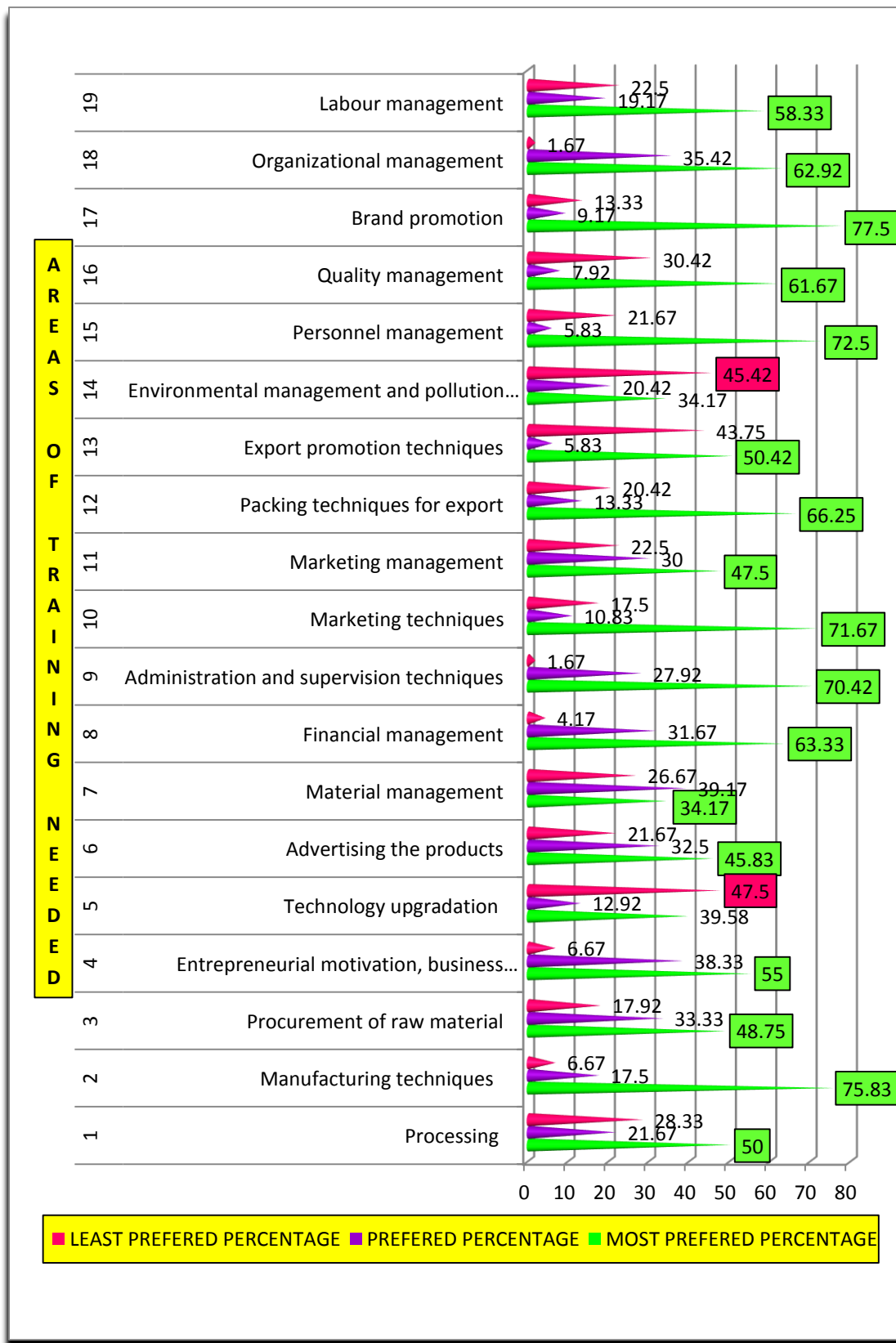


Fig. 1. Distribution of respondents according to their preferences in areas of training needs for smooth running of their agri-enterprise

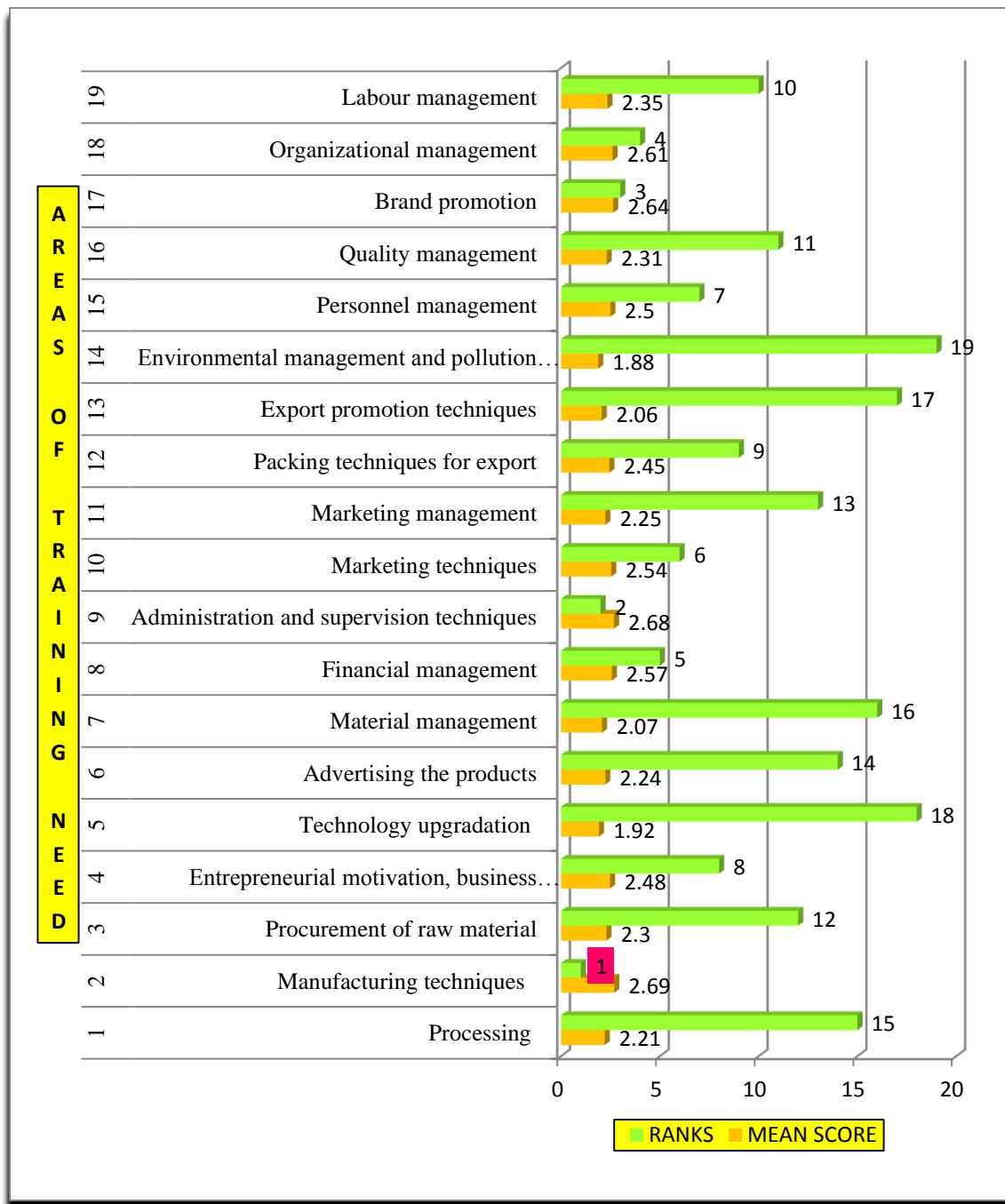


Fig. 2. Distribution of areas of training need based on ranks and mean score

## 5. CONCLUSION AND RECOMMENDATIONS

The study showed that agripreneurs surveyed are moderately skilled, and they feel they need entrepreneurial skills training in areas such as manufacturing techniques, administration and supervision techniques, brand promotion, organizational management, financial

management for smooth running of their agri-enterprise. This study shows that agripreneurs react to changes in the current business environment that requires creative and innovative agripreneurs to provide goods and services more competitively and viably. Apart from that, providing training and entrepreneurial education to agripreneurs based on the skills needed by entrepreneurs in this study, can contribute to

their knowledge, skills and experience to the business.

From this study, it is apparent that entrepreneurs still need knowledge related to the business in order to make their businesses more robust and competitive. It is recommended that they undergo continuous training to increase their knowledge and skills be able to expand to larger and more successful businesses. Beside the afore mentioned ,agri-entreprenurs need to be provided with appropriate entrepreneurial training to have more focus, less time wastage and efficient costing.

## CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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