



Entrepreneurial Behavior of Rural youth engaged in Muga cultivation in Lakhimpur district of Assam

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ABSTRACT

Youth is the most potential segment of the society. The rural youths belong to the most disadvantaged group of the people in spite of having lots of potentialities. The level of unemployment is a mirror image of the state of nation's economy. Entrepreneurship development as a phenomenon generating jobs, places plays a vital role in particular to alleviate high unemployment level in countries. Assam is richly endowed with in natural resources and known to the world for its Tea, Oil and also another most beautiful authentic uniqueness of Assam, the "Muga Silk of Assam" which represents India around the world. Lakhimpur district of Assam is rich in agricultural resources there is tremendous potential of entrepreneurship development in muga cultivation in this region with efforts of extension agencies and proper research. Since youth have a high potential and scope towards entrepreneurship development, the need for studying the entrepreneurial behaviour is essential. Therefore, a comprehensive study was carried out in Lakhimpur district of Assam in the year 2017 with a view to find out the entrepreneurial behavior of rural youth engaged in muga cultivation. Purposive and random sampling techniques were used for the selection of respondents. Total 60 respondents were selected for the study. Data were collected by administering a structured schedule. Statistical tools employed to analyze the data included frequency distribution, percentage, mean, standard deviation. The study revealed that more than half of the rural youth engaged in muga cultivation (63.34%) had a medium level of entrepreneurial behavior in the district.

Keywords: Rural youth; Muga cultivation; Entrepreneurial behavior; Assam

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INTRODUCTION

Youth is the most potential segment of the society. The rural youths belong to the most disadvantaged group of the people in spite of having lots of potentialities. The level of unemployment is a mirror image of the state of nation's economy. ILO has estimated that nearly 75 million youth are unemployed around the world and global youth unemployment rate is projected at 12.6%. [1]

The population in the age group of 15-34 increased from 353 million in 2001 to 430 million in 2011. By 2020, India is set to become the youngest country with 64 % of its population in the working age group [2].

Assam is situated in the North-East region of India, bordering seven states viz. Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and West Bengal and two countries viz., Bangladesh and Bhutan. With a geographical area of 78,438sq.km, Assam is about 2.4 per cent of the country's total geographical area. Assam provides shelter to 2.57 per cent population of the country. Now Assam which covers 70.00% of region's population has an unemployment rate of 6.10 per cent and it is expected that by 2022, 11.5 million people from the state will be on the hunt for employment.

Entrepreneurship is a major strategy for economic development of the country. Agriculture is one of the verdant areas for entrepreneurial activity with a high potential for employment generation. Assam has enormous potential to accommodate different types of agro-based enterprises as it has diverse, yet conducive soil and climatic characteristics. Though there is a vast potentiality in this district, Lakhimpur is considered as one of the backward district of Assam by the Planning Commission, Govt. of India. The respective district is rich in agricultural resources and potentialities for development of different agro based enterprises .All these advantages can be brought into practice by creating self- employment opportunities in the rural youths for socio- economic up gradation. Since youth have a high potential and

scope towards entrepreneurship development. There is tremendous potential of entrepreneurship development in this region in muga cultivation. Therefore, a comprehensive study was carried out to measure the entrepreneurial behavior of rural youth engaged in muga cultivation.

MATERIAL AND METHODS

The study was conducted in Lakhimpur district of Assam. A purposive cum random sampling design was followed for selection of respondents for the study. Under Lakhimpur district 4 blocks namely Dhakuakhana, Ghilamara, Lakhimpur and Karunabari were purposively selected. One villages from each block were selected randomly. 15 respondents from the total number of rural youths engaged in muga cultivation were selected from each of four villages by using random sampling procedure. Thus, the total sample size constituted 120 respondents (youth between 15-29 years).

The entrepreneurial behaviour of muga rearers was measured in terms of nine dimensions namely, innovativeness, achievement motivation, decision making ability, risk orientation, cocoordinating ability, planning ability, information seeking behaviour, cosmopoliteness and self confidence. To measure the entrepreneurial behaviour of muga rearer, an Entrepreneurial Behaviour Index (EBI) was used with the help of the following formula:

$$EBI = \frac{\text{Scores obtained by each respondent}}{\text{Actual total score}} \times 100$$

Where, EBI = Entrepreneurial Behaviour Index

Based on this index, the respondents were classified into three categories as given below:

Category	Range
Low	($\bar{X} - SD$)
Medium	($\bar{X} \pm SD$)
High	($\bar{X} + SD$)

The scale developed by Chaudhari [3] was used with slight modification.

RESULTS AND DISCUSSION

Entrepreneurial behaviour is the composite measure of nine components such as innovativeness, achievement motivation, decision-making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopoliteness and self-confidence. Similar observations were reported by Manjula, [6]. The data in this regard have been presented in Table 1.

From the Table 1 it could be observed that, 70.00 per cent of rural youth engaged in muga cultivation had a medium level of innovativeness, whereas 21.67 per cent had low and 8.33 per cent high level of innovativeness. Bhagyalaxmi *et al.* [4] reported similar kind of observation in which majority of the entrepreneurs had a medium level of innovativeness.

The findings presented in Table 1 shows that more than half (55.00 %) of rural youth engaged in much cultivation had a medium level of achievement motivation, followed by 45.00 per cent and 0.00 per cent have high and low achievement motivation category. Suresh [5] reported similar kind of findings in case of achievement motivation of dairy entrepreneurs.

It could be seen from 1that 66.67 per cent of muga growers had moderate, followed by poor (30.00%) and good (3.33%) decision making ability and majority (75.00%) had medium risk orientation, followed by 16.67 per cent and 8.33 per cent belonged to high and low-risk orientation respectively and 50.00 per cent had moderate co-ordinating ability and near about equal percentage was found in good (26.67%) and poor (23.33%) category of co-ordinating ability, respectively

It is evident from the table 1 that 63.33% percent of rural youth engaged in muga cultivation had moderate planning ability, followed by good (36.67%) planning ability and none of the respondents was found with low planning ability. The majority (80.00%) had medium information seeking behaviour and the equal percentage was found in low (10.00%) and high (10.00%) category of co-ordinating ability, respectively.

The findings presented in Table 1shows that, 75.00 per cent of muga rearer had a medium level of cosmopoliteness, followed by low (20.00%) and high (5.00%) level of cosmopolites. Similar kinds of findings were observed by Patel *et al.* [7] where majority (74.00%) of the entrepreneurs had medium level of cosmopoliteness.

From the Table 1 it was found that 43.33 per cent had a medium level of self-confidence, followed by high (35.00%) and low (21.67%) level of self-confidence.

Table.1. Distribution of respondents according to the components of Entrepreneurial Behaviour

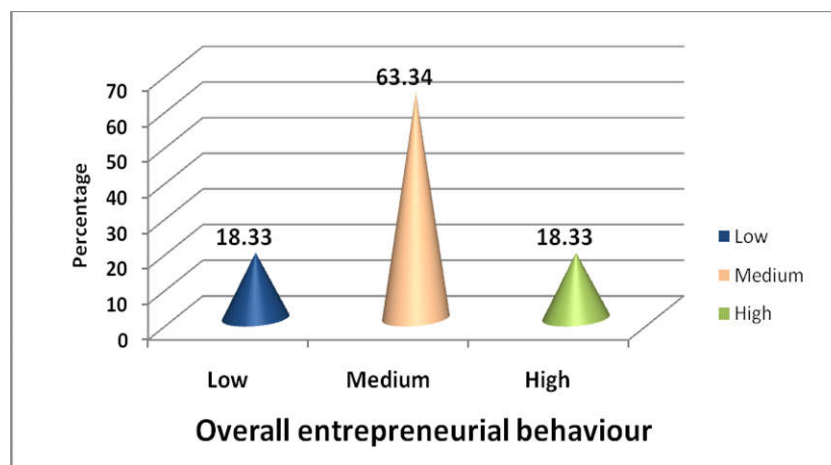
Dimension	Category	Lakhimpur (N = 60)	
		Score range	Frequency and percentage (%)
Innovativeness	Low	Below 5.37	13 (21.67)
	Medium	5.37 to 10.38	42 (70.00)
	High	Above 10.38	5 (8.33)
Achievement motivation	Low	Below 3.94	0 (0.00)
	Medium	3.94 to 4.95	33 (55.00)
	High	Above 4.95	27 (45.00)
Decision-making ability	Poor	Below 5.12	18 (30.00)
	Moderate	5.12-7.21	40 (66.67)
	Good	Above 7.21	2 (3.33)
Risk orientation	Low	Below 5.67	5 (8.33)
	Medium	5.67 to 8.32	45 (75.00)
	High	Above 8.32	10 (16.67)
Co-ordinating ability	Poor	Below 5.04	14 (23.33)
	Moderate	5.04 to 7.78	30 (50.00)
	Good	Above 7.78	16 (26.67)
Planning ability	Poor	Below 2.88	0 (0.00)
	Moderate	2.88 to 3.85	38 (63.33)
	Good	Above 3.85	22 (36.67)
Information seeking behaviour	Low	Below 7.99	6 (10.00)
	Medium	7.99 to 10.36	48 (80.00)
	High	Above 10.36	6 (10.00)
Cosmopolitaness	Low	Below 7.33	12 (20.00)
	Medium	7.33 to 9.20	45 (75.00)
	High	Above 9.20	3 (5.00)
Self confidence	Low	Below 4.38	13 (21.67)
	Medium	4.38 to 5.88	26 (43.33)
	High	Above 5.88	21 (35.00)

Entrepreneurial Behaviour Index (EBI) was used to measure the entrepreneurial behaviour of rural youth engaged in muga cultivation by considering the scores obtained by each respondent and actual total score. The data in this regard have been presented in Table 2. A critical perusal of the data furnished in Table 2 portrays that more than half of the rural youth engaged in muga cultivation (63.34%) had medium level of entrepreneurial behaviour, followed by equal (18.33%) of high and low entrepreneurial behaviour.

Table 2. Distribution of respondents according to overall Entrepreneurial Behaviour N=60

Category	Score range	Frequency	Percentage
Low	Below 47.11	11	18.33
Medium	47.11 to 53.52	38	63.34
High	Above 53.52	11	18.33
Total		60	100.00

Mean = 50.32 S.D. = 3.21

**Fig 1: Overall entrepreneurial behaviour**

CONCLUSION

It may be concluded that most of the rural youth engaged in muga cultivation were found to have a medium level of entrepreneurial behaviour (63.34%). The findings of the present study have a number of implications for the administrators and policy makers. Effective extension intervention may aid the process of intensification for full-scale commercialization of muga production by facilitating adoption of recommended package of practices and promoting entrepreneurship and self employment. It also helps in taking policy measures for identification of thrust areas and in designing new strategies for muga production in the country.

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