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Analyzing the efficiency of different initiative (Individual and community based organization) for developing Agripreneurship among the rural farmers

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Abstract

This study conducted by Malda Krishi Vigyan Kendra (KVK) aimed to assess the effectiveness of different initiatives for developing agripreneurship among rural youth. 75 respondents were categorized into three groups: individual farmers, farmers' clubs, and farmers' producer organizations (FPOs). The results showed that the majority of the farmers belonged to the medium category in terms of age, education, and mass media exposure, but had high risk-taking ability and a positive attitude towards agri-entrepreneurship building. Correlation analysis showed that education and cultivated land were positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. Farmers' producer organizations and individual members had higher risk-taking ability and were highly significantly positive attitude towards entrepreneurship building compared to farmers' clubs.

Keywords: FPO, farmer club, agripreneurship, attitude toward entrepreneurship, risk orientation

Introduction

Rural communities' economic growth and sustainability depend heavily on agriculture. At the time of independence, more than half of the national income was contributed by agriculture along with more than 70 percent of total population was dependent on agriculture (Pandey, 2013) [12]. In any case, customary cultivating rehearses frequently face moves like restricted admittance to assets, market variances, and low benefit. Promoting agripreneurship among rural farmers has become increasingly important as a means of addressing these issues. According to Bairwa *et al.*, (2014) [13] the Indian economy relies heavily on agriculture and related industries because these industries require a wide range of industrial goods, including fertilizers, pesticides, agricultural implements, and a variety of consumer goods. The term "agripreneurship" refers to the practice of applying entrepreneurial principles and methods to the agricultural industry with the intention of boosting profitability, productivity, and overall sustainability.

All spheres of administration, government, and academia remained influenced by the performance of agriculture during the first phase of economic reforms until 1998 (Singh, 2013) [14]. Individuals as well as community-based organizations have attempted to cultivate agripreneurship. Farmers who take the initiative to adopt novel farming methods, diversify their produce, and investigate new market opportunities are known as "individual initiatives." Then again, local area based associations, for example, cooperatives or rancher gatherings, expect to aggregately support ranchers by giving assets, information sharing stages, and making market linkages. A business visionary is a person who perceives an open door or neglected need and faces the challenge to seek after it.

The primary objectives of this research are to:

- Analyze and compare the efficiency of individual initiatives in developing agripreneurship among rural farmers.
- Analyze and compare the efficiency of community-based organizations in developing agripreneurship among rural farmers.

- Evaluate the effectiveness of individual initiatives in fostering entrepreneurial skills among rural farmers.
- Evaluate the effectiveness of community-based organizations in fostering entrepreneurial skills among rural farmers.
- Assess the impact of individual initiatives on improving access to resources and markets for rural farmers.
- Assess the impact of community-based organizations on improving access to resources and markets for rural farmers.
- Examine the effects of individual initiatives on agricultural productivity and profitability in rural farming communities.
- Examine the effects of community-based organizations on agricultural productivity and profitability in rural farming communities.
- Compare the strengths and weaknesses of individual initiatives and community-based organizations in promoting agripreneurship.

Agripreneurship can have a significant positive impact on rural farmers in several ways:

1. Income Generation

Agripreneurship provides rural farmers with opportunities to generate additional income. It is additionally significant that the rise of the unrestricted economy economies worldwide has come about in the improvement of another soul of big business "Agripreneurship" what's more, the expanded individual requirement for obligation regarding running their own organizations (Alex, 2011) ^[1]. By adopting entrepreneurial practices, farmers can diversify their activities, add value to their produce, and explore new market channels. This helps them increase their income and improve their standard of living. Entrepreneurship in agriculture, according to Dollinger (2003) ^[6], is the development of novel economic structures with the intention of achieving growth or profit in an environment characterized by risk and uncertainty.

2. Skill Development

Engaging in agripreneurship requires farmers to develop a wide range of skills beyond traditional farming techniques. According to Hanf and Muller (1997) ^[8], open-minded farm entrepreneurs will recognize more issues than they can rationally solve in a dynamic environment characterized by rapid technological advancement. They learn about business management, marketing, finance, and value addition processes. These skills enhance their overall capabilities and enable them to make informed decisions regarding their farming activities.

3. Employment Opportunities

Agripreneurship often leads to the creation of employment opportunities in rural areas. As farmers expand their businesses, they may need additional labor for various activities such as processing, packaging, and marketing. This not only benefits the farmers themselves but also generates employment for the local community. The Agripreneurship program is important to foster business visionaries and the executives labor force to cater horticultural Industry across the world (Bairwa *et al.*, 2014) ^[13].

4. Technology Adoption: Agripreneurship encourages farmers to embrace modern agricultural technologies and practices. According to Global Agrisystem (2010) ^[7], these are intended to provide farmers with expert advice and

services on technology, cropping practices, pest and disease protection, market trends, prices of various crops on the market, and clinical services for animal health. This would increase farmers' income and crop and animal productivity. To remain competitive and meet market demands, agripreneurs often invest in advanced machinery, irrigation systems, and crop management techniques. As a result, rural farmers gain access to improved farming methods and technology that can enhance productivity and efficiency.

5. Market Linkages

Agripreneurship facilitates better market access for rural farmers. Entrepreneurship also plays a significant part in the economic system (Sah, 2009) ^[13]. It helps in actuating efficiency gains by smallholder ranchers and coordinating them into neighborhood, public and worldwide business sectors. Agripreneurs establish direct links with consumers, retailers, wholesalers, and other market intermediaries. This helps farmers bypass traditional middlemen and ensures that they receive fair prices for their produce. Additionally, agripreneurs may also establish value chains and connect farmers with larger markets, both domestic and international.

6. Knowledge Sharing and Support

Agripreneurship fosters knowledge sharing and support networks among farmers. According to Singh (2013) ^[14], factors like education, culture, and economic status have a significant impact on entrepreneurship. As farmers engage in entrepreneurial activities, they interact with experts, organizations, and other agripreneurs. These interactions facilitate the exchange of ideas, best practices, and technical know-how. Farmers can access training programs, workshops, and resources offered by agripreneurship support systems to enhance their skills and knowledge.

7. Sustainable Agriculture: Agripreneurship often promotes sustainable agricultural practices. These are intended to provide services like the rental of farm equipment and the sale of inputs. These focuses will give a bundle of info offices; consulting and other services with the goal of strengthening technology transfer, providing extension services, and offering technically trained individual's self-employment opportunities (Chandra Shekara, 2003) ^[5]. Many agripreneurs focus on organic farming, conservation agriculture, and other environmentally friendly approaches. By adopting sustainable practices, farmers can improve soil health, conserve water resources, and reduce the use of harmful chemicals. This not only benefits the farmers but also contributes to the long-term sustainability of rural ecosystems.

8. Economic growth: Agripreneurship can contribute to the economic growth of rural areas by creating employment opportunities and generating income for farmers. Agripreneurship assumes different parts in the development and advancement of public economy through business advancement which expands the pay level and business potential open doors in rustic as well as metropolitan regions (Bairwa *et al.*, 2012) ^[2]. By starting their own agricultural businesses, farmers can become self-employed and generate revenue not only from selling their produce but also from value-added activities such as processing, packaging, and marketing.

9. Improved productivity and efficiency

Agripreneurship often involves the use of modern techniques, technologies, and management practices. According to Karamou (2018) ^[9], these advantages necessitate investment

in the agricultural sector as the primary engine of the nation's economic expansion. By adopting these innovations, rural farmers can enhance their productivity and efficiency, leading to increased yields and improved profitability. Agripreneurs can also introduce sustainable farming practices, precision agriculture technologies, and advanced irrigation systems, leading to better resource management and reduced environmental impact.

10. Diversification of income

Traditional farming activities may be limited to a few seasonal crops or livestock. Farming can likewise be a road for money age, destitution decrease and improvement in food and sustenance security for this gathering of the populace (Kidodo, *et al.*, 2016) ^[10]. Agripreneurship encourages farmers to diversify their income sources by exploring new opportunities and value chains. For instance, farmers can establish agro-processing units, set up agritourism ventures, or engage in organic farming or niche markets, enabling them to tap into additional revenue streams and reduce their dependence on a single crop or commodity.

11. Skill development and knowledge transfer

Agripreneurship promotes the acquisition of entrepreneurial and business management skills among rural farmers. They gain knowledge in areas such as market analysis, financial management, marketing strategies, and risk assessment, which can be applied not only to their own ventures but also shared with other farmers in their communities. This knowledge transfer helps build a stronger and more resilient agricultural sector. Youth participation in agriculture is important for replacing the elderly population, reducing staple food imports, reducing rural-to-urban migration, reducing youth unemployment, and reducing social problems associated with it (Naamwintome and Bagson, 2013; Twumasi and other, 2019) ^[11, 15].

In general, agripreneurship gives rural farmers more power by giving them access to markets, knowledge, technology, and income opportunities. They are able to move beyond subsistence farming and become active participants in the agricultural value chain, which improves their standard of living and contributes to the development of rural areas. Through the promotion of entrepreneurship, enhancement of productivity, diversification of income, enhancement of market access, and contribution to sustainable rural development, Agripreneurship has the potential to transform rural farming communities. It has the potential to empower farmers, increase the profession's attractiveness, and foster rural prosperity.

Materials and Methods

The development of a successful entrepreneurship always leads to the socio-economic upliftment of the country as well as society. The present study was conducted in Malda KVK. The main objective of the study is efficiency of different initiative (Individual and Community based organization) for developing Agripreneurship among the rural youth. For this on farm trial we have taken 75 numbers of respondent and categories into three groups i.e. individual, Farmers Club, Farmers Producer Organization. The structured interview schedule is constructed for collecting the data properly. Purposive and random sampling is taken in the present study. The data is processed with the help of statistical tools. The important statistical measures that are used to analyze the survey or research data are frequency, percentage, Range, mean standard deviation, coefficient of variation, coefficient of correlation and T-Test. Here we have taken eight

independent and two dependent variables for the trial. The result shows that majority of the farmers belongs to medium category in case of age, education and mass media exposure. Their main occupation is agriculture and they have very low land holding but their risk taking ability and attitude towards agri-entrepreneurship building is high. The correlation result shows that the variables education and cultivated land are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. In case of risk orientation age is negatively and mass media exposure is positively and significantly associated with the study. In this OFT it is seen that FPO & Individual members have more risk taking ability and significantly positive attitude in case of entrepreneurship building. It is seen that Individual& FPO members have attitude towards agri-entrepreneurship and significantly positive attitude in case of entrepreneurship building.

Results and Discussion

In the era of rural entrepreneurship development and management India has immense potential for entrepreneurship development as diversified livelihood opportunities exists in the rural areas all over the country. The development of a successful entrepreneurship always leads to the socio-economic upliftment of the country as well as society. The present study was conducted in Malda KVK. The mean differences are observed among the Agripreneurship selected by the Farmer Producer Organization, Farmers club and individual initiative with respect to the Agripreneurship attributes namely age, education, caste, occupation, family size, farm size, mass media exposure, attitude of entrepreneurs towards, enterprise development and management risk orientation. Total number of respondent is 25 from each category and total sample size is 75. The data is collected through personal interview schedule. In this study we have analysed the data with the help SPSS software. We have used Mean, S.D., C.V, Coefficient of correlation etc. statistical analysis for formulating the data.

Table 1: Distribution of the respondents according to their age under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Young aged	27-32	5	20	Mean = 43.60 S.D = 8.12 Range = 25 C.V = 18.62%
Middle aged	39-49	13	52	
Old aged	50-52	7	28	

The table 1.1 presents that distribution of the entrepreneurs in Malda district of West Bengal according to their age. The results show that majority of the respondents is under the age group of 39-49 years (52%) followed by 27-32 years age group (20%) and 50-52 years age group (28%) respectively. The mean score of the total distribution is 43.60 and standard deviation of the distribution is 8.12. The coefficient of variation value within the distribution 18.62% signifies the high consistency level of the distribution for the variable 'age'.

Table 2: Distribution of the respondents according to their education under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Low	2	10	40	Mean = 2.64 S.D = 0.57 Range = 2 C.V = 21.59%
Medium	3	14	56	
High	4	1	4	

The table 1.2 presents that distribution of the entrepreneurs in Malda district of West Bengal according to their education. The results show that majority of the respondents is under medium (3) educated group (56%) followed by low (2) educated group (40%) and 4% highly (4) educated group, respectively. The mean score of total distribution is 2.64 and standard deviation of the distribution is 0.57. The coefficient of variation value within the distribution 21.59% signifies the high consistency level of the distribution for the variable 'education'.

Table 3: Distribution of the respondents according to their family occupation under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Labour	1	7	28	Mean = 3.04 S.D = 1.36 Range = 3 C.V = 44.74%
Services	2	1	4	
Business	3	1	4	
Agriculture	4	16	64	

The table 1.3 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their primary occupation. The results show that majority of the respondents' primary occupation is under the group 4 that is agriculture (64%) followed by primary occupation group 1 that is labour (28%), primary occupation group 2 and 3 that is service and business (4%) respectively. The mean score of total distribution is 3.04 and standard deviation of the distribution is 1.36. The coefficient of variation value within the distribution 44.74% signifies the high consistency level of the distribution for the variable 'primary occupation'.

Table 4: Distribution of the respondents according to their family size under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Small	3-4	18	72	Mean = 4.08, S.D = 0.81, Range = 3 C.V = 19.85%
Large	5-6	7	28	

The table 1.4 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their family size. The results show that majority of the respondents is under the family size group of 1 that is up to 3-4 family members (72%) followed by family size group 2 that is 5-6 family members (28%) respectively. The mean score of total distribution is 4.08 and standard deviation of the distribution is 0.81. The coefficient of variation value within the distribution 19.85% signifies the high consistency level of the distribution for the variable 'family size'.

Table 5: Distribution of the respondents according to their house type under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Kachcha	1	15	60	Mean = 1.48 S.D = 0.65 Range = 2 C.V = 43.92%
Mixed	2	8	32	
Pucca	3	2	8	
Mansion	4	0	0	

The table 1.5 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their house type. The results show that majority of the respondents have Kachcha house (60%) followed by mixed type of house (32%), pucca house (8%) and Mansion type house (0%) respectively. The mean score of total distribution is 1.48 and standard deviation of the distribution is 0.65. The coefficient

of variation value within the distribution 43.92% signifies the high consistency level of the distribution for the variable 'house type'.

Table 6: Distribution of the respondents according to their land holding under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Low	2-4	10	40	Mean = 5.88 S.D = 2.55 Range = 8 C.V = 43.36
Medium	5-7	6	24	
High	8-10	9	36	

The table 1.6 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their land holding. The results show that majority of the respondents are under the land holding group of 2-4 bigha (40%) followed by 8-10 bigha land holding (36%) and 5-7 bigha land holding group (24%) respectively. The mean score of total distribution is 5.88 and standard deviation of the distribution is 2.55. The coefficient of variation value within the distribution 43.36% signifies the very low consistency level of the distribution for the variable 'land holding'.

Table 7: Distribution of the respondents according to their mass media exposure under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
Low	3-4	2	8	Mean = 6.24 S.D = 1.26 Range = 5 C.V = 20.19%
Medium	5-6	12	48	
High	7-8	11	44	

The table presents the distribution of the entrepreneurs in Malda district of West Bengal according to their mass media exposure. The results show that majority of the respondents are under the mass media exposure group of 5-6 (48%) followed by mass media exposure group of 7-8 (44%) and mass media exposure group of 3-4 (8%) respectively. The mean score of total distribution is 6.24 and standard deviation of the distribution is 1.26. The coefficient of variation value within the distribution 20.19% signifies the high consistency level of the distribution for the variable 'mass media exposure'.

Table 8: Distribution of the respondents according to their attitude towards enterprise development and management under Category of FPOs.

Category	Frequency	Percentage	Statistics
Low < 42	7	28	Mean = 44.16 S.D = 2.51 Range = 8 C.V = 5.68%
Medium 43-44	8	32	
High > 44	10	40	

The table 1.8 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their attitude towards enterprise development and management. The results show that majority of the respondents are under the attitudinal group of > 44 (40%) followed by attitudinal group 43-44 (32%) and attitudinal group < 42 (28%) respectively. The mean score of total distribution is 44.16 and standard deviation of the distribution is 2.51. The coefficient of variation value within the distribution 5.68% signifies the very low consistency level of the distribution for the variable 'attitude towards enterprise development and management'.

Table 9: Distribution of the respondents according to their risk orientation under Category of FPOs.

Category	Score	Frequency	Percentage	Statistics
				Mean = 38.16
Low	30-35	5	20	S.D = 3.07
Medium	36-38	9	36	Range = 12
High	40-42	11	44	C.V = 8.04%

The table presents the distribution of the entrepreneurs in Malda district of West Bengal according to their risk orientation. The results show that majority of the respondents are under the risk oriented group of 40-42 (44%) followed by risk oriented group of 36-38 (36%) and risk oriented group of 30-35 (20%) respectively. The mean score of total distribution is 38.16 and standard deviation of the distribution is 3.07. The coefficient of variation value within the distribution 8.04% signifies the high consistency level of the distribution for the variable 'risk orientation'.

2. Farmers Club and their Attributes

Table 10: Distribution of the respondents according to their age under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 48.20
Young aged	22-35	6	24	S.D = 13.79
Middle aged	37-59	10	40	Range = 43
Old aged	60-65	9	36	C.V = 28.60%

The table 2.1 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their age. The results show that majority of the respondents is under the age group of 37-59 years (40%) followed by 60-65 years age group (36%) and 22-35 years age group (24%) respectively. The mean score of the total distribution is 48.20 and standard deviation of the distribution is 13.79. The coefficient of variation value within the distribution 28.60% signifies the high consistency level of the distribution for the variable 'age'.

Table 11: Distribution of the respondents according to their education under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 2.48
Low	< 2	16	64	S.D = 0.77
Medium	3-4	8	32	Range = 3
High	> 4	1	4	C.V = 31.04%

The table 2.2 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their education. The results show that majority of the respondents is under low (< 2) educated group (64%) followed by medium (3-4) educated group (32%) and 4% highly (> 4) educated group, respectively. The mean score of total distribution is 2.48 and standard deviation of the distribution is 0.77. The coefficient of variation value within the distribution 31.04% signifies the high consistency level of the distribution for the variable 'education'.

Table 12: Distribution of the respondents according to their family occupation under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 3.40
Labour	1	3	12	S.D = 1.08
Services	2	2	8	Range = 3
Business	3	2	8	C.V = 31.76%
Agriculture	4	18	72	

The table2.3 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their primary occupation. The results show that majority of the respondents' primary occupation is under the group 4 that is agriculture (72%) followed by primary occupation group 1 that is labour (12%), primary occupation group 2 and 3 that is service and business (8%) respectively. The mean score of total distribution is 3.40 and standard deviation of the distribution is 1.08. The coefficient of variation value within the distribution 31.76% signifies the high consistency level of the distribution for the variable 'primary occupation'.

Table 13: Distribution of the respondents according to their family size under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 4.64, S.D = 1.28, Range = 5 C.V = 27.58%
Small	2-4	10	40	
Large	5-7	15	60	

The table 2.4 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their family size. The results show that majority of the respondents is under the family size group of 1 that is up to 5-7 family members (60%) followed by family size group 2 that is 2-4 family members (40%) respectively. The mean score of total distribution is 4.64 and standard deviation of the distribution is 1.28. The coefficient of variation value within the distribution 27.58% signifies the high consistency level of the distribution for the variable 'family size'.

Table 14: Distribution of the respondents according to their house type under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 1.48
Kachcha	1	15	60	S.D = .71
Mixed	2	8	32	Range = 2
Pucca	3	2	8	C.V = 47.97%
Mansion	4	0	0	

The table 2.5 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their house type. The results show that majority of the respondents have Kachcha house (60%) followed by mixed type of house (32%), pucca house (8%) and Mansion type house (0%) respectively. The mean score of total distribution is 1.48 and standard deviation of the distribution is 0.71. The coefficient of variation value within the distribution 47.97% signifies the high consistency level of the distribution for the variable 'house type'.

Table 15: Distribution of the respondents according to their land holding under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
				Mean = 4.44
Low	2-4	13	52	S.D = 2.06
Medium	5-6	9	36	Range = 8
High	8-10	3	12	C.V = 46.39

The table2.6 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their land holding. The results show that majority of the respondents are under the land holding group of 2-4 bigha (52%) followed by 5-6 bigha land holding (36%) and 8-10 bigha land holding group (12%) respectively. The mean score of total distribution is 4.44 and standard deviation of the distribution is 2.06. The

coefficient of variation value within the distribution 46.39% signifies the very low consistency level of the distribution for the variable 'land holding'.

Table 16: Distribution of the respondents according to their mass media exposure under category of Farmers club.

Category	Frequency	Percentage	Statistics
Low < 4	6	24	Mean = 5.16 S.D = 1.34 Range = 5 C.V = 25.96%
Medium 5-6	15	60	
High > 6	4	16	

The table 2.7 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their mass media exposure. The results show that majority of the respondents are under the mass media exposure group of 5-6 (60%) followed by mass media exposure group of < 4 (24%) and mass media exposure group of > 6 (16%) respectively. The mean score of total distribution is 5.16 and standard deviation of the distribution is 1.34. The coefficient of variation value within the distribution 25.96% signifies the high consistency level of the distribution for the variable 'mass media exposure'.

Table 17: Distribution of the respondents according to their attitude towards enterprise development and management under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
Low	38-41	10	40	Mean = 42.52 S.D = 2.45 Range = 10 C.V = 5.76%
Medium	42-44	10	40	
High	45-48	5	20	

The table 2.8 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their attitude towards enterprise development and management. The results show that majority of the respondents are under the attitudinal group of 38-41 & 42-44 (40%) and attitudinal group 45-48 (20%) respectively. The mean score of total distribution is 42.52 and standard deviation of the distribution is 2.45. The coefficient of variation value within the distribution 5.76% signifies the very low consistency level of the distribution for the variable 'attitude towards enterprise development and management'.

Table 18: Distribution of the respondents according to their risk orientation under category of Farmers club.

Category	Score	Frequency	Percentage	Statistics
Low	28-32	10	40	Mean = 34.28 S.D = 4.70 Range = 14 C.V = 13.71%
Medium	34-36	8	32	
High	38-42	7	28	

The table 2.9 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their risk orientation. The results show that majority of the respondents are under the risk oriented group of 28-32 (40%) followed by risk oriented group of 34-36 (32%) and risk oriented group of 38-42 (28%) respectively. The mean score of total distribution is 34.28 and standard deviation of the distribution is 4.70. The coefficient of variation value within the distribution 13.71% signifies the high consistency level of the distribution for the variable 'risk orientation'.

3. Individual and their Attributes

Table 19: Distribution of the respondents according to their age under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Young aged	22-35	6	24	Mean = 48.20 S.D = 13.79 Range = 43 C.V = 28.60%
Middle aged	37-59	10	40	
Old aged	60-65	9	36	

The table 3.1 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their age. The results show that majority of the respondents is under the age group of 37-59 years (40%) followed by 60-65 years age group (36%) and 22-35 years age group (24%) respectively. The mean score of the total distribution is 48.20 and standard deviation of the distribution is 13.79. The coefficient of variation value within the distribution 28.60% signifies the high consistency level of the distribution for the variable 'age'.

Table 20: Distribution of the respondents according to their education under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Low	< 2	16	64	Mean = 2.48 S.D = 0.77 Range = 3 C.V = 31.04%
Medium	3-4	8	32	
High	> 4	1	4	

The table 3.2 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their education. The results show that majority of the respondents is under low (< 2) educated group (64%) followed by medium (3-4) educated group (32%) and 4% highly (> 4) educated group, respectively. The mean score of total distribution is 2.48 and standard deviation of the distribution is 0.77. The coefficient of variation value within the distribution 31.04% signifies the high consistency level of the distribution for the variable 'education'.

Table 21: Distribution of the respondents according to their family occupation under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Labour	1	3	12	Mean = 3.40 S.D = 1.08 Range = 3 C.V = 31.76%
Services	2	2	8	
Business	3	2	8	
Agriculture	4	18	72	

The table 3.3 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their primary occupation. The results show that majority of the respondents' primary occupation is under the group 4 that is agriculture (72%) followed by primary occupation group 1 that is labour (12%), primary occupation group 2 and 3 that is service and business (8%) respectively. The mean score of total distribution is 3.40 and standard deviation of the distribution is 1.08. The coefficient of variation value within the distribution 31.76% signifies the high consistency level of the distribution for the variable 'primary occupation'.

Table 22: Distribution of the respondents according to their family size under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Small	2-4	10	40	Mean = 4.64, S.D = 1.28, Range = 5, C.V = 27.58%
Large	5-7	15	60	

The table 3.4 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their family size. The results show that majority of the respondents is under the family size group of 1 that is up to 5-7 family members (60%) followed by family size group 2 that is 2-4 family members (40%) respectively. The mean score of total distribution is 4.64 and standard deviation of the distribution is 1.28. The coefficient of variation value within the distribution 27.58% signifies the high consistency level of the distribution for the variable 'family size'.

Table 23: Distribution of the respondents according to their house type under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Kachcha	1	15	60	Mean = 1.48 S.D = .71 Range = 2 C.V = 47.97%
Mixed	2	8	32	
Pucca	3	2	8	
Mansion	4	0	0	

The table 3.5 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their house type. The results show that majority of the respondents have Kachcha house (60%) followed by mixed type of house (32%), pucca house (8%) and Mansion type house (0%) respectively. The mean score of total distribution is 1.48 and standard deviation of the distribution is 0.71. The coefficient of variation value within the distribution 47.97% signifies the high consistency level of the distribution for the variable 'house type'.

Table 24: Distribution of the respondents according to their land holding under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Low	2-4	13	52	Mean = 4.44 S.D = 2.06 Range = 8 C.V = 46.39
Medium	5-6	9	36	
High	8-10	3	12	

The table 3.6 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their land holding. The results show that majority of the respondents are under the land holding group of 2-4 bigha (52%) followed by 5-6 bigha land holding (36%) and 8-10 bigha land holding group (12%) respectively. The mean score of total distribution is 4.44 and standard deviation of the distribution is 2.06. The coefficient of variation value within the distribution 46.39% signifies the very low consistency level of the distribution for the variable 'land holding'.

Table 25: Distribution of the respondents according to their mass media exposure under category of Individual.

Category	Frequency	Percentage	Statistics
Low < 4	6	24	Mean = 5.16 S.D = 1.34 Range = 5 C.V = 25.96%
Medium 5-6	15	60	
High > 6	4	16	

The table 3.7 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their mass media exposure. The results show that majority of the respondents are under the mass media exposure group of 5-6 (60%) followed by mass media exposure group of < 4 (24%) and mass media exposure group of > 6 (16%) respectively. The

mean score of total distribution is 5.16 and standard deviation of the distribution is 1.34. The coefficient of variation value within the distribution 25.96% signifies the high consistency level of the distribution for the variable 'mass media exposure'.

Table 26: Distribution of the respondents according to their attitude towards enterprise development and management under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Low	38-41	10	40	Mean = 42.52 S.D = 2.45 Range = 10 C.V = 5.76%
Medium	42-44	10	40	
High	45-48	5	20	

The table 3.8 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their attitude towards enterprise development and management. The results show that majority of the respondents are under the attitudinal group of 38-41 & 42-44 (40%) and attitudinal group 45-48 (20%) respectively. The mean score of total distribution is 42.52 and standard deviation of the distribution is 2.45. The coefficient of variation value within the distribution 5.76% signifies the very low consistency level of the distribution for the variable 'attitude towards enterprise development and management'.

Table 27: Distribution of the respondents according to their risk orientation under category of Individual.

Category	Score	Frequency	Percentage	Statistics
Low	24-28	03	12	Mean = 34.28 S.D = 3.46 Range = 14 C.V = 10.79%
Medium	29-33	15	60	
High	34-38	7	28	

The table 3.9 presents the distribution of the entrepreneurs in Malda district of West Bengal according to their risk orientation. The results show that majority of the respondents are under the risk oriented group of 28-32 (40%) followed by risk oriented group of 34-36 (32%) and risk oriented group of 38-42 (28%) respectively. The mean score of total distribution is 34.28 and standard deviation of the distribution is 4.70. The coefficient of variation value within the distribution 13.71% signifies the high consistency level of the distribution for the variable 'risk orientation'.

Table 28: Correlation co-efficient of attitude of the entrepreneurs towards enterprise development and management dependent variable with seven causal variable selected by FPOs.

Variables (X)	Coefficient of correlation (r)
Age	.279
Education	.655**
Caste	.000
Primary occupation	.228
Family Member	-.211
House type	-.201
Cultivated Land	.847**
Mass Media Exposure	-.013

**Significant at 1% Level

*Significant at 5% Level

The result shows that the variables education and cultivated land are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. In case of education we see that if FPO members are educated then they have positive attitude of the entrepreneurs towards enterprise development and management. In case of cultivated land we see that if the FPO members have big area of cultivated land than he was attempt to being entrepreneurs towards enterprise development and management. If FPC members have more land then they get more yield but they could not get much money for selling their raw material but if they processed and packaged their raw material then the value of the product is increased and then they get more profit for selling their product. For that reason they have very much positive attitude of the entrepreneurs towards enterprise development and management.

Table 29: Correlation co-efficient of Risk orientation dependent variable with seven causal variables selected by FPOs.

Variables (X)	Coefficient of correlation (r)
Age	-.641**
Education	-.228
Caste	.000
Primary occupation	-.150
Family Member	.128
House type	.292
Cultivated Land	-.352
Mass Media Exposure	.599**

**significant at 1% Level
 *significant at 5% Level

The result shows that the variables age is negatively and mass media exposure is positively and significantly associated with the risk orientation. In case of age we see that if the age of the FPO members are low than their risk taking ability his high and if the age of the FPO members is high then their risk taking ability is very low. The reason behind this is the aged people didn't want to take risk for their agricultural activity as well as daily life. In case of mass media exposure if the FPO members get more information about the agricultural activities, weather related information as well as marketing related information etc. then their risk taking ability is increased very much. Because self-confidence is building in between them.

Table 30: Correlation co-efficient of attitude of the entrepreneurs towards enterprise development and management dependent variable with eight causal variables selected by farmers club

Variables (X)	Coefficient of correlation (r)
Age	.067
Education	.679**
Caste	-.600**
Primary occupation	.177
Family Member	.062
House type	-.030
Cultivated Land	.315**
Mass Media Exposure	.568

**significant at 1% Level
 *significant at 5% Level

The result shows that the variables education and cultivated land are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. In case of education the FC members who are well educated then it is seen that their attitude of the entrepreneurs towards enterprise development is very much

positive and they want to build their own enterprise for their betterment. In case of cultivated land if the FC members have high area of cultivated land then they are very much interested for building their own enterprise. If the members have more land then they get more yield but they could not get much money for selling their raw material but if they processed and packaged their raw material then the value of the product is increased and then they get more profit for selling their product. For that reason they have very much positive attitude of the entrepreneurs towards enterprise development and management.

Table 31: Correlation co-efficient of risk orientation with eight causal variables selected by farmers club

Variables (X)	Coefficient of correlation (r)
Age	-.731**
Education	.214
Caste	-.291
Primary occupation	-.277
Family Member	-.547**
House type	.070
Cultivated Land	-.241
Mass Media Exposure	-.001

**significant at 1% Level
 *significant at 5% Level

The result shows that the variables age and family member are negatively and significantly associated with the risk orientation. In case of age if age we see that if the age of the FC members are low than their risk taking ability his high and if the age of the FC members is high then their risk taking ability is very low. The reason behind this is the aged people didn't want to take risk for their agricultural activity as well as daily life they always want stability in their income as well as daily life. In case of family member it is shows that if the family is big then the risk taking ability of FC members is very low because they thought that if they take risk and they fail then whole family is coming into risk then they wouldn't overcome it. So, that family member is negatively significant with risk orientation.

Table 32: Correlation co-efficient of attitude of the entrepreneurs towards enterprise development and management with eight causal variables selected by individual initiative

Variables (X)	Coefficient of correlation (r)
Age	-.354
Education	.386
Caste	-.278
Primary occupation	.065
Family Member	-.171
House type	-.081
Cultivated Land	.569**
Mass Media Exposure	.671**

**significant at 1% Level
 *significant at 5% Level

The result shows that the variables cultivated land and mass media exposure are positively and significantly associated with the attitude of the entrepreneurs towards enterprise development and management. In case cultivated land one individual has more land then they get more yield but they could not get much money for selling their raw material but if they processed and packaged their raw material then the value of the product is increased and then they get more profit for selling their product. For that reason they have very much positive attitude of the entrepreneurs towards enterprise development and management. In case of mass media

exposure one individual can get more information about the agricultural activities, weather related information as well as marketing related information etc. from various source then their risk taking ability is increased very much. Because self-confidence is building in between them that they can perform any job properly.

Table 33: Correlation co-efficient of Risk orientation with eight causal variables selected by Individual initiative.

Variables (X)	Coefficient of correlation (r)
Age	-.055
Education	.386
Caste	-.412*
Primary occupation	-.412*
Family Member	-.162
House type	.090
Cultivated Land	-.047

Mass Media Exposure	.186
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**significant at 1% Level

*significant at 5% Level

The result shows that the variables cast and primary occupation is negatively and significantly associated with the risk orientation. In case of case we see that the higher cast people are don't take any risk because they are economically stable in case of lower cast people they are not economically stable so, that they want to take risk and want economically stable.

In case of primary occupation if one individual have doing agriculture and allied activities then he is not want to take risk because he thought that if he became fail then his family and his daily livelihood would affect heavily. So, that he want if he will get low return by don't take any risk they would happy for it. So, it is negatively significant.

Table 34: Comparison of different initiative (Individual and Community based organization) with respect to different attributes through T-Test

Independent Variables	Entrepreneurs towards enterprise development and management dependent variable. Coefficient of correlation (r)			Risk orientation dependent variable Coefficient of correlation (r).		
	FPO	FC	Individual	FPO	FC	Individual
Age	.279	.067	-.354	-.641**	-.731**	-.055
Education	.655**	.679**	.386	-.228	.214	.386
Caste	.000	-.600**	-.278	.000	-.291	-.412*
Primary occupation	.228	.177	.065	-.150	-.291	-.412*
Family Member	-.211	.062	-.171	.128	-.277	-.162
House type	-.201	-.030	-.081	.292	-.547**	.090
Cultivated Land	.847**	.315**	.569**	-.352	.070	-.047
Mass Media Exposure	-.013	.568	.671**	.599**	-.241	.186

Variables	FPO and Farmers Club.	FPO and Individual.	Farmers Club and Individual.
Attitude of the entrepreneurs towards enterprise development and management.	0.023	3.14*	0.012
Risk orientation.	0.001	3.04*	0.061

*Significant at 5% Level

**Significant at 1% Level

Table 4.7 presents the comparison of different initiative (Individual and Community based organization) with respect to different attributes through t -test. The result shows that the variables attitude of the entrepreneurs towards enterprise development and management are positively significantly associated with the selected by FPO and Individual. The difference is significant at 5% level of significance.

The result shows that the variables Risk orientation are 5% level positively significantly associated with the selected by FPO and Individual. Lastly result shows that the variables Risk orientation are non-Significant associated with the selected by FC and Individual& FPO and Farmers Club.

Conclusion

Exploiting opportunities has been the primary focus of entrepreneurship since the 1980s. Notwithstanding, because of the absence of assets for provincial endeavors, the business writing ought to consider asset based perspectives to comprehend how to find or make amazing open doors and how to acquire assets to take advantage of those potential open doors. In this sense, the framework of sustainable livelihoods is ideal for addressing the phenomenon of rural entrepreneurship because it is based on resources and capabilities to combat poverty in rural areas. Seemingly, this system should rise above from the straight way to deal with a multi-layered, intuitive, and staggered one. Two nodes were able to be identified as a result of a general mapping of rural entrepreneurship within the context of sustainable livelihoods: sustainability and sustainable development, where the first

refers to the process and the second to the end goal. Also, we inspected the archives tending to rustic business and reasonable jobs to distinguish flow research subjects. The examination showed that the subject of ladies addresses the most applicable, and that it was related with various ideas, for example, ladies' business, ladies' strengthening, and ladies' work, among others. Based on the findings, we were able to determine that social entrepreneurship, which is associated with the solution of fundamental human needs that are not met by existing markets and institutions in core areas like education and health, is the most relevant topic. The allocation of resources in rural communities to provide long-term solutions to neglected issues is the primary focus of this topic. Also, the most important capital is social capital, which is the foundation of social entrepreneurship and the connections that help women, youth, and institutions work together to reduce poverty. The four integrated lines served as the foundation for the emerging themes. Our review recommends future works in friendly business connected with ladies business in country regions, tending to three points of view: the context, the absence of resources, and the expansion of livelihoods. Our research suggests looking into the factors that prevent communities from using cooperative and associative models of governance and institutions. Future research may investigate how electronic markets facilitate the internationalization of rural businesses and the expansion of livelihoods. For poverty alleviation and eco-innovation and

ecological solutions, additional research on eco-entrepreneurship is required.

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