

Assessing the Effectiveness of Agricultural based Entrepreneurship Development Programmes at RUDSETI

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Abstract: *On the rural side, it appears that the job potential in the agricultural economy has reached saturation level that leads to large-scale migration of workforce from rural to urban areas adding woes and strain to over-stressed civic infrastructure. Millions of unemployed young people, especially those from rural and semi-urban backgrounds who have not been able to access higher/professional education but who are oriented towards white-collar jobs, is driven to despair because they cannot find a job. It calls for the need for entrepreneurial ventures among the unemployed youth to encourage self-employment. In this context, this study aims at understanding the impact of Agricultural Employment Development Programmes offered by RUDSETI. Moreover, the study analyses how RUDSETI was able to motivate, instil technical knowledge, management skills, resource management, and handhold trainees even after starting their own agricultural business. For the study, the purposive sampling method was applied to collect the primary data from the trainees at RUDSETI. Descriptive method of research was adopted. The result of study states that training programme was key factor to start and successful running of their business. The hypothesis testing also proved positive that RUDSETI is acting as a catalyst towards growth and sustaining of the Agricultural sector.*

Keywords: *Agribusiness, Entrepreneurship development Programmes, Training*

I. INTRODUCTION

There is now general agreement among development economists, development planners, and economic policy makers that agricultural development must be an integral part of total economic development in the world. India in the recent decades is witnessing a transformation where in the youth are shifting them to agricultural based works and jobs [1]. It is under these circumstances that Rural Development & Self Employment Training Institute (RUDSETI) has come with unique initiative in mitigating the problem by offering various training programmes in different sectors [2]. RUDSETI was started in Dakshina Kannada district in collaboration with Canara Bank and Syndicate bank in 1982 is now spread across 28 branches in 17 states.

The institution extends training in product based, service based, agriculture based and general entrepreneurial development programmes.

They extend a hand holding support from identifying the skills of trainee to bank finance support. The present research paper is trying to understand the process through which RUDSETI is supporting youth transform themselves as entrepreneurs. Further, among four EDP's Agricultural development programmes are the prime aspect of the study.

A. RUDSETI – TRAINING PROGRAMMES

RUDSETI runs around 60 plus training programmes to promote entrepreneurship quality and skills among trainees in its wide spread 28 training institutes across 17 states of India and is the role model for establishment of RSETIs across India. The programmes run for duration of 1 day to six weeks.

All of the training programmes are broadly classified into four broad streams namely,

- Product based Entrepreneurship Development Programmes
- Process based Entrepreneurship Development Programmes
- Agricultural based Entrepreneurship Development Programmes
- General based Entrepreneurship Development Programmes

Table 1: Showing details of number of trainees took training in Agriculture based EDPs during 2019

SL No	Description of Agricultural EDP	Male	Female	Total
1	Advanced Dairy Management	21	4	25
2	Bee Keeping	17	3	20
3	Organic Farming	19	16	35
4	Vegetable Nursery Management and Vegetable Cultivation	16	19	35
5	Poultry	16	18	34
6	Comprehensive Horticulture	11	19	30
7	Multi cropping farming	29	6	35

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II. REVIEW OF LITERATURE

K. Ramakrishna.at.el (2016)

The paper discusses what measures RSETIs (RUDSETIs are also treated as function-wise RSETIs) can follow to achieve excellence in promoting large numbers of start-ups that will eventually lead to well established firms.

G.V. Jagapathi Rao (2010)

The age of the entrepreneurs determines the skill of the entrepreneur, participation in the profession, commitment to the profession, the entrepreneur's decision-making capacity and thus the company's overall performance. In this study, the researcher attempted to identify the age of the entrepreneur at the time of the survey and it was found that 8.89% of entrepreneurs are between 21-30 years of age and 25.93% between 31-40, 41-50 is 37.78%, between 51-60 is 22.96%.

Frijs et al (2002)

Entrepreneurship often involves the functional role of an entrepreneur and includes coordination, innovation, uncertainty, capital supply, marking of decisions, ownership and allocation of resources

P.Laxmana (2007)

The study states that 77.35 was the percentage of respondents who started business after engaging in the development program for entrepreneurship. Compared to India's average of 25-35 percent, this start-up rate was very high. The start-up rate among female respondents was still higher at 80.85 percent.

Manjunath Shettigar & Jayasheela (2012)

According to the research articles, the overall success rate measured in terms of startup is 73.75 percent and the survival rate is 87.29 percent, the employment rate is 78.29 percent for men and 69.64 percent clearly indicates that RUDSETI's entrepreneurship development program is quite successful in promoting entrepreneurship development and developing an entrance.

III. OBJECTIVE

To study the contribution of RUDSET institute towards growth of small scale agricultural Business through its training programs

IV. HYPOTHESIS

Ho: RUDSETI training has not led to the growth of Agri businesses.

H1: RUDSETI training has led to the growth of Agri businesses.

V. METHODOLOGY

Descriptive method of research is adopted, as it is a fact-finding study related to how RUDSETI through its training programme is able to motivate, make technically sound and coordinate towards the development of Agribusinesses. Purposive sampling method is adopted to collect information by administering interview schedule from only those trainees who have completed training recently in Mysore training institute (2018-19) and have started their businesses. Scope of the present study is restricted to only

trainees getting training related to Agriculture related businesses.

Table 2 Distribution pattern of Respondents

SL No	Description of Agricultural EDP	Male	Female	Total
1	Advanced Dairy Management	3	1	4
2	Bee Keeping	3	0	3
3	Organic Farming	4	3	7
4	Vegetable Nursery Management and Vegetable Cultivation	4	4	8
5	Poultry	2	4	6
6	Comprehensive Horticulture	1	3	4
7	Multi cropping farming	6	2	8
	Total	23	17	40

Source: Field Investigation

VI. RESULT AND ANALYSIS

Starting up of own agribusiness does not only require mere financial support but also many other support and skills that one has to inculcate in himself to successfully run the business in the long run. RUDSETI through its training programmes infuses a series of skills in the trainees starting from motivation to set up their businesses efficiently. The following discussion through table will highlight how RUDSETI has successfully helped entrepreneurs to start up their ventures and in turn forming a catalyst towards growth of Agri businesses, particularly in rural areas and semi-urban areas. From the below table 3 it can be observed that 36 (90%) respondents state that, the inspiration given through the training programme is the key factor for their establishment of their business. If the institute trainers have not motivated then they would end up with some employment and probably might be searching for employment.

Table 3 Level of Improvement in Motivation Level after training

SL No	Description of Agricultural EDP	Motived	Not Motived	Total
1	Advanced Dairy Management	4	0	4
2	Bee Keeping	2	1	3
3	Organic Farming	7	0	7



4	Vegetable Nursery Management and Vegetable Cultivation	8	0	8
5	Poultry	6	0	6
6	Comprehensive Horticulture	2	2	4
7	Multi cropping farming	7	1	8
	Total	36 (90%)	4 (10%)	40

Table 4 Level of Improvement in Technical skills after training

SL No	Description of Agricultural EDP	Improved	Not Improved	Total
1	Advanced Diary Management	3	1	4
2	Bee Keeping	2	1	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	7	1	8
5	Poultry	4	2	6
6	Comprehensive Horticulture	4	0	4
7	Multi cropping farming	8	0	8
	Total	35(88%)	5(12%)	40

It is extremely important to know where the technology is going, particularly in terms of agricultural practices. It is one of the prime component of success. The responses of the trainees (88%) show that the training has benefitted in gaining in-depth knowledge and on hand experience during course of training. They are made familiar with the new innovations such as moisture sensors to calculate soil water content, crop growth tracking drones, smart irrigation, terrain contour mapping, self-driving tractors etc. This will be a basis to venture the Agri business unit.

Table 5 Level of Improvement towards Innovative thinking and Management Techniques after training

SL No	Description of Agricultural EDP	Improved	Not improved	Total
1	Advanced Diary Management	4	0	4
2	Bee Keeping	3	0	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable	8	0	8

	Cultivation			
5	Poultry	6	0	6
6	Comprehensive Horticulture	3	1	4
7	Multi cropping farming	8	0	8
	Total	39(98%)	1(2%)	40

Effective management and innovative thinking are two essential aspects that are required for sustainable growth. In the same way, the Institute offers training to make trainees think innovatively through their exercises and games. The games and training framework make them more accountable and better manage resources for the respondent. Group activities make them think agile and capable of sharing different approaches to the same issue. Essential section of the training was decision-making where complicated situations and cases are given and where they have to solve the problems based on analytics, lead the team to solve those cases, and developed co-ordination among group the win these competitions. Through these games, it was possible to develop leadership skills and good decision-making as shown in Table 6.

Table 6 Level of Improvement in Decision Making and Leadership Skills after training

SL No	Description of Agricultural EDP	Improved	Not improved	Total
1	Advanced Diary Management	4	0	4
2	Bee Keeping	2	1	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	8	0	8
5	Poultry	6	0	6
6	Comprehensive Horticulture	3	1	4
7	Multi cropping farming	8	0	8
	Total	38(95%)	2(5%)	40

Table 7 Level of Improvement in Soft skills and Marketing Skills after training.

SL No	Description of Agricultural EDP	Improved	Not Improved	Total
1	Advanced Dairy Management	4	0	4
2	Bee Keeping	2	1	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	8	0	8
5	Poultry	5	1	6
6	Comprehensive Horticulture	3	1	4
7	Multi cropping farming	8	0	8
	Total	37(93%)	3(7%)	40

Table 7 discusses about the marketing skill development which is done through its marketing mela in which on hands training is given to trainees about how a prospective customer identification and sell their Agri products effectively to the requirement of the customers was the prime teaching (93%) respondents stated. Soft skills are also at most requirement of today's business .This is also focused.

Table 8 Level of Improvement in plan viable and credit aspects after training

SL No	Description of Agricultural EDP	Improved	Not Improved	Total
1	Advanced Dairy Management	4	0	4
2	Bee Keeping	3	0	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	7	1	8
5	Poultry	6	0	6
6	Comprehensive Horticulture	4	0	4
7	Multi cropping farming	8	0	8
	Total	39(98%)	1(2%)	40

RUDSETI acted as an agent for trainees to bridge the gap to access the financial assistance. After the training, the certificate of completion of the training held significant weighting in order to get the financial assistance that allows them to start their Agribusiness. Through the training process, the officials recognized the ideas and abilities of trainees and helped prepare the project plan which the banks will consider for financial assistance It .was a great support according to the response of 98% respondents.

Table 9 Level of Increase in awareness about various government departments supported schemes

SL No	Description of Agricultural EDP	Improved	Not Improved	Total
1	Advanced Dairy Management	4	0	4
2	Bee Keeping	3	0	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	8	0	8
5	Poultry	5	1	6
6	Comprehensive Horticulture	3	1	4
7	Multi cropping farming	8	0	8
	Total	38(95%)	2(5%)	40

In order to receive assistance from banks, at least some initial investment must be made, which was in itself a great difficulty according to respondents. To address the problem RUDESTI has introduced central and state government entrepreneur development programmes to trainees available through MSME, DIC Departments gave a chance to build rapport with banks and assisted them for initial investment. 95% respondent stated that the training has Increased the awareness about various government departments supported schemes .

Table 10 Level of Improvement towards Time Management and Communication skills after training

SL No	Description of Agricultural EDP	Improved	Not Improved	Total
1	Advanced Dairy Management	4	0	4
2	Bee Keeping	3	0	3
3	Organic Farming	7	0	7
4	Vegetable Nursery Management and Vegetable Cultivation	8	0	8
5	Poultry	6	0	6
6	Comprehensive Horticulture	4	0	4
7	Multi cropping farming	8	0	8
	Total	40(100%)	0	40



Regardless of what kind of position you are looking for in the agricultural sector, hiring managers will be looking for a disciplined applicant, can stay on the job and work under pressure and deadlines and has good communication skills. All the respondents have agreed that the communication and time management skills, which they developed during training was a major key to their success. Some of the essential techniques taught were time management in terms of raw material procurement through Economic Order Quantity techniques, production schedules through CPM and PERT techniques and efficient financial management for receipts and payments.

A. TEST OF HYPOTHESIS

	Chi-Square test value	Critical value	Level of significance	df
Hypothesis 1	12.23	3.84	5%	1

B. INTERPRETATION

Since the calculated value of 12.23 is greater than the critical value of 3.84 @ 5% level of significance and 1-degree freedom the null hypothesis (H₀) is rejected.

VII. CONCLUSION

RUDSETI training has contributed and acted as key factor towards growth of agribusinesses. Entrepreneurship development training is now increasingly accepted as an instrument of promoting entrepreneurship in a country. Entrepreneurship training can kindle entrepreneurship spirit, develop entrepreneurship skills & build entrepreneurship personalities, equipped with mental orientations, practical skills and strategic visions required for success in entrepreneurial endeavours'. The present study narrated how RUDSETI is providing various kinds of Entrepreneurship Development Programmes (EDPs), promoting and supports towards successful establishment and running of Agri Businesses.

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