YOUTHS' PERCEPTION FOR AGRICULTURAL ENTREPRENEURSHIP: A CASE STUDY OF TEHSIL KARSOG IN HIMACHAL PRADESH

Project Report

by

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CERTIFICATE-I

This is to certify that the project **"Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh"** has been submitted to Dr. Y. S. Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by Nikhil Sharma (H-2014-MBA-24) in the partial fulfillment of Master of Business Administration programme. This project is done under my guidance and to the best of my knowledge no part of this project has been submitted for any other degree or diploma.

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This is to certify that the project **"Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh"** has been submitted to Dr. Y. S. Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by Nikhil Sharma (H-2014-MBA-24) in the partial fulfillment of Master of Business Administration programme. This project has been approved by the examination committee after conducting an oral examination in collaboration with the external examiner.

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This is to certify that all the corrections/amendments suggested by the external examiner have been made in the project entitled, **"Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh"** has been submitted to Dr. Y. S. Parmar University of Horticulture and Forestry, Nauni, Solan, (HP) by Nikhil Sharma (H-2014-MBA-24) in the partial fulfillment of Master of Business Administration programme.

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CONTENT

CHAPTER	Title	Page(s)
1.	INTRODUCTION	1-13
	1.1 Role of Agriculture	2-5
	1.2 Major Challenges Faced by Indian Agriculture	5-6
	1.3 Youth and Agriculture	6-7
	1.4 Importance of Youth Engagement in Agriculture	7-8
	1.5 Constraints to Youth Associations in Agriculture	8-9
	1.6 Attracting Rural Youth towards Agriculture	9-10
	1.7 Agriculture Scenario of Himachal Pradesh	10-11
	1.8 Barriers to Growth of Agriculture in Himachal Pradesh	11-12
	1.9 Need of the Study	12
	1.10 Objective of the Study	13
2.	REVIEW OF LITERATURE	14-22
3.	RESEARCH METHODS	23-25
	3.1 Population and research area	23
	3.2 Sampling technique	23
	3.3 Sample size	23
	3.4 Data Collection	24
	3.5 Data analysis	24-25
4.	RESULTS AND DISCUSSION	26-36
5.	SUMMARY AND CONCLUSIONS	37-39
	REFERENCES	40-42
	ABSTRACT	I
	APPENDICES	II-VII
	VITAE	VIII

LIST OF TABLES

Table No.	Title	Page(s)
4.1	Age wise Classification of the respondents	26
4.2	Gender wise Classification of the Respondents	26
4.3	Educational Qualification of Respondents	27
4.4	Classification of Land Holding	27
4.5	Income Status of the Respondents	28
4.6	Source of learning about Agricultural Practices	28
4.7	Dependency upon Agricultural Income	29
4.8	Primary Occupation	29
4.9	Mean analysis of types of Agricultural and Allied Activities in which Youth is Involved	30
4.10	Mean analysis of Factors contributing towards Youth Participation in Agricultural Activities	31
4.11	Motivating factors for becoming Agricultural Entrepreneur	31
4.12	Demotivating Factors for not becoming Agricultural Entrepreneur	32
4.13	Perception of the youth toward their Ancestors Life	33
4.14	Do you Enjoy being an Agriculturist	33
4.15	Option to leave Agriculture	33
4.16	Rural youth Perception towards Agricultural Entrepreneurship	34
4.17	Mean analysis of Youth Interest in Agriculture Entrepreneurship	36

LIST OF FIGURES

Fig. No.	Title	Page(s)
4.1	Age	26
4.2	Gender	26
4.3	Educational Qualification	27
4.4	Land holding	27
4.5	Annual Income	28
4.6	Primary Occupation	29

Chapter 1

INTRODUCTION

Chapter- 1

INTRODUCTION

Agriculture was developed at least 10,000 years ago, and it has undergone significant developments since the time of the earliest cultivation. Independent development of agriculture occurred in northern and southern China, Africa's Sahel, New Guinea and several regions of the Americas. Agricultural practices such as irrigation, crop rotation, fertilizers, and pesticides were developed long ago but have made great strides in the past century. Identifying the exact origin of agriculture remains problematic because the transition from hunter-gatherer societies began thousands of years before the invention of writing.

The word agriculture was derived from the two Latin words which are "Ager" and "*Cultura*" meaning land or field and cultivation respectively. Therefore, agriculture means cultivation of land which implies the science and the art of producing crops and livestock for economic purpose. The primary goal of agriculture is to use the land in order to produce more plentifully with consideration of its protection from depletion and misuse (Bhavikatti, 2005).

Agriculture is defined in the Agriculture Act 1947, as including 'horticulture, fruit growing, seed growing, dairy farming and livestock breeding and keeping, the use of land as grazing land, meadow land, osier land, market gardens and nursery grounds, and the use of land for woodlands where that use ancillary to the farming of land for Agricultural purposes". It is also defined as 'purposeful work through which elements in nature are harnessed to produce plants and animals to meet the human needs'. It is a biological production process, which depends on the growth and development of selected plants and animals within the local environment.

Pierse and Stiefel (1979) defined the "concept of participation" as organized efforts to increase control over resources and regulative institutions in a given

situation, on the part of groups and movements of those efforts until the point in time excluded from such control.

1.1 Role of Agriculture

In India, agriculture was the main source of national income and occupation at the time of Independence. Agriculture and allied activities contributed nearly 50 per cent to India's national income. Around 72 per cent of total working population is engaged in agriculture. These confirm that Indian economy was a backward and agricultural based economy at the time of Independence. Since independence India has made much progress in agriculture. Indian agriculture, which grew at the rate of about 1 per cent per annum during the fifty years before Independence, has grown at the rate of about 2.6 per cent per annum in the post-Independence era (Bairwa *et al*2014).

The Agriculture has played major role in human history and agricultural progress and has been a crucial factor in worldwide social economic change. It not only provide food to world, agriculture releases labor, provides saving, contributes to market of industrial goods and earns foreign exchange. Agricultural development is an integral part of overall economic development. Agriculture is an essential industry for many nations. In the western world, the share of agriculture in total Gross Domestic Product (GDP) is less than 4 per cent but nearly 5 per cent of the worldwide agricultural trade is conducted by these (developed) countries (Bhat 2015).

Agriculture has been the backbone of the Indian economy and it will continue to remain so for a long time. It has to support almost 17 per cent of world population from 2.3 per cent of world geographical area and 4.2 per cent of world's water resources. The economic reforms initiated in the country during the early 1990s have put the economy on a higher growth trajectory. Annual growth rate in GDP has accelerated from below 6 per cent during the initial years of reforms to more than 8 per cent in recent years. This happened mainly due to rapid growth in non-agriculture sector. The workforce engaged in agriculture between 1980-81 and 2006-07 witnessed a very small decline from 60.5 per cent to 52 per cent (Pandey, 2009).

In India around 70 per cent of the population earns its livelihood from agriculture. It fulfills the basic need of human beings and animals. It is an important source of raw material for many agro based industries. India's geographical condition is unique for agriculture because it provides many favourable conditions. There are plain areas, fertile soil, long growing season and wide variation in climatic condition etc. Apart from unique geographical conditions, India has been consistently making innovative efforts by using science and technology to increase production.

According to the Census of India 2011 there are about 349 million workers, out of which 118.6 million are cultivators and 107.5 million are agricultural laborers. Approximately, 31.7 per cent are owner cultivators and nearly 26.7 per cent are agricultural wage earners (Agricultural Census Division, the Ministry of Agriculture). It is also important to note there is inequality in income rates between agricultural and non-agricultural workers. The agricultural census data states that Indian agricultural is dominated by small and marginal farmers, who are basically subsistence farmers. Generally, most farmers sell their produce immediately after harvest at low prices and buy the same products later in high prices. Interestingly, farmers and agriculturists follow the advice of local shopkeepers and agents from whom they buy agriculture products such as seeds, fertilizers, insecticides, pesticides, etc.

In the past, Indian agriculture and allied activities witnessed a green revolution, a white revolution, a yellow revolution and a blue revolution leading to livelihood enhancement of the farming community in rural areas. Today, agriculture and allied sectors are facing several challenges like aging farmer population, climate change resulting in high incidence of pest and diseases and most importantly the escalating cost of production.

An important feature of agriculture is that the growth of other sectors and overall economy depends on the performance of agriculture to a considerable extent. Agriculture continues to be the dominant sector in Indian Economy. Expansion of area was the main source of growth in the period of fifties and sixties after that the contribution of increased land area under agricultural production has declined over time and increase in productivity became the main source of growth in agricultural production. Another important facet of progress in agriculture is its success in eradicating of its dependence on imported food

grains. Indian agriculture has progressed not only in output and yield terms but the structural changes have also contributed. All these developments in Indian agriculture are contributed by a series of steps initiated by Indian Government. Land reforms, inauguration of Agricultural Price Commission with objective to ensure remunerative prices to producers, new agricultural strategy, investment in research and extension services, provision of credit facilities, and improving rural infrastructure are some of these steps. Despite these achievements, there are not great news from the farm sector since the early 1990s. Farmers' suicides, indebtedness, crop failures, un-remunerative prices for crops and poor returns over cost of cultivation are the prominent features of India's agriculture today (Tripathi, 2009).

Agriculture and its allied sectors is unquestionably the largest livelihood provider in India, more so in the vast rural areas. It contributes significantly to the Gross Domestic Product (GDP) of our country. Sustainable agriculture, in terms of food security, rural employment, and environmentally sustainable technologies such as soil conservation, sustainable natural resource management and biodiversity protection is essential for holistic rural development. In India, agriculture was the main source of national income and occupation at the time of Independence (Bairwa et al 2014).

A number of recent occurrences suggest that India might very well be at the "tipping point" of the (de)growth in its agricultural population and with growing urbanization, better literacy standards and greater skill attainment by rural youth it might take a steep turn southwards thus changing the nature of farming in the country drastically.

In the coming years, one of the biggest challenges for Indian agriculture would be retaining its youth in agriculture. Unless farming becomes both intellectually stimulating and economically rewarding, it will be difficult to attract or retain rural youth in farming (Swaminathan 2001).

Moreover, except in a few countries, there is little prospect that expansion of manufacturing industries and productive services will be high enough to absorb

quickly the growing labor force. Therefore, at least in the short- to medium-term, a large part of the additional employment opportunities has to be generated within agriculture. The scope for transfers of agricultural workers into other sectors is, at least initially, limited, as low-skilled rural based workers find it difficult to find occupations outside the farm. Hence, productivity growth must be driven by growth within agriculture. In the long run, the resulting income boost will allow farm households to increase their investment in human capital, enabling family members to find employment outside the farm (Otsuka and Yamano 2006).

1.2 Major Challenges Faced by Indian Agriculture

The nation is striving to find ways and means to keep its burgeoning population adequately fed. On the one hand it is facing the problem of declining productivity and on the other, challenges posed by liberalization. In such a scenario, leveraging the available natural resources and existing infrastructure is the only way to make the ends meet. Management of the already built infrastructure in harmony with natural Systems is the clarion call of the day. Knowledge of the extent of existing infrastructure and natural resources is one of the most basic pre-requisites to utilize them effectively and in a sustainable manner. The discipline of agricultural Engineering endeavors to develop technologies for enhancing productivity and reducing the cost of cultivation. Traditionally animate power was used for field Operations and processing activities. As a result of introduction of mechanical power, agricultural engineering activities have expanded considerably. To sustain the project population of 1.363 billion by 2025 the productivity has to be increased by 100 per cent from the present level by intensification of agriculture. It is estimated that the energy input to agriculture would have to be increased form the present level of 1.3 to 2.4kW/ha. (Pandey M M 2009)

Despite government's commitment and past interventions, agriculture sector has been unable to realize its full potential due to inadequate supportive infrastructure such as poor storage facilities, poor road network, inadequate supply of electricity; inadequate budgetary provisions; environmental degradation due to erosion; natural disasters such as flooding; weak producer organizations; lack of collateral and access

to credit facilities; absence of a saving culture; ineffective marketing information; and lack of adequate and quality breeds of livestock and improved varieties of crops. Other major hindrances are inadequate research–extension linkages; illegal, weak monitoring control and surveillance systems (Adebayo, 1999).

1.3 Youth and Agriculture

Low-income youth farmers need to access information related to market, crop, weather conditions and relevant government services. In spite of the best agricultural practices available, the majority of rural young farmers are unable to receive information in a timely manner.

Youth is often understood to be the period of adolescence during which young people make the transition from childhood to adulthood, become sexually mature and experience increasing social and economic autonomy. The National Youth Policy of India defines a youth as a person in the age group 15 to 35 years of age. The UN, on the other hand, defines a youth as somebody between 15 to 24 years of age. According to the 2011 Census, youth account for 20 per cent of the total population. However, 84.5 million young people in India live below the poverty line, which is the highest rate worldwide, at 44.2 per cent of the total youth population. There are 44 million Indian youth who are undernourished, which constitutes 23 per cent of the youth population of India. However for the present study youth is considered between the age group of 18-40.

According to The Centre of Excellence for Youth Engagement, is defined as "a meaningful and sustained participation in an activity with a focus outside the self. This definition of youth engagement has been widely used by many research studies and other literature as the main definition of youth engagement. Other words associated with youth engagement are inclusion, involvement, community youth development, volunteerism, and civic youth engagement.

Although agriculture is perceived as the significant alternative solution to youth's unemployment and ability to overcome economic issues, it seems that youth have negative attitudes toward agriculture (Jeffrey *et al.*, 2012 cited by Abdullah et al., 2012). They are not interested to join agriculture because they do not view the agriculture field as an attractive area to work (Abdullah *et al.*, 2012).

The sector is characterized by limited incentives like poor pay, climatic changes, capacity constraints, job insecurity and poor work conditions which results in the poor attitude of youth in agriculture. However, agriculture remains for consumption more than income generation, so rural youth are often the working poor with no salaries. In terms of young females, they face a triple burden as they are more affected by unemployment (Kayombo, 2011).

In order to address this trend, the Indian Council of Agricultural Research (ICAR) has always been endeavoring to empower youth with appropriate technologies. Rural Entrepreneurship and Awareness Development Yojana' (READY) programme has been envisaged in the Twelfth Five Year Plan which aims at entrepreneurship development among the rural youth. It combines both Rural Agricultural Work Experience (RAWE) and Experimental Learning courses to make students equipped with the grass-root level experience and entrepreneurship skills; besides, it has also been proposed to initiate a programme entitled 'Attracting and Retaining Youth in Agriculture' (ARYA). This initiative aims at analyzing the current policy environment and identifying supporting policies that can check the rate of migration of youth from rural (Noorani M. 2015).

1.4 Importance of Youth Engagement in Agriculture

The role of agriculture in the rural economy is of tremendous importance that a synonymity between agricultural and rural development has been put across by many scholars. The development of agriculture and its contribution to farmers' income in particular and development of rural sector in general depends to a large extent on youth and adult farmers' adoption of improved and recommended farm inputs and technologies. Furthermore it is a process of not only increasing the level of per capital income in the rural areas but also of the standard of living of the rural

population where the standard of living depends on such factors as food and nutrition level, health, education, housing, recreation and security (Umeh and Odom 2011).

1.5 Constraints to Youth Associations in Agriculture

Constraints to effective involvement of youth associations in agricultural and rural development include inadequate fund available to the association, non recognition of youths as partners in rural development by community power brokers, inability of the youth to resolve internal organizational conflict and crisis as well as inability of the associations to establish link with donor agencies , lack of good leadership, tussle in the associations and lack of social amenities in the rural areas. This confirmed the observations that youths are trendy and socially active and therefore finds it difficult to adapt to the dull and drab existence in the rural areas. However, intra community conflicts/clashes did not significantly affect the performance of the youth associations in the study area (Njoku, 1999).

There are various constraints to youth, depending upon person to person. In the present area of study youth is literate and data shows the level of education is also good. Perception of youth towards agriculture gets change after attaining a good education. Agriculture is considered a profession of illiterate which ultimately hit the ego of the youth if they go for agriculture after getting good education. This negative attitude about agriculture needs to be changed. This attitude is not only harmful for youth but for whole country as well. This perception is new because a decade ago agriculture was considered one of the respected professions. Secondly shortage of production resources such as land and finance is one of the important constraints for youth. Since youth is now indulged in various activities due to various reasons due to this agriculture knowledge and skills, leadership and managerial skills are getting limited and half knowledge cannot give full fruits. In rural areas involvement of youth in agricultural decision making policies is low and limited which ultimately effect their interest. Youth involvement in decision making should be increased. Market accessibility is one of the biggest constraints of the area. Local market is not that strong. One of the biggest constraints for any youth is security. Youth don't know what will be price of their crop in the future. There should be minimum support

price from the government which will not secure the future of the farmers but will provide them security as well. Although government has started Kissan help centers but farmers and youth are not using them due to various reasons. These centers needs to be popularized and the quality of information provided by them.

There may be various constraints depending upon youth to youth and place to place. To remove all these constraints government has to frame good policies according to the region. Agriculture should be a respectable profession like engineering and medical.

1.6 Attracting Rural Youth towards Agriculture

Large scale migration of rural youth from farming to urban areas has caused concern among the country's agricultural policy makers as such a trend, if not checked is likely to affect agricultural activities in the future. High poverty and widespread unemployment in rural areas push youths to alternate means of livelihood. This is also exacerbated by the relatively low rate of return in agriculture. It is not only important to stop this trend but at the same time employment has to be provided to youth in rural areas. In a bid to address this trend government has taken many iniatives. To reverse the situation government, has taken a number of steps like farmer FIRST, National Agriculture Education Project (NAEP), Students Rural Entrepreneurship Awareness Development Yojana (READY), Attracting & Retaining Youth in Agriculture (ARYA), Attracting & Retaining Youth in Agriculture (RAWE) etc. As the name suggest these schemes and programmes are for promoting agriculture among youth and to make agriculture a lucrative business. The main aims of these programmes are to improve agricultural productivity and control rural migration. These programmes also have improved the quality of life in rural area as well. Moreover to transform rural youth into agricultural entrepreneurs and to implement scientific methods of farming in agriculture are other main objectives of these programmes.

These programmes are implemented at various level of education. To achieve these objectives a set of measurements needs to be implemented. Providing skill and credit is of prime importance and government has rightly introduced new Krishi Vighyan Kendras to cater such needs. The aims of these programmes are noble but low financing remains a challenge. Also the efficacy of the programmes will depend upon the complimentarity offered by finance sectors in terms of credit availability and how honestly these programmes are implemented on ground level.

1.7 Agriculture Scenario of Himachal Pradesh

Himachal Pradesh is almost wholly mountainous with altitudes ranging from 350 meters to 6,975 meters above the mean sea level. Its location is between Latitude 30o 22'40" N to 33o 12'40" N and Longitude 75o 45'55"E to 79o 04'20" E. It has deeply dissected topography complex geological structure and a rich temperate flora in the sub-tropical latitudes. Himachal Pradesh lies in the lap of Himalayas. Its climate is largely conditioned by that single factor. It varies from mild to cold with area under snowing winters. The normal rainfall is 1278 mm. The maximum rainfall is in Kangra district. There are various schemes which government of Himachal Pradesh has started for the farmers welfare. Various Initiatives have been taken by the state Government to make the agriculture easy, attractive and to encourage farmers on various platforms. Government is doing efforts to promote agriculture and to Government has tried to cover every aspect of agriculture and has framed policies for the various needs of farmers such as: Quality seed Multiplication and Distribution, Manure and Fertilizers, Soil testing Centers, Plant protection schemes, Development of Commercial crops, Quality control, Agricultural Marketing, H.P. crop Diversification project, Soil & Water Conservation, Agriculture research and Education, D.R. Y.S. Parmar Kisan Sawrozgar Yojana, Biogas Development Programmes, Mukhyamantri Adarsh Krishi Gaon Yojana and Diversification of Agriculture through Micro Irrigation.

As per 2011 Census, 30.05 per cent of the total population of Himachal Pradesh (68.65 lakh) is classified as main workers, 21.81 per cent as marginal workers and the

rest 48.15 per cent as non-workers. Compared to the 2001 Census, there has been a decline in percentage of cultivators and increase in agricultural labourers in the 2011 Census. Of the total workers 57.93 per cent are cultivators and 4.92 per cent agricultural labourers in 2011 as compared to 65.33 per cent cultivators and 3.15 per cent agricultural labourers in 2001. (The Census of India 2011 http://censusindia.gov.in).

1.8 Barriers to Growth of Agriculture in Himachal Pradesh

The following barriers can be identified to agriculture in general and to the state of Himachal Pradesh in particular.

Financial: Financial barriers are the biggest barrier for the development of agriculture in Himachal Pradesh. Lack of adequate financial support (subsidy/incentives) for setting up of biological input production units and High overhead costs of operations are the biggest barriers in hilly state. There is a need of investment in infrastructure but at the same time these investment decision do not benefits much due to poor locational implication.

Technological: The technology developed at the research station should be delivered to the farmers. There is a mismatch between technology developed at research station and technology needed at the farmer's field. In Himachal use of machinery is very low due to various constraints and if technology is used it is used very late. Since Himachal has a different geography and demography so there is a need to develop technology according to the region. Mountains perspective and specifics should be well integrated into research & development policies.

Knowledge gaps: The method of doing agriculture has not changed significantly in the state and it is still conventional and traditional. Indigenous knowledge pertaining to managing scarce resources to improve soil fertility, soil moisture, irrigation, crop seeds, varieties and about mixed farming has not been incorporated in the mainstream agricultural system and practices. Since the time has changed so the method of doing

agriculture business has to be changed. It is seen clear that there is Lack of knowledge about modern system of marketing. There is also need for development of nutrient management protocols with rotations, nutrient management strategies and on-farm input management with locally available resources.

Policy/Regulatory Measures: Whenever any policy is made for any subject it should be made according to the region. Same policy cannot exist for whole of India. Whether it is at centre level or state level mountain perspective of the state should be kept in mind. But the mountain perspective is missing in macro-level policies. Since production cost is generally high in hilly areas so product pricing and compensation mechanism should be proper so that farmers interest remain in agriculture. For the wellbeing of farmers who are the backbone of the state proper marketing and post harvest infrastructure should be provided which is missing in the state. To reduce the cost State schemes need to support the development of bio input enterprises and provisions need to be included in the support programmes

1.9 Need of the Study

Agriculture is very important for country like India which is thickly populated and has large masses to feed. Moreover 70 per cent of Indian population sustains itself through agriculture. Tehsil Karsog of Himachal Pradesh was famous and known for agriculture due to presence of favourable factors for agriculture production but now major portion of the land which was under cultivation at some point of time is either arid or is not cultivated. Once known as agricultural Tehsil is presently not even able to produce crop for self consumption. Youth are not participating in agriculture in spite of fertile land and favourable condition. Youth is either idle or is involved in small jobs. Purpose of this study was to find the reasons for the youth detachment from agriculture, their perception towards agriculture, and the factors which effect their interest towards agriculture. The data collected will be useful for policy makers and local administration to frame agricultural policies and plan according to the needs of the youths.

1.10 Objective of the Study

On the basis of review literature and need for the study, the present has been conducted with the following objectives:

1) To determine the type of agricultural activities in which rural youth are involved in Tehsil Karsog of Himachal Pradesh.
2) To study the factors influencing the interest of the youth for becoming agricultural entrepreneurs.
3) To study rural youths' perception towards agricultural entrepreneurship.

Chapter 2

REVIEW OF LITERATURE

Chapter-2

REVIEW OF LITERATURE

A review gives a theoretical base for the research. The existing knowledge provides an understanding about various concepts in any discipline and helps in selecting appropriate methodology. The following studies have been consulted for the present study.

Sharma (2007) conducted a study to find out the reasons for withdrawal of rural youth from farming. The study found that there are clear signs of people fast moving out of agriculture, especially in the form of rural youth practicing farming part-time and ageing of the farmer population in several pockets of the country. Given the current growth performance of Indian economy, such changes in agriculture are only expected to intensify. Study found that migration out of rural areas is rising. Study also reveals that significant percentage of youth was found to undertake agricultural operations as a part-time activity to assist their father or uncle, who bore the chief responsibility of farming.

Daudu et al (2009) conducted a study to investigate the role of youths in agricultural development. The study shows that youths play important roles in the supply of labour, donation of materials, initiating of projects, attend meetings punctually and use initiatives to gain outside help. Also, participation of youths in community based non-formal rural youth agricultural programmes is mainly in youth organizations which includes, age grades, local social clubs, and young farmers organization. The study finds the major problems that inhibit youth participation in agricultural activities were lack of commitment, lack of logistic support and lack of land ownership. The study recommended that a robust relationship between agencies interested in encouraging youth involvement in agriculture should be evolved through legislation and implementation of policies to guarantee training programmes, credit facilities and land accessibility to youths at the identified rural youth organizations.

Muhammad et al (2009) conducted a study to analyze the technical efficiency of the youth in agriculture programme. The study found that efficiency differentials exist among the youths in the programme. Furthermore, land, labour,

herbicide and number of cassava cutting are the major factors that affect output of the youths' production in the programme. The study also shows that household size, years of participation in youth-in-agriculture programme, usage of extension information and level of education are the significant factors that account for the observed variation in efficiency among the participants. The study recommends the need for farm expansion, increased access to herbicides and improved cassava cuttings as well as effective training for the participants. The youth should be assisted to have better access to the necessary inputs of production such as land, labour, herbicides and cassava cuttings.

Sharma et al (2009) conducted a study to identify withdrawal behavior of the farmers from the agriculture. The study found that the availability of irrigation does not have any significant impact on the withdrawal behavior. The small and marginal farmers express a great desire to quit farming, possibly because of the low viability of smallholder agriculture Results of the study indicate that occupational mobility tends to be higher among younger farmers and they are found to be more sensitive to income differentials between farm and non-farm occupations, farm prices, and interest rates. The recommended that there is a need for a fresh look at the changes in rural labor markets and changes in the roles played by men and women on the farms.

Aphunu and Akpobasa (2010) conducted a study to investigate the attitude of rural youth towards agricultural activities. Findings of the study showed that majority of the youth were resident in rural areas and are mainly farmers involved mostly in arable crop production. Study further shows that a significant per centage of the respondents expressed unfavorable attitude towards agriculture. The study emphasized the need to provide social amenities and infrastructures that will make the youths live and work in the rural areas. The study also emphasized on the need to stimulate youths' interest in agriculture through effective extension services. The study revealed that though youth's are involved in some agricultural activities in the area, they generally show unfavorable predisposition to participating in agricultural activities. The study put forth need for development planning to put adequate structures in place for youth for appreciating their immediate environment. The study

recommended that government should provide infrastructures and social amenities in the rural areas to encourage youths to live and work in the rural areas.

Butt et al (2011) conducted a study to examine role of rural youth in agricultural and rural development. The study put forth that youth are the important asset of the nation but was exploited by the different agencies and their capabilities/competencies were not fully utilized. On the basis of conclusions the study recommended that for first of all the educational level of the study area should be increased to establish the cottage industry in villages so that maximum numbers of Rural Youth get employed there and initiate various agricultural developmental programmes for the betterment of Rural Youth. The study further recommended that Government should take serious steps for developing rural based NGOs in which Rural Youth actively participate for the development of their villages. Government should initiate various agricultural developmental programmes for the betterment of Rural Youth. Government should establish technical and vocational institutes in villages for the training of Rural Youth.

Umeh and Odom (2011) conducted a study to assess the role and constraints of youth association in agricultural and rural Development. The study shows that youth associations in the area contribute greatly to agricultural development and rural development. The study further shows that there are constraints for the effective performance of the youth and these constraints are inadequate fund, lack of social amenities, non recognition of youths as partners in rural development by community power brokers, and lack of good leadership and leadership tussles. Based on the findings, the study recommended involvement of youth associations in rural development planning, and provision of funds to assist youths in their activities by donor agencies, among other recommendations. Donor development agencies should recognize the primacy and potentials of youth organizations in socioeconomic empowerment of rural communities.

Ogunrem et al (2012) conducted a study to find the relevance and benefits of agricultural youth empowerment programme to participating rural youth. The study found that more males are in farming practices than female owing to the reason that agriculture requires rigorous work. Study also revealed that most of the population in

this field have formal education which help them in the farming as well. The study concluded that relevance of the programme and benefits derived by the youths was affected by their village and educational level. Based on these findings, it was recommended that creation of more farm centers should be adopted and should be properly located in strategic places is the local governments for the maximum benefit of youths.

Arjun (2013) conducted a study with an aim to examine the status, importance and role of the agriculture in the Indian economy. The study was conducted to find the current Status and provide a basis of monitoring and evaluation of agriculture. The study concluded that change is happening in rural India but it has still a long way to go. Agriculture has benefited from improved farming techniques but the growth is not equitable. Land use is changing in rural areas as farmers are getting good value for their holdings. Wholesale prices are primarily used to monitor the weekly price movements. The study recommended that effort should be made to stop the migration to urban areas. The number of essential commodities should be reduced to an absolute minimum, especially the non-food crops.

Naamwintome and Bagson (2013) conducted a study to examine the participation of youth in agriculture. Further the study analyzed the challenges militating youth participation in agriculture. The study reported that youth are willing to participate in agriculture amid to profitability. Further it was put forth that youth resort to migration due to which agricultural land and allied activities remain unattended. The study found that farm output is prestigious and also an aspiration for every farmer in the study area. It was suggested that stakeholder i.e. government and parents of the youth need to acknowledge and recognize the perceived changing trends of needs of the youth dictated by globalization. Furthermore it was suggested that parents and youth should dialogue for tradeoff since this will ensure that culture is not compromised as well as meeting the needs of youths.

Tocco (2013) conducted a study to explore the factors responsible for leaving agriculture as a profession. In the study he found that younger individuals are more likely to leave farming activities, although the largest outflows of agricultural labour are mainly associated with the retirement of people. Results suggest that younger

individuals are more likely to leave farming as they are more mobile and thus more inclined to find alternative employment or to flow to frictional unemployment. The author suggested that it would be appropriate to broaden agricultural education and focus for instance on more quantitative and entrepreneurial skills, which represent important transferable skills for entry in other forms of employment. At the same time, the creation of more accessible jobs in rural areas, especially those complementary with agricultural activities in terms of skill requirements is also essential.

Ayinde (2014) conducted a study with an objective to find out the cause of youth migration from agriculture and its effects on rural areas. In the study he found that reduction in farm size, reduction in hired labour, reduction in household income, reduction in family labour, and low improvement in social amenities were the major effects of youth migration. The study revealed that youth migration has some negative consequences on the rural areas from where the migrants left. Migration of these active and agile people may result in leaving farming activities in the hands of the women and aged people, thereby causing a drastic reduction in the level of food production in the state. The effects of youth migration on rural farming communities had been a contending issue and based on the economic theory of migration, people migrate because it is for their benefit.

Forster (2014) carried a study with an objective to analyze the existing status of youth interest and perceptions in agriculture and to search the constraints and opportunities for youth to become involved in agricultural processes. The study reported that no respondent reported farming as an ideal profession. The author concludes that youth are disinterested in agriculture because of better opportunities in cities. These opportunities range from employment, better pay, or a more desirable job.

Nasir and Hundie (2014) conducted a study with an aim to explore the effect of off-farm employment participation of farm households on agricultural crop output yield and productivity. The results show that households' engagement in off-farm activities is inversely related to crop production and, to some extent, to land productivity implying that the rural non-farm economy competes with agriculture for

labor and that marginal productivity of labor in agriculture is positive. Study also shows that farm households participate in a variety of farm and off-farm activities. The study further shows that farming technology is traditional, simple hand tools and oxen driven implements. Most of the farm households use capital input such as fertilizer and improved seed. The data shows that farmers are overwhelmingly dependent on agricultural crop income.

Umunnakwe et al (2014) conducted a study to examine the factors influencing the rural youth involvement in agricultural livelihood activities. The study found that there was significant relationship between involvement in agricultural income generating activities and socio-economic, psychological and communicational characteristics. The results revel that factors such as marital status, respondents' education, family size, employment status, innovativeness, conservatism-liberalism, mass media exposure extension contact, socio-political participation and reasons for educational and vocational training influenced involvement of rural youth in agricultural income generating activities. Therefore, study recommended that development agencies, in both the public and private sectors, who are working on issues concerning rural youth, should give proper emphasis to the selected variables of the study before launching any new program relating to their improvement through agricultural income activities. Skilled development of rural youth through intensive training and utilization of this skilled manpower in different agricultural income generating activities is also advocated.

Afande et al (2015) conducted a study to examine youth employment dynamics across the different sectors and determinants of youth participation in agriculture. Study was also conducted to find out the challenges and constraints inherent to the youth in agricultural production relative to adults. The findings of the study reveal that youth farmers are concentrated more in agricultural production. Furthermore, a relatively lower per centage of youth use improved inputs. The study further found that land tenure issues continue to impede many youths from engaging in agriculture, with the majority of youth using land without exclusive ownership rights. Study concluded that there is a need to invest in youth and agriculture, with more young people having access to resources, skills, land and capital for a decent

livelihood in agriculture. It was recommended that a robust relationship between agencies interested in encouraging youth involvement in agriculture should be evolved through legislation and implementation of policies to guarantee training programmes, credit facilities and land accessibility to youths at the identified rural youth organizations.

Ajani (2015) conducted a study to examine the status of the Agricultural Development Programmes for the Empowerment of Youths in Rural Areas. The study found that rural youth have the potentials needed to participate effectively in agricultural development and majority of agricultural policies and programmes formulated do not consider constraints confronting youths involved in agricultural development. The study shows that major problems encountered by youths in agriculture include lack of interest in agriculture as a result of drudgery in farm operations, lack of competitive market for agricultural products, lack of start-up capital, inadequate labour saving technologies for ease of operations, inadequate finance/credit facilities, among others. The study concluded that most rural youth do not foresee a prosperous future for themselves in the agriculture sector, mostly because of lack of profitability of agricultural activities and lack of physical and social infrastructure in rural areas. The study recommended that efforts should be made to integrate the views of youths into developmental efforts in order to address the actual needs of the youths, thus making agricultural development planning and management sensitive to their needs.

Bhat et al (2015) conducted a study with the objective to identify the challenges faced by the youth agriculturists. The study found that youth are facing the problems of labour and power failure in agriculture. It was suggested that proper support should be given by the government by creating self help groups and through other means so that they can carry on their activities smoothly. Further it was suggested that measures must be taken by the government to supply power required for the agricultural work.

Devi (2015) conducted a study to identify the factors that influence the youth's intention to become agricultural entrepreneur, and to analyze the relationship of the various factors with the intention of youth to become entrepreneur. In this

research, 250 youth in Chennai were selected from the population of graduated students in Chennai. The study found that attitude, acceptance and knowledge are the factors that influence the youth to become agriculture entrepreneurs. Further the finding indicates that attitude and acceptances are the main factors which significantly influence the youth intention in agriculture entrepreneurship. The author is of the view that youth owned agriculture business can solve the issues of declining agriculture production in India and high percentage of unemployment. Further author also stress that literate youth can play significant role in strengthening Indian agriculture which would ultimately contribute in nation development.

Jaiswal et al (2015) conducted a study to identify the challenges faced by today's youth and to suggest strategies and recommendation for uprooting them and attempt at creating such a nation where women considered equally respectful and dominant as men. The study shows that Young people can only devote themselves to active youth participation and full integration in society when they find such „enabling environments for the fulfillment of their civic potential and when their actual needs and conditions are met. The study shows that there is a high potential for cooperation in this field, particularly through networking of both governmental and nongovernmental youth organizations on a regional and international scale. The study recommended that education should be provided to reduce inequalities and functions as a means of improving their status within the family. Furthermore government should provide a package of concessions in the form of providing free books, uniform, boarding and lodging, clothing for the hostilities midday meals, scholarships, free circles and so on.

Kimaro et al (2015) conducted a study to find out the role played by agriculture in fulfilling rural youth socio-economic needs, types of agricultural activities in which rural youth is engaged and the factors which influence rural youth participation in agriculture. Study found that majority of the respondents were attracted to invest more in their own farms rather than being employed as labour or involved in family farms. Furthermore the study found out that age, sex, marital status, education level, family background, availability of rural credit facilities, land, agricultural knowledge, lack of job alternatives and perceptions are important factors

associated with rural youth's participation in agricultural activities. The study concluded that majority of youth involves themselves in agricultural activities through growing different crops. The study recommended the rural youth should organize themselves in groups in order to share knowledge and experience for the improvement of agriculture production. Rural youth should know that they are the important asserts for agriculture and rural development. The government should provide more sensitization programs for rural youth participation for their awareness on agriculture and their development. Given the opportunity, organization, direction and support, rural youth can participate and contribute significantly to agricultural and rural development.

Noorani (2015) conducted a study to examine rural youth perceptions of farming and their decision of being a farmer or not. The study found that non-agricultural career aspirations, such as engineering and teaching create the desire to migrate away from farming while many youth held negative perceptions of farming which were reinforced through peer and parental influence. However, the existence of structural barriers and the difficulties in overcoming them, especially access to land, limited their participation in farming. Surprisingly the study reported there exists a sub-set of youth who are not only passionate about farming, but who also consider farming an attractive career path.

Salunkhe (2015) conducted a study to know the reasons for unattractiveness of agriculture for youth. The study highlighted that educated youths are not ready to become cultivators or to choose their career as agriculturists. The author was of the view that there are many reasons behind this such as agriculture mostly depends upon monsoon, types of soil and water. The author suggested that talented brains should be trained about commercial crops cultivation with proper planning and management.

Chapter 3

RESEARCH METHODS

Chapter-3

RESEARCH METHODS

The chapter outlines the research methodology of the study. It explains the research objectives and a suitable methodology to achieve the objectives. The chapter deals with population, research area, sampling technique, sample size, data collection and analytical tools.

3.1 Population and research area

Present study was conducted in Karsog Tehsil of Himachal Pradesh and the population for the present study was the youth in the age group of 18-40 years in Karsog tehsil.

3.2 Sampling technique

Sampling is defined as the segment of population that is representative of whole population. The number of individual in a sample is called a sample unit. The respondents were selected by convenience sampling depending on availability of respondent. Convenience sampling (sometimes known as grab or opportunity sampling) is a type of non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the study.

3.3 Sample size:

Sample is defined as the segment of the population that is representative of whole population. The number of individuals in a sample is called a sample size. 50 youth of Karsog tehsil were selected for the present study.

3.4 Data collection:

Both primary and secondary data were used for the study.

3.4.1. Primary data:

The data that was collected by the investigator himself/herself is called primary data. Primary data was collected by questionnaire.

3.4.2. Secondary data:

These are sources containing data which have been collected and compiled for another purpose e.g. Census reports, annual reports and financial statements of companies etc. The secondary data for the present study have been collected from magazines, journal, past survey, other research works and website.

3.5 Data Analysis:

The data collected from different sources was classified and tabulated, according to the requirement of the study. The analysis of the study has been with the help of tools including mean, standard deviation.

3.5.1 Mathematical tools

The information collected from the sample respondents has been analyzed by applying percentage method.

a) **Percentage Method:** Percentage means multiplying the number of observations/frequency of the data by hundred and dividing it by total number of observation/frequency. percentage is calculated by the formula:

$$\mathbf{P=\frac{X}{Y}\times 100}$$

When, P = Percentage

X = No. of respondents of particular option

Y = Total number of respondents.

3.5.2. Statistical tools

The following statistical tools have been used for analysis of data collected for the present study.

a) Arithmetic Mean

The arithmetic mean has been applied to study the option of the sample respondents on 5- point scale for different statements. The arithmetic mean has been calculated by assigning numerical value to the quantitative statements. These values has been assigned for these qualitative responses as one for strongly agree, two for agree, three for natural, four for disagree and five for strongly disagree.

The formula used for Arithmetic Mean is:

$$\mathbf{X = \sum X/N}$$

Where

X= Arithmetic Mean

$\sum$**X**= Sum of the values of observation on the variables

N= Number of observation

b) Standard Deviation

Standard deviation is the measure of dispersion of a series and is commonly denoted by symbol (σ). It is defined as a square root of the average of squares of deviations, when such deviations for the values of individual items in a series are obtained from the arithmetic average.

$$\text{Standard Deviation} = \frac{\sqrt{X^2}}{N}$$

Where, x = (X= mean)

N= Number of observations

Chapter 4

RESULTS AND DISCUSSION

Chapter-4

RESULTS AND DISCUSSION

In the present chapter an attempt has been made to analyze the data, interpret and discuss the findings. The findings and analysis of the study on Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh are discussed as under:

Table 4.1 Age wise Classification of the respondents

Age	Frequency	per cent
18-25	11	22.0
26-30	16	32.0
31-35	10	20.0
36-40	13	26.0
Total	**50**	**100.0**

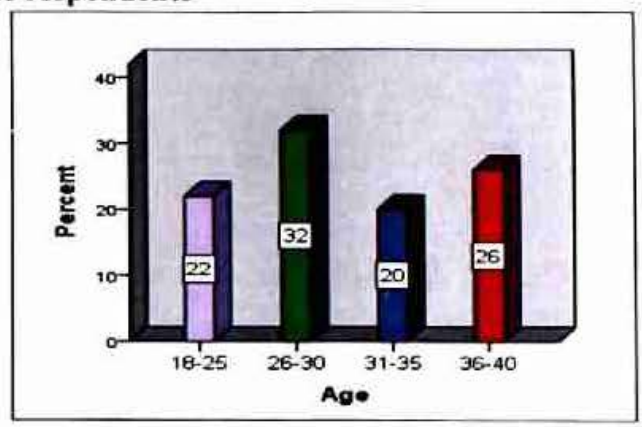

Fig. 4.1 Age

It is apparent from the Table and graphical representation that people of every age group are involved in the agricultural activities. Biggest percentage (32 per cent) falls in the age group of (26-30) followed by 26 per cent who are in the age group of (36-40). There are 22 per cent of the respondents who are in the age group of (18-25). Least number of respondents are in the age group of (18-25) with 20 per cent.

Table 4.2 Gender wise Classification of the Respondents

Gender	Frequency	per cent
Male	37	74.0
Female	13	26.0
Total	**50**	**100.0**

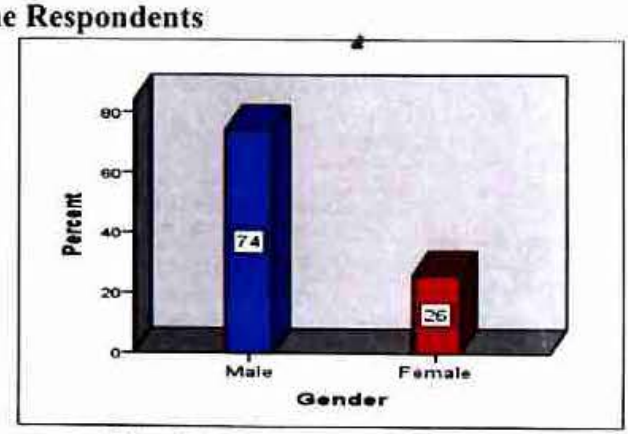

Fig. 4.2Gender

It is evident from the Table and figure 1.2 that about 74 per cent of the youth sampled are males whereas 26 per cent are females.

Table 4.3 Educational Qualification of Respondents

Educational Qualification	Frequency	per cent
Matric or below	13	26.0
Sr. secondary	14	28.0
Graduate	16	32.0
Post graduate or above	7	14.0
Total	**50**	**100.0**

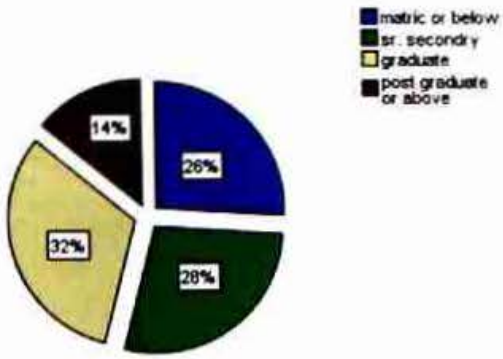

Fig. 4.3 Educational Qualification

It has been quite evident from the tabulated and graphical representation that respondents engaged in agricultural and allied activities are educated. Interestingly post graduates are also engaged in agricultural activities. Statistical analysis reveals that 32 per cent of the respondents are graduates, 28 per cent are educated up to senior secondary, 26 per cent upto matric and 14 per cent are post graduates.

Table 4.4 Classification of Land Holding

Type of farmer	Frequency	per cent
Marginal (below 1 ha)	46	92.0
Small (1-2 ha)	4	8.0
Total	**50**	**100.0**

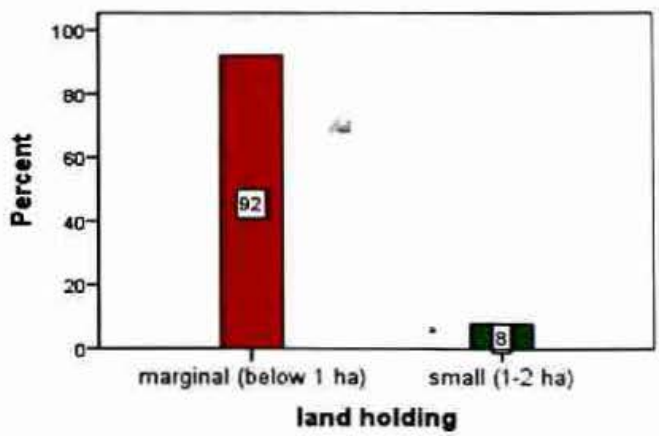

Fig. 4.4 Land Holding

It is quite evident from the above tabulated and graphical representation that 92 per cent are marginal farmers having land holding below 1 hectare whereas 8 per cent are

small farmers who have 1-2 hectares of land. It can be said that mostly the marginal farmers are there in the study area.

Table 4.5 Income Status of the Respondents

Annual Income	Frequency	per cent
Below 2 lakh	9	18.0
2-5 lakh	32	64.0
5-10 lakh	9	18.0
Total	**50**	**100.0**

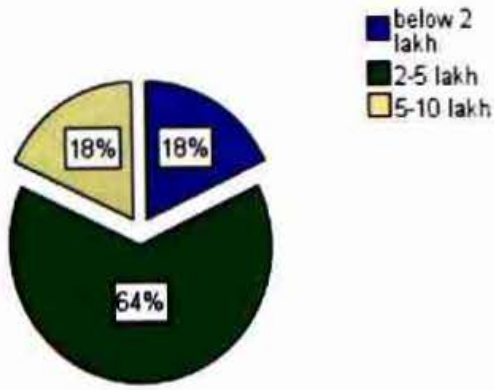

Fig. 4.5 Annual Income.

It is apparent from the Table and figure that 64 per cent of the respondents fall in the category of annual income of (2-5 lakh), 18 per cent of the respondents each have annual income (below 2 lakh) and (5-10 lakh). It can be concluded that most of the respondents fall in middle income group of (2-5 lakh).

Table 4.6 Source of learning about Agricultural Practices

Source	Frequency	per centage	per cent of cases
Family	47	58.8 per cent	94.0 per cent
Educational course	13	16.2 per cent	26.0 per cent
Trainings	6	7.5 per cent	12.0 per cent
Educational tours	14	17.5 per cent	28.0 per cent
Total	**80**	**100.0 per cent**	**160.0 per cent**

It is clear and evident that from the Table 4.6 that 94 per cent of the total respondents have acquired the knowledge of agricultural practices from family. Astonishingly out of the total respondents very few have reported to acquire knowledge about agricultural practices from educational tours, educational courses and training. Hence it can be concluded that even today family remains the most important source for learning agricultural practices.

Table 4.7 Dependency upon Agricultural Income

Dependency	Frequency	per cent
Yes	25	50.0
No	25	50.0
Total	**50**	**100.0**

It is evident from the Table 4.7 that respondents do not completely depend upon agriculture for their income. Half of the respondents completely depend upon agriculture for their income whereas the other half are involved in other activities for their income.

Table 4.8 Primary Occupation

Occupation	Frequency	per cent
Government job	3	6.0
Corporate job	7	14.0
Business	13	26.0
Agricultural sector	19	38.0
Others	8	16.0
Total	50	100.0

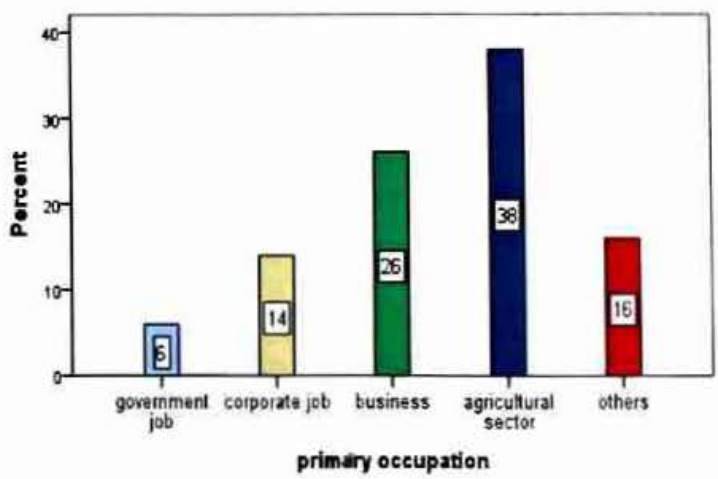

Fig. 4.6 Primary Occupation

It is evident from the Table 4.8 and figure 4.6 that 38 per cent of the youth are involved in agricultural sector, 26 per cent in business and 14 per cent are involved in private companies. Few (16 per cent) respondents are involved in government job. From the Table it may be concluded that majority of the respondents have agricultural sector as their primary occupation

Table 4.9 Mean analysis of types of Agricultural and Allied Activities in which Youth is Involved

Agricultural activity	Mean	Std. Deviation
Artisan	1.22	0.418
Fishing	1.10	0.303
Cultivation of crops	2.00	0
Providing agricultural inputs	1.64	0.485
Labour work	1.24	0.431
Rearing of animals	1.86	0.351
Transportation of agricultural products	1.24	0.431
Processing of agricultural products	1.20	0.404
Trading of agricultural products	1.36	0.485
Others	1.18	0.388

It is apparent from the Table 4.9 that cultivation of crops has scored the highest mean value (M=2.00) implying that cultivation of crops is the most preferred activity by the respondents. Rearing of animals (M=1.86) and providing agricultural inputs(M=1.64) are also the prevalent agricultural activity among youth. Trading of agricultural products (M=1.36), labour work (M=1.24) and transportation of agricultural products(M=1.24) are other favourite activities among youth respectively. Least preferred activity among all activities is fishing (M=1.10).

Table 4.10 reveals the factors responsible for the youth participation in agricultural activities lack of job alternative (M=4.08) has emerged as the biggest factor which means that insufficient job opportunities in the region push them to adopt agriculture. Agricultural knowledge (M=3.74) from various means was found to be one of the major factor. Availability of land (M=3.64) and interest in agriculture (M=3.30) were the other factor for the participation in agriculture for the youth. The minimum mean score has been obtained by the factor 'technological advancement' (M=2.60) implying the lack of technology in agriculture.

Table 4.10 Mean analysis of Factors contributing towards Youth Participation in Agricultural Activities

Factors	Mean	Std. Deviation
Lack of job alternative	4.08	0.900
Agricultural knowledge	3.74	0.828
Interest in agriculture	3.30	0.789
Availability of rural credit facilities	2.76	1.001
Availability of land	3.64	0.827
Various government schemes and iniatives	2.76	1.061
Technological advancements	2.60	1.107

Table 4.11 Motivating factors for becoming Agricultural Entrepreneur.

Factors	Mean	Std. Deviation
Fertile soil of the region	4.32	0.794
Environment and temperature is favourable	3.52	0.931
Availablity of fortest around the region	3.16	0.955
Sufficient rainfall	3.08	1.007
Transportation facility and well connectivity	3.20	0.728
Availablity of different soil	3.32	0.957
Agricultural history of the region	3.46	0.973

From the Table 4.11 it is quite evident that fertile soil of the region (M=4.32) is the biggest motivator for the youth to become an agricultural entrepreneur. Respondents also reveals that favourable environment and temperature of the region (M=3.52) also motivates them to become entrepreneur. Agricultural history of the region (M=3.46) and availability of different soil (M=3.32) in the region are major factor for youth to become an agricultural entrepreneur. According to the respondents sufficient rainfall (M=3.08) was the least motivating factor for the youth.

Table 4.12 Demotivating Factors for not becoming Agricultural Entrepreneur

Factors	Mean	Std. Deviation
High input cost	4.20	0.756
Lack of government support	3.54	0.788
Wild animals problem is a serious problem in the region	4.44	0.760
Insufficient irrigation facility	3.50	0.839
Small farm size of the hilly area	3.68	1.151
Labour unavailability	3.10	1.035
Market rate are insufficient	3.92	0.877
Lack of security	4.12	0.799
Unavailablity of market	3.72	0.882
Hard work	4.02	0.742
Insufficient electricity supply	2.70	1.199
No insurance or improper insurance	2.70	1.165

Table 4.12 reveals that wild animals problem (M=4.44) is the biggest demotivating factors in the study area which hinder the youth to become an agricultural entrepreneur. High input cost (M=4.20) emerged as the second biggest demotivating factor due to the hilly terrain of the study area and lack of security (M=4.12) is also another important factor. Hard work (M=4.02), market rate are insufficient (M=3.92) and small farm size (M=3.68) are the other major demotivating factors of the region for the youth to become an agricultural entrepreneur respectively. Insufficient electricity supply (M=2.70) and no insurance or improper insurance (M=2.70) were the least affected factors for the youth which do not affect much youth to become an agricultural entrepreneur. Hence it can be concluded that wild animals problem and high input cost restricts youth from adopting agriculture as a profession.

Table 4.13 Perception of the youth toward their Ancestors Life

Statements	Frequency	per cent
Highly satisfactory	19	38.0
Satisfactory	12	24.0
Neutral	5	10.0
Unsatisfactory	13	26.0
Highly unsatisfactory	1	2.0
Total	**50**	**100.0**

Table 4.13 represents the perception or outlook of the respondents towards the life of their ancestors. When asked about how do they see the life of their ancestors, 38 per cent of the respondents seemed highly satisfied with the life their ancestor have lived, 26 per cent were unsatisfied whereas 24 per cent and 2 per cent of the respondents were satisfied and highly unsatisfied with the life of their ancestors have lived. About 10 per cent of the respondents had no opinion about this question.

Table 4.14 Do you Enjoy being an Agriculturist

Response	Frequency	per cent
No	20	40.0
Yes	30	60.0
Total	**50**	**100.0**

Table 4.14 shows the response of the respondents for the statement that whether they enjoy agriculture as a profession. Three fifth of the respondents seemed happy and were enjoying their profession whereas two fifth were not happy or enjoying their profession.

Table 4.15 Option to leave Agriculture

Response	Frequency	per cent
No	30	60.0
Yes	20	40.0
Total	**50**	**100.0**

Table 4.15 shows the youth response when they were asked "if they are given the opportunity to leave the farming industry, would they?" Three fifth (60 per cent) of the respondents were not ready to leave the farming practices whereas two fifth (40 per cent) of respondents were ready to leave the farming practices.

Table 4.16 Rural youth Perception towards Agricultural Entrepreneurship

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Agricultural entrepreneurship can fulfill needs	2(4)	20(40)	18(36)	4(8)	6(12)
Agriculture is potentially a major employer for youths	7(14)	27(54)	7(14)	8(16)	1(2)
Government support and incentive is a good motivator for youth	7(14)	13(26)	8(16)	20(40)	2(4)
Inclusion of agriculture in all levels of education motivate youth	11(22)	21(42)	10(20)	8(16)	0(0)
Agricultural entrepreneurship can provide enough incentive	4(8)	12(24)	12(24)	14(28)	8(16)
Agricultural entrepreneurship can produce high profit like other sectors	7(14)	16(32)	8(16)	17(34)	2(4)
Availability of alternative income activities has no effects on youth participation	9(18)	19(38)	10(20)	6(12)	6(12)
Youth involvement lead to improvement of socio economic condition	9(18)	20(40)	9(18)	6(12)	6(12)

Table 4.16 shows the rural youth perception towards agricultural entrepreneurship. The data shows that 40 per cent of the respondents agreed that agricultural

entrepreneurship can fulfill their socio economic needs whereas 12 per cent of the respondents strongly disagreed for the same. Further tabulated data reveals that 68 per cent of the respondents either agreed or strongly agreed that agriculture is potentially a major employer of labour for rural youths. The data also shows that 40 per cent of the respondents disagreed with the statement that government support and incentive can be a good motivator for youth participation in agriculture whereas 14 per cent of responses strongly agreed with the notion. Table further shows that 42 per cent of the respondents agreed that inclusion of agriculture in education system motivates youth participation in agricultural entrepreneurship whereas 16 per cent did not agree with the statement. Further study reveals that 56 per cent of the respondents either agreed or strongly disagreed that availability of alternative income generating sources has no effects in youth participation in agricultural entrepreneurship where as 46 per cent of the respondents were either agreed or strongly agreed that agriculture entrepreneurship can provide high profits like any other sectors. The data shows that 56 per cent of the respondents were either agreed or strongly agreed on the notion that availability of alternative income activities does not effects on youth participation in agriculture whereas 58 per cent of the respondents were either agreed or strongly agreed that youth involvement in agriculture can improve socio economic condition of the rural areas.

Table 4.17 demonstrates mean analysis of the statements on youth interest in agriculture entrepreneurship. It is inferred that desire to have own business has obtained more mean value (3.68) as compared to the belief that this area is profitable (M=3.58) which means former factor is a bigger reason for their interest in agriculture. Perusal of the data reveals that to run own business (M=3.32) motivate youth for agriculture entrepreneurship. Data obtained also show that free to manage work time (M=4.22) is biggest factor of satisfaction followed by free to manage own business (M=4.10) and free to make decisions (M=4.06) respectively. The other factors which satisfy youth to adopt agriculture are sharing of profit with their family (M=3.70) and offers employment to others (M=3.42). Further data show that attending of seminars (M=3.42) also increase their interest to go for agriculture

entrepreneurship. Further data reveals that respondents feels that this field has a good future (M=3.08) and to adopt this field is a good carrier option.

Table 4.17 Mean analysis of Youth Interest in Agriculture Entrepreneurship

Reasons	Mean	Std. Deviation
Main reasons for interest		
Believe this sector is profiTable	3.58	1.052
Desire to have own business	3.68	0.741
Motivation		
Have motivation in running business	3.32	0.844
Satisfaction		
Free to make decision	4.06	0.740
Free to manage own business	4.10	0.789
Free to manage work time	4.22	0.764
Offers employment to others	3.42	1.230
Sharing of profit with their family	3.70	0.763
The importance of knowledge		
Attend seminar to increase the skill	3.42	1.247
Future view of this field		
Believe this field has good future	3.08	1.291

Chapter 5

SUMMARY AND CONCLUSIONS

Chapter-5

SUMMARY AND CONCLUSIONS

In the present chapter, on the basis of analysis and interpretation of data with respect the information collected by the users with the help of questionnaire, important conclusion are drawn and discussed. Data was analyzed by applying arithmetic mean, percentage and standard deviation. Further suggestions which have emerged in the present study are given. The findings and conclusions of the study are discussed below.

Demographics of the respondents reflect that youth of every age group is involved in the agricultural activities. Although age group of 26-30 has the biggest percentage (32 per cent). Gender wise status of the respondents reveals that 74 per cent are males and remaining are their counterparts. Data shows that majority of the respondents are well qualified with 32 per cent have attained education upto graduation and few were also found to be post graduates. Education can help youth in agricultural activities also. Data collected shows that most of the farmers in the region are marginal farmers who possess less than 1 hectare of land. Further data shows that (64 per cent) of the farmer's income lie between 2-5 lakh and only (18 per cent) of the farmer's income is above 5 lakh.

Further study reveals that the source of information related to agricultural practices is mainly family (58.8 per cent) educational tours (17.5 per cent) and educational courses (16.2 per cent). Data collected shows that youth do not completely depend upon agriculture for their income and they have other source of income too. Although agriculture is the biggest employer followed by business and other activities.

It was revealed from the data that cultivation of crops (M=2.00) is the most popular agricultural activity in which rural youth are involved whereas rearing of animals (M=1.86), providing agricultural inputs (M=1.64), trading of agricultural products (M=1.36) are other very popular agricultural and allied activities.

When asked about the factors that motivate or compel them to go for agricultural activities in spite of having good education, the data shows that lack of job alternative (M=4.08) is the biggest reason to adopt agriculture. Other significant factors such as agriculture knowledge from family (M=3.74), availability of land (M=3.64) and interest in agriculture (M=3.30) are other factors which motivates youth to adopt agriculture. Technological advancements (M=2.60) do not affect their choice to adopt agriculture significantly.

It was revealed from the data that fertile soil of the region (M=4.32) and favourable environment and temperature (M=3.52) of the study region are motivating factors that attract youth to become an agricultural entrepreneur where wild animals in the region (M=4.44) and high input cost (M=4.20) are the biggest demotivators for youth while adopting agriculture. Study concludes that significant majority of the youth perceive the life of their ancestors highly satisfactory which effects their decision to adopt agriculture as a career.

Further the study found that 60 per cent of the respondents were not enjoying their profession and 40 per cent were ready to leave agriculture if they are given this option which was very interesting revelation whereas 60 per cent were not ready to leave the farming due to various reasons. Majority of the respondents think that agriculture has the ability to give high profit like any other sector and can fulfill the socio economic needs of the rural youth but there is a need to make it attractive and easy so that youth get attracted towards it. Respondents think that agriculture should be included in the education system to widespread it. Youth consider agriculture as an impressive profession in terms of free to manage work time (M=4.22), free to make decision (M=4.06) and free to manage own business (M=4.10).

On the basis of the findings and conclusions it is suggested that problem of wild animals needs to be solved as soon as possible. Government should take immediate action to safeguard the interest of the young farmers. To increase the participation of the youth, agriculture needs to be introduced in school education so that agriculture is seen as interesting, respectful and secured profession. It is suggested that there is a

need to make agriculture easy and profitable by making policies according to the regions. Farmers and agriculture should be the priority of the government because if this sector is preserved than only other sector can flourish. It is suggested that subsidies and incentives should be given to agriculture sector so that youth get attracted towards it.

Chapter 6
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ABSTRACT

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Nauni, Solan 173220
Department of Business Management

Title of Project	:	**Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh**
Name of the student	:	**Nikhil Sharma**
Admission Number	:	**H-2014-MBA-24**
Major Advisor	:	**Dr. Rashmi Chaudhary**
Specialization-I	:	**Marketing**
Specialization-II	:	**Finance**
Degree Awarded	:	**MBA**
Year of Award of Degree	:	**2016**
No. of Pages in Report	:	**40+**
No. of words in Abstract	:	**120 +**

ABSTRACT

Agriculture is the oldest activity of human civilization and will go on till the human is on earth. From the Indian perspective Agriculture is very important because it has a big population to feed. And at the same time agriculture provide employment to a big portion of the population. But the condition and situation of agriculture is changing drastically and youth do not seem interested to go for agriculture. The study was conducted with the objective to study the factors and perception of youth towards agriculture. Present study reported that rural youth do not consider agriculture as a secure business. It does not fulfill their socio economic needs. The study also found that there are various problems associated with agriculture. It is suggested that there is a need to make agriculture as attractive and profitable as other career option. There is a need to make agriculture a respectable, secure, and pleasant business through education system, government schemes and public awareness. Further, it is suggested that if India has to lift the burden of big population, Agriculture sector has to be prioritized and at the same time government efforts has to be effectively implemented on the grass root level.

Signature of Advisor
Dr. Rashmi Chaudhary

Signature of Student

Countersigned

22/02/16

Professor and Head
Department of Business Management
Dr Y.S. Parmar University of Horticulture and Forestry
Nauni-173230, Solan(H.P)

APPENDICES

APPENDICES

Dear Respondent,

I Nikhil Sharma student of MBA 2nd year of Dr. Y. S. Parmar University of Horticulture and Forestry, Nauni, Solan(H.P). I require your valuable feedback for my project entitled "Youths' Perception for Agricultural Entrepreneurship: A Case Study of Tehsil Karsog in Himachal Pradesh" as a part of the MBA program. I request you to kindly read the following statements and give your response. Your co-operation will be of great help. I assure that the information provided by you will be used purely for academic purposes.

Part -A

Personal information and demographic profile of respondent

a) Name :_____(optional)

b) Age: (in years)

a) 18-25 ☐ **b) 26-30** ☐

c) 31-35 ☐ **d) 36-40** ☐

c) Gender:

a) Male ☐ **b) Female** ☐

d) Village: _____

e) Educational qualification:

a) Matric or below ☐ **b) Sr. Secondary** ☐

b) Graduate ☐ **d) Post graduate or above** ☐

f) Land holding:

a) marginal (below 1 ha) ☐ **b) small (1-2 ha)** ☐

c) semi-medium (2-4 ha) ☐ **d)medium (4-10 ha)** ☐

e) large (10 ha and above) ☐

g) Annual income: (in lakhs)

a.) Below 2 lakh ☐ **b.) 2-5 lakh** ☐

c.) 5-10 lakh ☐ **d.) Above 10 lakh** ☐

PART-B

Q .1 Do you have agriculture background?

a.) Yes ☐ b.) No ☐

Q.2 From where you have learnt agricultural practices?

a) Family _____
b) Studied as an educational course_____
c) Learn from trainings provided by various dept. Like Agric. Universities_____
d) Educational tours_____
e) Any other(please specify)_____

Q.3 Do you completely depend upon agricultural activities for your income?

a) Yes ☐ b) No ☐

Q.4 Primary occupation:

a.) Government job ☐ b.) Corporate job ☐
c.) Business ☐ d.) Agricultural sector ☐
e.) Others ☐

Q.5 Type of agricultural and allied activities you are involved in:

Sr.No	Agricultural activity	Yes	No
1.	Artisan		
2.	Fishing		
3.	Cultivation of crops		
4.	Providing agricultural inputs		
5.	Labour work		
6.	Rearing of animals		
7.	Transportation of agricultural products		
8.	Processing of agricultural products		
9.	Trading of agricultural products		
10.	Others		

Q.6 Factors for rural youth participation in agricultural activities

S.NO.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1.	Lack of job alternative					
2.	Agricultural knowledge					
3.	Interest in agriculture					
4.	Availability of rural credit facilities					
5.	Availability of land					
6.	Various government schemes and initiatives					
7.	Technological advancements					

Q.7 What are the motivating factors for the youth to become an agricultural entrepreneur? (Rate your opinion on five point scale).

S.NO.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1	Fertile soil of the region					
2	Environment and temperature is favourable					
3	Availability of forest around region					
4	Sufficient rainfall					
5	Transportation facility and well connectivity					
6	Availability of different soil					
7	Agricultural history of the region					

Q. 8 What are the Demotivating factors of the region to become an agricultural Entrepreneur? (Rate your opinion on five point scale).

S.NO.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	High input cost					
2.	Lack of Government support					
3.	Wild animals problem is a serious problem in the region					
4.	Insufficient irrigation fascility					
5.	Small farm size of the hilly area					
6.	Labour unavailability					
7.	Market rate are insufficient					
8.	Lack of security					
9.	Unavailability of market					
10.	Hard work					
11.	Insufficient electricity supply					
12.	No insurance or improper insurance					

Q.9 How do you see the life of your ancestors involved in agriculture?

a) Highly satisfactory_____
b) Satisfactory_____
c) Neutral_____
d) Unsatisfactory_____
e) Highly unsatisfactory_____

Q.10 Do you enjoy your profession?

a.) Yes ☐ b.) No ☐

Q.11 If given the opportunity to leave the farming industry, would you?

a.) Yes ☐ b.) No ☐

Q.12 Rural youth perception towards agricultural entrepreneurship

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Agricultural entrepreneurship can fulfil rural youth's socio economic needs.					
Agriculture is potentially a major employer of labour for rural youths.					
Government support and incentive is a good motivator for youth participation in agriculture.					
Inclusion of agriculture in all levels of education motivate youth participate in agricultural entrepreneurship.					
Agricultural entrepreneurship can provide enough incentives to rural youth.					
Agricultural entrepreneurship can produce high profit like others sectors.					
Availability of alternative income generating activities has no effects in youth participation in agricultural entrepreneurship.					
Youth involvement in agricultural entrepreneurship can lead to the improvement of socio economic condition of rural youth.					

Q.13 Information on youth interest in agriculture entrepreneurship

S.NO	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	**Main reasons for interest**					
a.	Believe this sector is profiTable					
b.	Desire to have own business					
2.	**Motivation**					
a.	Have motivation in running business					
3.	**Satisfaction**					
a.	Free to make decisions					
b.	Free to mange own business					
c.	Free to manage work time					
d.	Offer employment to others					
e.	Sharing of profit with their family					
4.	**The importance of knowledge**					
a.	Attend seminar to increase the skill					
5.	**Future views of this field**					
a.	Believe this field has good future					

Q.14 Please give your suggestion for attracting youth towards agriculture sector and for improving sector.(if any)

CURRICULUM VITAE

Bachelor Of Technology In Mechanical Engineering From Green Hills Engineering College Kumarhatti Solan (H.P.)

Permanent Address

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Personal Information

NAME –Nikhil Sharma
S/O- Mr. Vidhan Sharma
DATE OF BIRTH:07-06-1990
SEX: Male
NATIONALITY: Indian
MARITAL STATUS: Single

Hobbies

- Playing Cricket
- Listening To Music
- Dancing

Strength

- Honest.
- Take Challenges As Opportunity.
- Never Regret For Past.
- Positive Attitude.

Objective

To Pursue a challenging job in prestigious firm & strive for execellence in it, apply the same for the growth of organisation and my career. Seeking a responsible position in reputed firm and to work for an organization that provide challenge and opportunity to utilize my skills. I am willing to work in team and individually.

Academic Qualifications

	YEAR	DEGREE/EXAM	INSTITUTE	UNIVERSITY/BOARD	PERFORMANCE
	2014-2016	M.B.A. (MARKETING & FINANCE)	NAUNI UNIVERSITY	DR. Y S. PARMAR UNIVERSITY SOLAN,H.P.	70 per cent
	2008-2012	B.TECH	G.H.E.C.	H.P UNIVERSITY	63 per cent
	2008	CLASS 12	G.A.V SOLAN	C.B.S.E	61 per cent
	2006	CLASS10	G.A.V SOLAN	C.B.S.E	69 per cent

PURSUING M.B.A. FROM NAUNI UNIVERSITY SESSION2014-2016.

Training:

- **Undergone Four Weeks INDUSTRIAL TRAINING At "Shivalik Bimetal Control Limited" At Solan.**
- **Undergone Four Weeks INDUSTRIAL TRAINING At "H.R.T.C Workshop " At Solan.**

Achievements And Extra Curricular Activities:

- **Participated In Various Games At School And College Level.**
- **Active member of NGO GOONJ & has organized collection camp in Nauni University Solan.**
- **Winner of various quiz competition and has secured first position in KNOWA FEST 2015.**

Technical Experience:

- **Basic Knowledge Ms-Office & Computer Application.**
- **Knowledge Of C And C++ Languages.**
- **Knowledge Of Auto-Cad.**

Project Works:

Minor And Major Project:- "Hydraulic Fork Lift"

I hereby, declare that all the information provided here are correct to the best of my knowledge

Place: SOLAN
Dated: 28-05-2016

Nikhil Sharma