

Empirical Study On, “Characteristics Of Agripreneurship In Amhara Region, Ethiopia”

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Abstract

Agripreneurship rotate farm into an agribusiness. Agribusiness plays very essential role to re defining agricultural sector in Ethiopia. It make more advantageous venture can lead to economic self-sufficiency which attracts rural people in the present scenario. Agripreneurship provides employment opportunities, income generation, alleviating poverty, food security and rural livelihood in the development aspects. Most of the farmers lack in access of agricultural raw materials, financial assistance, marketing arrangements, accessing new technologies and advisory services for commercial farming. ‘Agripreneurs’ can transform Ethiopian agriculture sector to meet the challenges in the global world. This paper mainly focused on the importance of Agripreneurship and socio cultural background in Ethiopia.

KEY WORDS: *Agripreneurship, agriculture, opportunity, employment and Ethiopia*

Preamble

An agripreneur refers to a person who undertakes different kinds of activities in agriculture and its allied sectors. An agripreneur may initiate the activity related to agro business, changing the business direction; acquire a business by his innovative ideas. It is clear that, an agripreneur is a person who is ready to take a risk, finding opportunity, initiator with the uncertain agricultural business environment of the firm. Entrepreneurs are often discussed in terms of starting a business. The successful agripreneur needs to be very active with determination, interested to take challenges, strong-minded, , creative thinker, smart working, come up with innovative ideas, communicative, finding marketing opportunities, bearing the risk. Apart from that, update their skills and knowledge to meet the challenges in the future. Farmers require knowledge in the aspects such as planning, implementing and controlling of farm management and also agricultural techniques and methods like production, harvesting, processing into finished goods, wholesaling and retailing, financial services assistance availability, storage and transport, promotion and advisory services.

Importance of agripreneurship

Agriculture considered as the activity of land digging and harvesting the crop. The present generation have negative attitude about agriculture towards farming, due to increasing fragile land, diminishing natural resources, migration to urban areas. Modern farming system, hybrid seeds, latest technology has to be introduced to re design the agricultural sector. At present, farmers are giving much importance to horticulture such as fruits, vegetables, other plants and spices, Crops plantation such as coffee, cocoa and allied activities. Majority of the people in Ethiopia is engaged in agricultural activities which provide opportunity in agribusiness which generates employment opportunity. Agripreneurship creates wide range of economic benefits like increased agricultural productivity, creating new ventures; develop innovative products and services, development of rural areas. The effective management systems are unable to cope up

with natural calamities, monsoons, drought, crop diseases, shortage of fertilizer, poor infrastructure like in sufficient storage facility and transportation as a result in decreasing agriculture production. The managerial, technical and innovative skills of agripreneur become a role model to all farmers.

Objectives of the Study

- To study about the characteristics of Agripreneurs
- To offer suitable suggestions

Methodology

The present study consists of both primary and secondary data. The primary data collected from well-structured questionnaire with structured interview whereas secondary data collected from journals and internet sources. The data collected from 60 respondents in Amhara Region by using simple random sampling. To validate the data collected for the study purpose were tabulated, analysed and interpreted by using statistical techniques.

Data Analysis And Interpretation

Agripreneurial characteristics of the respondents:

The agripreneurial characteristics of the respondents studied under motivation, risk taking capacity, leadership skill, decision making skill, innovative ideas, self-confidence, approach towards self-employment and income generation activities and looking for information and opportunities.

Motivation:

The motivation attainment of the respondents showed under the below Table 1 which revealed that, majority of the agripreneurs 67 per cent respondents had medium level of motivation attainment, followed by 20 per cent of the respondents had low level of motivation attainment and 13 per cent had high level of motivation attainment.

Table 1. Respondents according to their Motivation attainment

Categories	Frequencies	Percentage
Low	12	20
Medium	40	67
High	8	13
Mean	4.2	
S.D.	2.11	

Risk taking capacity:

The data presented in Table 2 clear that, majority of the respondents 58 per cent had medium level of risk taking capacity followed by 32 per cent respondents who had high level and 10 per cent had low level of risk taking capacity due to positive attitudes such as innovative ideas, change and developmental responsiveness.

Table 2. Respondents according to their Risk taking capacity

Categories	Frequencies	Percentage
Low	6	10
Medium	35	58
High	19	32
Mean	4.33	
S.D.	1.41	

Leadership skill:

The data relating to the leadership skill provided in the below Table 3 that, the about 60 per cent of the respondents had medium level of leadership skill followed by 27 per cent having high level leadership skill and Only 13 per cent respondents had low level of leadership skill.

Table 3. Respondents according to their Leadership skills

Categories	Frequencies	Percentage
Low	8	13
Medium	36	60
High	16	27
Mean	4.02	
S.D.	2.15	

Decision making skill:

The data depicted in Table 4 that, majority of the respondents 72 percent of the respondent had medium level decision making skill due to their literacy level, communication level and etc and 20 per cent of the respondent who had high level of decision making skill.

Table 4. Respondents according to their Decision making skills

Categories	Frequencies	Percentage
Low	5	8
Medium	43	72
High	12	20
Mean	4.11	
S.D.	3.12	

Innovative ideas:

The data represented in Table 5 that, the majority 68 per cent of respondents had medium level of innovative idea towards the developmental activities, new technologies to improve the performance of the Agri-enterprise due to their literacy level, media exposure, responsiveness and development, 20 per cent of the respondents showed high level of innovative idea and followed by 12 per cent who showed low level of innovative idea towards to improve the performance developmental activities by using new technologies of the Agri-enterprise.

Table 5. Respondents according to their innovative ideas

Categories	Frequencies	Percentage
Low	7	12
Medium	41	68
High	12	20
Mean	4.04	
S.D.	3.12	

Self-confidence:

It is evident from Table 6 that, majority of the respondents 60 per cent had medium level of self-confidence due to literacy level and good exposure, followed by 22 per cent under High level of self-confidence. The rest 18 per cent of the respondents had low level of self-confidence.

Table 6. Respondents according to their Self confidence level

Categories	Frequencies	Percentage
Low	11	18
Medium	36	60
High	13	22
Mean	4.24	
S.D.	1.29	

Self-employment and Income generation activities

The data related to self-employment and income generation activities of the respondents in Table 7 reveals that majority of the respondents 69 per cent had medium level, 23 per cent respondents had high level and 8 per cent who had low level of involvement in self employment and income generation activities.

Table 7. Respondents according to their Self-employment and Income generation activities

Categories	Frequencies	Percentage
Low	5	8
Medium	41	69
High	14	23
Mean	4.38	
S.D.	1.22	

Looking for Information and opportunities:

The data associated with the information and opportunities seeking behaviour of the respondents, discloses that majority of the respondent 58 per cent had medium level of information seeking behavior due to their literacy level, innovative and enthusiastic in nature and other 22 per cent respondents had low level and 20 per cent had high level of information seeking behavior.

Table 8. Respondents according to Information and opportunities available

Categories	Frequencies	Percentage
Low	13	22
Medium	35	58
High	12	20
Mean	4.3	
S.D.	2.49	

Conclusion

The study concluded that agripreneurial characteristics like motivation attainment, leadership skill, decision making skill, self confidence level, risk taking capacity, involvement in income generation activities and looking for information and opportunities are important for any agripreneurs. It is concluded that majority of the respondents had medium level of motivation attainment, risk taking ability, leadership ability, medium level of decision making skill, innovative ideas to improve the performance in the Agri-enterprises by involve in developmental activities and using latest technologies.

Recommendations

- The majority of the agripreneurs found that, they have moderate level of agripreneurial characteristics like motivation attainment, leadership skill, self confidence level, decision making skill and etc, it is necessary to take the steps to strengthen the agripreneurial skill and ability.

- Agri-enterprises dominated by small and micro enterprises. It is suggested that for competing in international markets, agriculture needs to function with agripreneurial approach.

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