eISSN 2581-8996
ONLINE
THE INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN MULTIDISCIPLINARY SCIENCES (IJARMS)
A BI-ANNUAL, OPEN ACCESS, PEER REVIEWED (REFEREED) JOURNAL
Vol. 5, Issue 02, July 2022

Development of Agricultural Entrepreneurship: A Case Study of Jalaun District in Uttar Pradesh

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Received: 10 July 2022, Accepted: 20 July 2022, Published with Peer Reviewed on line: 31 July 2022

Abstract

This paper explores the role played by farmer as entrepreneurs in making farming a profitable venture in Jalaun district in Uttar Pradesh. Agricultural entrepreneurship is often construed as a means for empowering the rural unemployed farmer. Agricultural entrepreneurship is often considered as a tool for enabling the rural unemployed people who have the capability of starting a venture and to exceed in the fields of agriculture and allied activities. In the context of Uttar Pradesh, the present paper attempts to understand the reasons for agriculture and entrepreneurship related with it a unprofitable avenue and the strategies used by the emerging agricultural entrepreneurs in promoting it as a profitable like any other business venture. It is based on key informant interviews with 50 agricultural entrepreneurs in the Jalaun, Uttar Pradesh. A multilevel sampling procedure is adopted in this study to select districts, block, villages, and agricultural entrepreneur. Results have shown that farmers in the Jalaun district have more potential in the farming sector than any other area but self-motivation and government attention is highly required. Most of the entrepreneurs are less educated and from the family background of farming. To promote the agricultural entrepreneurship in Uttar Pradesh government, officials have to be free from corruption and partiality based on their political influence. Middle man, illiteracy, less knowledge about the crops pattern, inefficient crop marketing, and most importantly un regulated demand and supply comes as a constraint in developing entrepreneurship in the agricultural sector.

Results have also pointed that in Jalaun, Uttar Pradesh farmers are facing lots of problems including human-wildlife conflict, irrigation, and improved variety of seeds. To support the agricultural entrepreneur needs of the farmers, the government have to formulate some new skills which will be beneficial in the phenomenon of commercialization in field of agriculture also. The farmers should develop the farm plans with the help of other farmers and also, coordinate with various farmer organizations from other groups to the enterprises. Giving entrepreneurship a better prestige as a good mode of earning is most important for developing entrepreneurship.

KeyWords- Entrepreneurship, Agricultural entrepreneurship, Respondent, GSDP (Gross State Domestic Product)

Introduction

Entrepreneurship can be designated as a technique for developing a new undertaking by handling all the possible risks for realising some profits. In common language, it is referred to as a procedure for organising investment and production chances so that profit or social needs fulfilment can be achieved. This process has become a very important tool for boosting economic development in a certain market.

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It refers to the ability of entrepreneur to take high risks, prosper, manage and organize a new business enterprise to realise deserving profit. Agricultural Entrepreneurship, also known as Agripreneurship, means the term which is connected with the marketing and manufacturing of different agricultural products and inputs to. Small farmers usually produce food for fulfilment of their family needs and also sale some portion of their products into markets to increases the level of income. So, the activity done by the small farmers concludes that they are an agricultural entrepreneur. In this way, the Entrepreneurs can work solely and keep the whole profit from the manufacture or they can be a part of Farmer's group and sell the crop collectively and get the profit accordingly.

Generally, farmers as an entrepreneur can play two types of roles in his full capacity such as a farmer aiming to earn to fulfil minimum needs, and farmer as an entrepreneur with high-value oriented thinking ready to hunt agricultural opportunities. Farmers in the entrepreneurship structure reflect on consideration of their farms to be an organizations venture. They use to take risks, they strive for new and innovating strategies and in they do everything present in their strength to come up with thoughts that will maximize their profit, limit their effort and develop their business. Every ''small-scale farmer'' can grow to be an entrepreneur. Farmer's exhibits notable capacities to adapt to new applied sciences that assist them prepare their farms in a new and innovating way. And this is the first step toward turning into a Farmer-Entrepreneur.

The concept of entrepreneurship is related with farmers to develop the farms they need to adopt modern technologies, and the scope of agriculture is no longer limited to increase of food production but, even the agriculture sector actively contributes towards the development of rural areas. The agricultural entrepreneurship has been recognized as one of the most important activity for farmers and related people to ascend the rural development. Jalaun region has unique diversified climatic conditions which make it suitable to produce different type of crops in different region at same time of year. Therefor it has a huge scope for increasing the production and productivity of various agricultural and horticultural crops. The state of Uttar Pradesh experiences 19.48 lacks crore GSDP in 2020-21. This is second highest among states after Maharashtra. The Gross State Domestic Product (GSDP) of Uttar Pradesh grew at a CAGR of around 8.43% between 2015-16 and 2020-21 to reach R. The agricultural and allied sector contributes more than 20.19% to total GDP in 2020-21 current and constant prices. Increased agricultural production can encourage the entrepreneurial activities in backward areas by means such as diversification of farms, introduction of new products, the growth of rural service sector, launching of the agriculture-based processing ventures, and Marketing of new products. The present study explores the role played by agriculture entrepreneurs in making farming a profitable livelihood venture in Jalaun district of Uttar Pradesh.

Review of literature

In a developing nation like India, there exist pressures on the local farmers for the fulfilling their house hold need and also to compete with other in production. Agricultural entrepreneurship is used as a tool for enabling the rural unemployed people who have the talent enough of starting a venture and to use their idea and exceeding in the fields of agriculture and allied activities. Here are some factors that are main reason behind inability of farmer in developing entrepreneurship; all these hurdles are discussed

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as follows. Firstly, decline in per farmer land holding which significantly decrease per farmer production. At this point of time farmer requires modern technology to produce more and more with same land holding. In recent days, many researches have been conducted by number of researchers, scholars and professionals have conducted study in field of agricultural entrepreneurship. Earlier concept of entrepreneurship has not got so much importance but know it captured the attention of a wide range of scholars and professionals across the disciplines. Agricultural entrepreneurship has also been extensively discussed by Gupta and Gupta in his study conducted in 2015. There are several studies on varied agricultural entrepreneurial activities. For instance, there are many researches which have emphasised to conceptualize and operationalize agricultural entrepreneurship with different point of views by Choudhury Krishnakhi & Easwaran Kanagaraj Díaz-Pichardo, Cantú-González, López-Hernández, and McElwee.

There are many studies on agricultural entrepreneurship in organic farming, since agriculture entrepreneurship goes side by side with allied activities of agriculture; studies have been conducted on growth and increasing trend of entrepreneurial activities in agriculture and allied activities. There are many studies on the identification and development of entrepreneurial skills among farmers which plays key role in agriculture entrepreneurship. Management play very important role in any type of activity whether it is economic or not, there for there are some studies focusing on the management of farm and farm support for entrepreneurship development in agriculture sector. As we discussed earlier that entrepreneurship development require knowledge of market, the concepts related to entrepreneurial orientation and marketing has also been studied for the success of an entrepreneurial development, now day's life cannot be expected without technology because technology gives higher efficiency in every sector of economy, therefore it has also secured key importance on technological development in agriculture.

In spite of vast literature on agricultural entrepreneurship, major research gap is there. There are very less studies of agricultural entrepreneurship in the context of Uttar Pradesh especially in the area of Jalaun District. Since Jalaun has many supporting factors for development of agricultural entrepreneurship such as good quality of soil, regular rainfall, not sufficient but acceptable irrigation, it is good for entrepreneurship development and deserves a study on subject of agricultural entrepreneurship on itself. The present study tries to fill this gap in the literature of agricultural entrepreneurship in Uttar Pradesh, especially Jalaun District.

Objectives of the study:

There are followings-

1) Understanding the challenges which work as a barrier in the development of entrepreneurial skills in the agricultural entrepreneurship sector in Jalaun District of Uttar Pradesh.
2) Studying the factors related to agricultural entrepreneurship model of rural development and its importance.
3) Providing a conclusion and suggestions which could help in further development of agricultural entrepreneurship

Research Methodology

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The present study is based on the qualitative data collected through key respondent through direct interviews. The study is based on key respondent interviews with 50 agricultural entrepreneurs in the Jalaun District, Uttar Pradesh. The main reason behind choosing Direct interviewing for collection of Data is that the farmer or entrepreneurs are not able to respond nicely in any other form of data collection.

Population

Jalaun district is one of the seventy-five districts of Uttar Pradesh that falls in Jhansi division. Northern boundary of the district is naturally demarcated by means of river Yamuna whilst western boundary of the district is demarcated through Madhya Pradesh. Administratively the district is divided into 5 Tehsils particularly Orai, Jalaun, Kalpi, Madhogarh and Konch and 9 Development Blocks viz.Rampura, Kuthond, Madhogarh, Konch ,Jalaun, Nadigaon, Dakore, Mahewa and Kadaura. There are 564 Gram panchayats and 942 income villages in the district. The geographical location of Jalaun district is 4.56 lac ha with a internet cultivated place of 3.451 lakh ha, out of which 1.035 lakh ha place is irrigated. The fertilizer consumption of the district is 98.60 Kg/ha (2003-04) and the cropping depth is a hundred and fifteen per cent. The Population is 14.55 lakh (2001 census). Sesamum, Urd, Sorghum, Bajra, Pigeon pea and Moong in Kharif and wheat, gram, discipline pea, Lentil and mustard in Rabi are the essential crops. Urd and moong veg. crop are grown in Zaid on constrained scale. There are great potentialities of exploiting the useful resource base of district Jalaun. As operate live-stock census 1998, the cattle, buffalo, sheep, goat and pig populace is 57575, 73600, 230779, 22122 and 4441, respectively. The cross-breed cattle, sheep and pigs represent 3.27, 4.19 and 21.11 percentage of whole animal population, respectively.

Sampling

The individual agricultural entrepreneur is considered as unit of study is while the population includes all agricultural entrepreneurs in the Jalaun district of Uttar Pradesh state in India. A sampling procedure was adopted in which districts, blocks, villages, and agricultural entrepreneur are selected. Amongst the 75 districts of Uttar Pradesh Jalaun is chosen for research because of presence of various factors which are crucial for agricultural entrepreneurship such as good farming condition, presence of Market, connectivity from Jalaun to other part of Uttar Pradesh. Form among 09 blocks namely Rampura, Kuthaund, Madhogarh, Nadigaon, Jalaun, Maheva, Kadaura, Dakor and Konch.two blocks have been chosen purposively based on the various factor needed for agriculture entrepreneurship and other agricultural activity. These two blocks are jalaun and konch. The reason behind choosing these two blocks is that they are up to the mark for every type of activities as well as contain a large population of farmers. Out of these two blocks, two villages are chosen from each block. Thus total 4 villages are taken for study. From among these villages 50 peoples are chosen who are farmers as well as entrepreneur. These farmers are agreed to participate in survey beforehand. The data is collected and recorded in MS WORD Office software, and analysed with the help of simple percentage and a suitable type of average.

The main limitation of the study is that it only confined in two blocks from Jalaun, Uttar Pradesh. The sampling was purposive and size was not enough large contains only 50 respondents. So, the result of the present study may have limited scope and there is a wide scope of further research.

Results and discussion

In our study we have undergone through the analysis of various factors related to agricultural entrepreneurship. Here in the results of the present study is presented in seven sections. In every section

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we will discuss detail of analysis conducted in our study related to that section. The sections are as follows:

1. Demographic and social structural bases of key informants
2. Land holding patterns
3. Cropping pattern
4. Perceived attributes of successful farmer as businessman
5. Allied activities
6. Efforts made by farmers to make farming remunerative

1. Demographic and social structural bases of key informants

Various studies available on Demographic and social structural bases of the agricultural entrepreneur are conducted. In this section, the demographic and social characteristics of the selected farmer and entrepreneur are disused. The demographic and social profile of respondent is collected through the direct interview. The characteristics of respondents are discussed such as age, literacy, and society. The characteristics are discussed in *Table 1and Graph-A*

Age is the most likely determinant of the capacity to perform a particular work more efficiently. It is the first demographic characteristic that determines the social status of an individual in Uttar Pradesh society. The respondents were classified as young (<30), middle age (30-50), and aged (50-60) based on age. The highest numbers of the farm entrepreneurs were falling in age of middle age of (30-50) which was 56%. Middle age (30–50) was reported as 56% and aged (50-60) were reported as 12%, whereas only 32% youth (<= 30) were found to be engaged in agricultural entrepreneurship. Mean age of key informant interviews was worked out to 33.8 years. This certifies the view of McElwee, who

Table 1
Demographic and social structural Characteristics

Sl. no	Characteristic	Frequency N = 50	Percent
I	Age group		
	Youth (<30)	16	32
	Middle age (30–50)	28	56
	Aged (50–60)	6	12
	Mean age	33.8	
II	Educational status		
	Illiterate	2	04
	Primary education	16	32
	High school level	17	34
	Higher secondary	9	18

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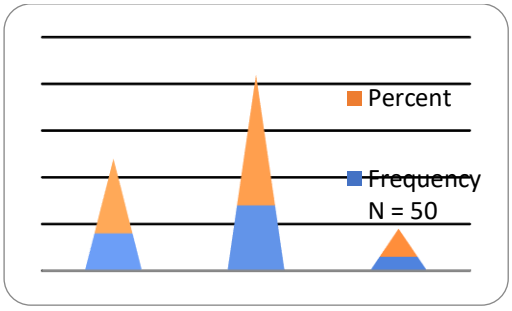
Sl. no	Characteristic	Frequency N = 50	Percent
	Graduation level	6	12
III	Community		
	Thakur	16	32
	Brahmin	10	20
	Lohar	10	20
	Kurmi	9	18
	(Others)	5	10
IV	Religion		
	Buddhist	10	20
	Hindu	40	80
Source: Computed		**Mean ± SD**	

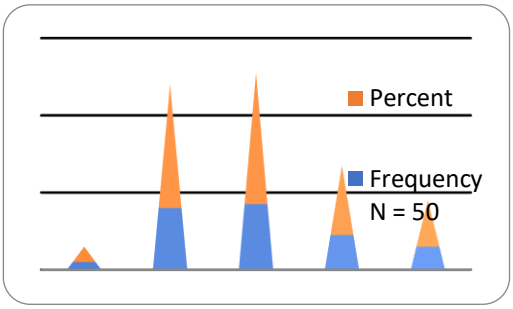
Graph-A

Demographic and social structural Characteristics Wise

Age group



Educational status



says that agricultural entrepreneurs are those who own the farm and aged under 45 years. However, the research verified that more than half of the respondents have crossed the age of 33.

Education gives a man capability to understand and take advantages of the opportunities. Literacy is the second major demographic characteristics which determine entrepreneurial capabilities. The education level of the respondent does not mean agricultural education like B.Sc. in Agriculture but it may be any other educations which just leverage the thinking of a person. It simply shows the formal education of the farmer who is undertaking entrepreneurship. The results show that all of that all of the farmer participating in research are more or less but educated. Over 32% of farmers participating have received education up to primary level, 34% of the key respondent had education up to high school level, and over 18% of them had secondary education. Nearly 16% of them are graduated. From the given data we can conclude that not much but a significant number of educated persons are opting for agricultural

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entrepreneurship. However, we cannot say that the people who are graduate are opting for farming activities or nay other activity of allied nature are going for it by their will, it may be due unemployment prevailing in Uttar Pradesh due to various reason. But it could be deducted that the people in agricultural entrepreneurship field have scope to be trained as they are well educated.

Uttar Pradesh is a very diverse state with respect to cast and creed; we can say that caste system prevails in Uttar Pradesh as a significant level. It has been seen that community of Jalaun is divided among various caste which include casts like Thakur, Brahmin, Lohar, Harijan etc. This community is also divided with respect to religion also; however there prevails only two religions in sample population. Community is the third attribute which determine social status in the society. Based on the respondents' responses, the majority of the respondents belong to Hindu community. In our sample population there are 32% Thakur, 20 % Brahmins, 20% Lohaar, 18% Kurmi ang 10% of other community.

2. Land holding patterns

Land Holding is the strict measure of farmer income. There for farm landholding had been considered as a most important attribute of agricultural entrepreneurship. In India the most prevalent hurdle for agriculture development is presence of very small lend holdings with higher number of farmers. They can increase their income only by the help of modern technology and improved seeds and fertilisers. To reduced dependence on agricultural subsidies and increase income stability farmers can opt for entrepreneurial activities with the production of farm and other allied activities like composting, green pesticides etc. In this section of research, the landholding patterns of the agricultural entrepreneurs are discussed. The landholding pattern of the research participants has been discussed in terms of their experience and land holding size.

Table-2 and Graph-B are shown; Experience in agriculture is the first factor to be discussed in this section. Experience of the key informants was categorized as very low (0-5 years), low (5–15 years), moderate (15–30 years), and high (30+ years). One-half of the participant had low experience of 0–15-year in. one fourth of the respondent have notified their experience more than 30 years. 22% of them had moderate experience in cultivation. While some of them have a low level of experience which are 10%. Mean years of experience was worked out to 19.58 years. Since there is low level of education there is need for training.

Table 2
Land holding patterns of key informants' experience

Sl. no	Particulars	Frequency N = 50	Percent
I	Experience in cultivation		
	Very low (0- 5)	5	10
	Low (5–15)	20	40
	Moderate (15–30)	11	22
	High (30+)	12	24

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Sl. no	Particulars	Frequency N = 50	Percent
	Mean years of experience	19.58	
II	Size of operational holding		
	Small (0-25)	20	40
	Medium (25–50)	19	38
	Large (50-75)	7	14
	Larger (75-100)	4	08
	Mean bighas of land cultivated	35	

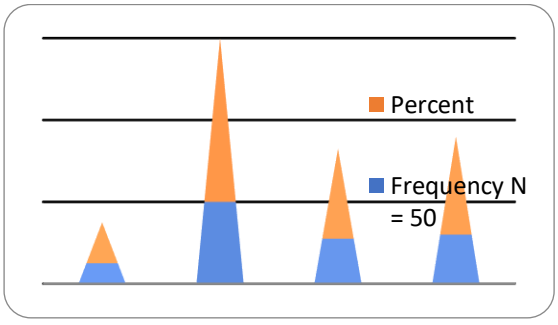
Size of land holding is the one more social structural trait of the farm entrepreneurs taken up for discussion. Land holding means the area of land cultivated by the farmer in spite of its ownership.

Size of operational holding of the key informants was categorized as very low (0-25 bighas), medium (25–50 bighas), large (50-75 bighas), and larger (75-100 bighas). The study has shown that 20 farmers Which are 40 % of all respondent are small farmer with a land holding of 5 to 25 bighas. 19 farmers are of medium nature with 38 % of farmers participating in research. 14% of farmers are of large nature with a land holding of 50 to 75 bighas, 8 % of farmers are of larger land holding with 75 to 100

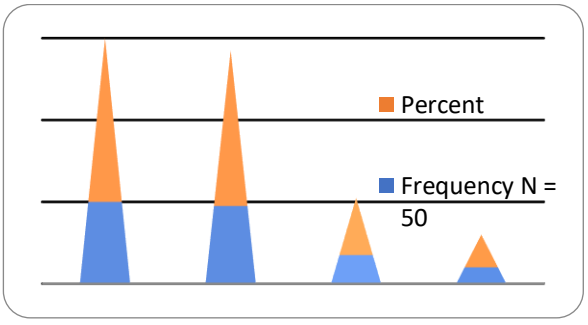
Graph-B

Land holding patterns of key informants' Experience

Experience in cultivation



Size of operational holding



bighas. Mean bighas of land cultivated was worked out to 35 bighas which shows that most number of farmers is of small nature. These attributes are shown in Table 2

3.Cropping pattern

Uttar Pradesh is already well recognized for its various crops like wheat, rice, sugarcane, various horticultural crops, vegetables, oilseeds, jute, and also various agriculture and allied activities. The productivity of the crops other than tea is not satisfactory in the state, and the farmers are deprived of good economic return (Upadhyai and Nayak, 2017).

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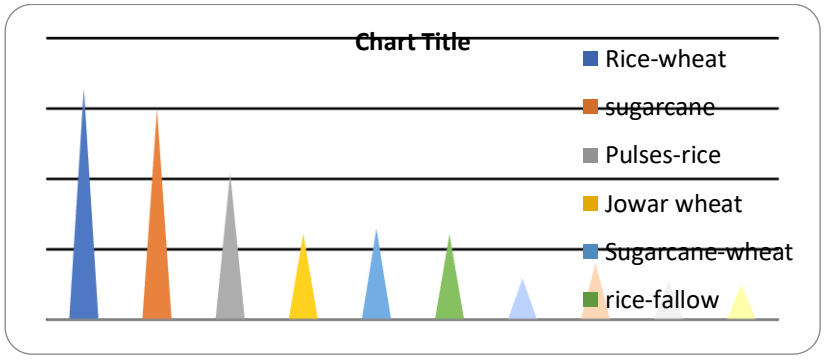
Table-3

Cropping pattern of Uttar Pradesh

Crop mix	Percentage of land used
Rice-wheat	16.43%
sugarcane	14.98%
Pulses-rice	10.42%
Jowar wheat	6.14%
Sugarcane-wheat	6.49%
rice-fallow	6.08%
fallow-wheat	2.94 %
fallow-pulses	4.06 %
maize-fallow	2.69 %
sugarcane-fallow	2.51%

Notes: in the table fallow means no other crop is grown

Graph-C



The cropping pattern of a region depends on the soil, irrigation, financial conditions and climatic factors. Twelve different cropping patterns were constituted in the Indo-Gangetic plain of Uttar Pradesh. The about 6.32% of the total area has forests covered. The net cropped area was 20 282 159.46 ha (84.18% of the total area) and the non-agricultural area observed was 3 437 376.00 ha (14.26% of the total area). The major crops grown during the rabi season is wheat and pulses/oilseed which covers areas of 7,979,267.71 ha (33.12%) and 5,974,742.58 ha (24.80%), respectively. Waste land, including gulley, salt-affected, waterlogged and rock land, accounted for 3.80% of the total geographical area.

Table 4

Cropping Pattern of Key Informants

Sl no	Crop	Percentage of land used
1	wheat	70
2	Rice	50
3	Green pea	90
4	White pea	70
5	Mustered	30
6	Pulses	30
7	Vegetables	20

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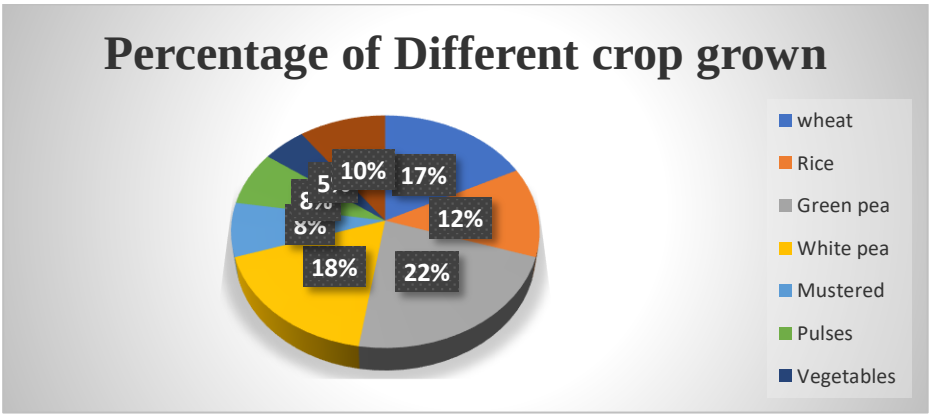
8	Sesame	40

Graph- D



In this section, the cropping pattern of the key informants is discussed. The cropping of the key informants includes various crops such as wheat, Rice, Green pea, White pea, Mustered, Pulses, Vegetables, Sesame (see Fig. 1). More than two-thirds of the farm entrepreneurs (50%), cultivating wheat is found to be a dominant crop (70%). Over 20% of them cultivate vegetables. Green pea 90%, White pea (70%), Mustard (30%), pulses (30%), vegetables (20%), Seasam(40%) were the other crops also cultivated by them. Though most of them cultivate the wheat for their personal consumption, they do cultivate vegetables and rice for market in large numbers. And a few numbers of them have started cultivating, pea nut, cotton, and lemons which were meant for the market. Thus, the farmers are seemingly migrating towards entrepreneurial from subsistence agriculture. It also shows that significant diversification of cropping pattern is taking place in the Jalaun.

4. Allied activities

Allied activities of agriculture always play a vital role in entrepreneurial growth and development. The main activity of farmer to cultivate land by which it can sustain its livelihood but if one is a farmer he usually undertake many other activities such as growing vegetable, Flowers etc to use there lens in offseason period and to earn some more. It also constitutes diversification of risk associated with farming activities which has untimed rainfall, drought etc.

In this section, the results on allied activities of respondent are discussed. Table 4 displays the results of the analysis of allied activities of the key respondent. A few numbers of the respondent do not have any allied activities while maximum of them have are engaged in the fishery. A very significant number of them (80%) engaged in dairy farming, piggery (3%) and fisheries (4%) in the study area. This also shows the potential for diversification in the form of various allied activities such as dairy farming, fishery, piggery, etc., in the Jalaun.

Table 4
Allied activities of key informants

Sl. No	Allied activity	Frequency *N* = 50	Percent
1	Dairy farming	40	80
2	Fishery	2	04

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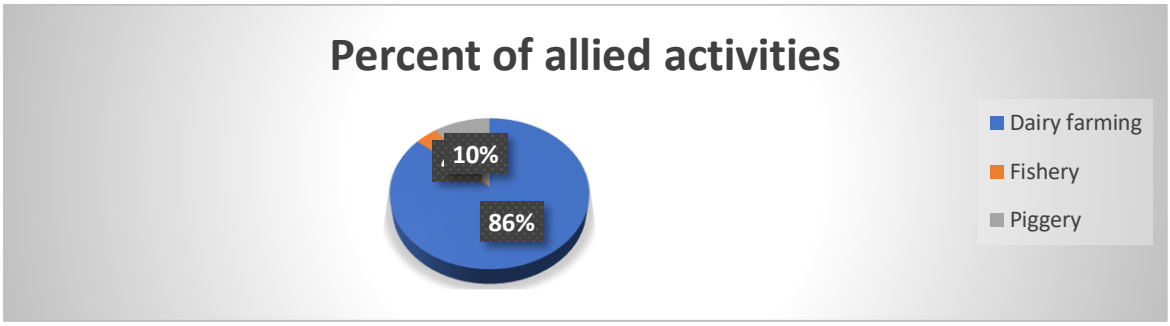
Sl. No	Allied activity	Frequency *N* = 50	Percent
3	Piggery	5	10
4	No allied activities	3	6

Figure C



5. Source of irrigation

Source of irrigation is the key input for agriculture and its allied activities. Therefore, some organise institutions and action should be taken by the farmers which can ensure timely availability of farming services, such as irrigation of plots. In this section sources of irrigation are discussed and its availability is analysed jalaun district major irrigation is done by canals and borewells. But since the best source of irrigation is rain water there for the respondent have indicated toward maximum profit could be made by use of rain water irrigation. The main reason of use of rain water harvesting is its costlessness and quality which favours the farmer the most. But data collected has shown that very few numbers of farmers prefer rain water harvesting. Only 12% of farmers use rain water for irrigation the main reason behind this is availability of rain water depends upon solely natural phenomenon which is unpredictable so depending upon rain water is speculative. People use to prefer borewell harvesting the most with (46%) because it is predictable and not very expensive also. After Borewell the most used source of irrigation with 34% is Canal irrigation. Canal irrigation is irrigation done by the water outlets prepared by government which is connected with river for regular supply of water. This is free and predictable form of irrigation but in period of drought canal irrigation is hardly available. Some time irrigation is done with the help of ponds; however, it is possible only in case land is situated in immediate vicinity of pond. Therefor it is rare with only 4% of preference. Irrigation by hilly stream is not present in Jalaun due to its geographical terrains.

Table 5

Source of irrigation of key informants

Sl. no	Source of irrigation	Frequency N = 50	Percent
1	Rainwater	06	12
2	Bore well	23	46
3	Canal water	17	34

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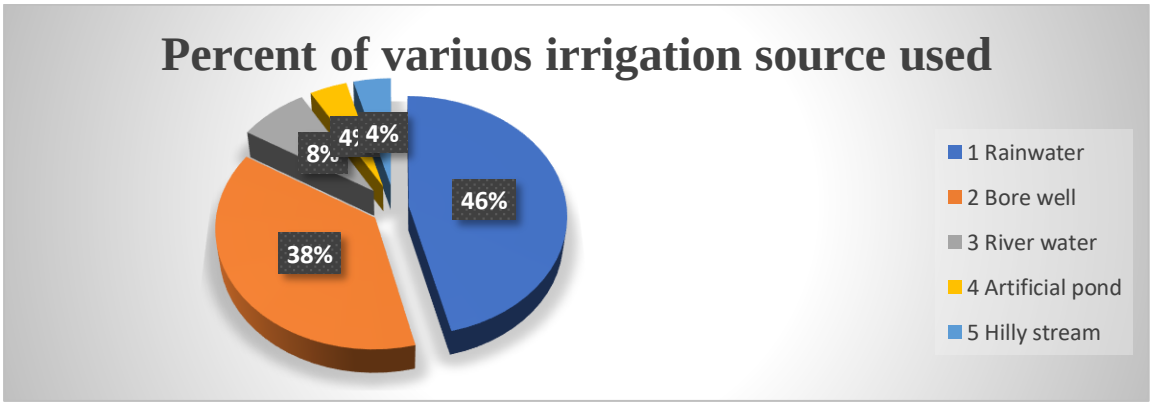
Sl. no	Source of irrigation	Frequency N = 50	Percent
4	Artificial pond	04	08
5	Hilly stream	00	00

Figure D



6. Role played by different attributes in development of entrepreneurship

There are some factors which play key role in success of a venture. These factors are Supply chain, Motivation, Innovation, Land holding, Labour, Irrigation, Capital, and Knowledge.

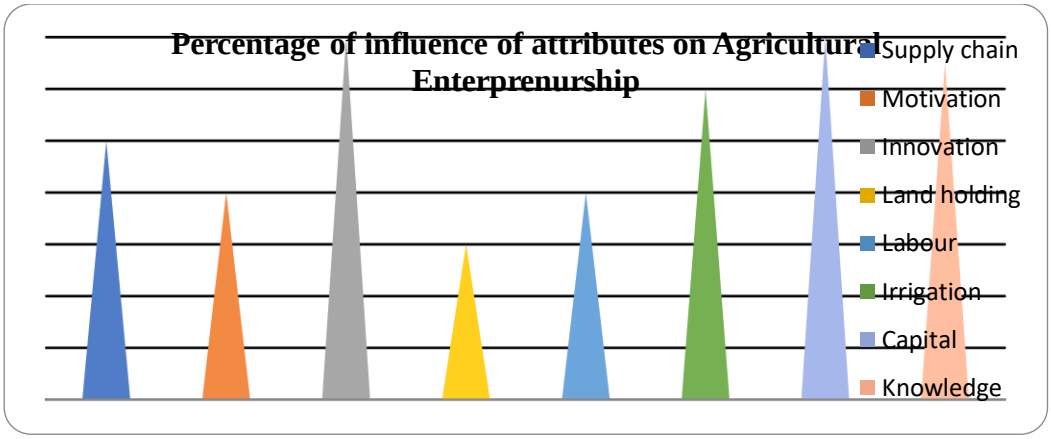
Table 6

Influence of various attributes on agricultural entrepreneurship

Sl no	Attributes	Percentage of influence
1	Supply chain	50
2	Motivation	40
3	Innovation	70
4	Land holding	30
5	Labour	40
6	Irrigation	60
7	Capital	70
8	Knowledge	65

Figure E

eISSN 2581-8996
ONLINE
THE INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN MULTIDISCIPLINARY SCIENCES (IJARMS)
A BI-ANNUAL, OPEN ACCESS, PEER REVIEWED (REFEREED) JOURNAL
Vol. 5, Issue 02, July 2022



As we have seen that supply chain influence entrepreneurship with60% intensity because without any proper marketing facility product would have no value. Entrepreneurship depends upon the motivation of a person. Innovation makes work easy so it influences entrepreneurship at 70%. Since agricultural entrepreneurship is different from agriculture so it is influenced by land holding only up to 30%. It is also influenced by labour at intensity of 40%. It is also influenced by factors like irrigation capital knowledge at 60%, 70% and 65% respectively.

Conclusion

The present study is an attempt to understand the entrepreneurial traits constituted by the farmer entrepreneurs with a sample of 50 key respondents in the Jalaun district in Uttar Pradesh. This study explored the social and demographic back ground of farmer. This research shows that factors like literacy, age and social status affect entrepreneurial behaviour significantly. We went through the cropping pattern and got to know that cropping pattern also insert inertia of maximising profit in entrepreneurial development by diversifying the risk of loss due to various climatic factors. The lend used must be optimum as we discussed that in some area land is shown only once in a year and left fellow for rest of the year which is not a good practice from entrepreneurship point of view . Farmer must try to sustainably harvest multiple crops in a year which would increase his income. Income of farmer highly depends on input for farming activities on of the most important input is irrigation. Irrigation is done with various sources like cancels, bore wells, ponds hill streams etc. cropping pattern also depends highly upon the irrigation facility in the area because every crop's need for water is different such as rice need different amount of irrigation then whit pea. Besides the entire requirement for above given factor one more factor has high importance that is government involvement. There are various another allied activity which a farmer can got with such as organic farming, producing organic fertiliser, nursery etc. These activities also come in ambit of agricultural entrepreneurship. Government should formulate such policies which could help farmer increasing their production such as development of irrigation sources, Installation of bore wells in needed area, providing subsidies for expensive inputs, conducting research and development in field of genetics for development of need seeds and ither inputs. Farmer are considered as unskilled labour because they do what they have learn with their experience so they need to be trained and skilled about using new technology and using new strategies for development of their entrepreneurship.

Suggestion

Agricultural entrepreneurship constitutes of participation of Human resources and financial resource

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Vol. 5, Issue 02, July 2022

respectively. Contribution of financial resource can be judge and modified as wanted but human resource is too complicated to be controlled. As a profession entrepreneurship can only be accepted only when mentality toward entrepreneurship is refreshed with modern thinking. There are some suggestion for development of Agricultural entrepreneurship in Jalaun area and country as a whole which are as follows.

1. Firstly, people should accept entrepreneurship as a prestigious work. We have seen that many farmers like to do farming but if they are asked about involving themselves with other related activities then they are not interested in it. The reason behind such attitude may be sufficiency of their agricultural income for livelihood or their laziness.
2. Secondly, Government should encourage entrepreneurship development by creating a favourable environment. It should provide easy credit system and allow subsidies so as to encourage the farmers and also other people to get involves in entrepreneurial activities.
3. Uttar Pradesh has been a low educated area. So, public is not well aware of the new source of income. If government try to impart awareness in public about the advantages of agricultural entrepreneurship like increase in income, less investment more return and compatibility of this form of entrepreneurship in area like Jalaun would definitely result in increase in income.
4. Training must be provided to local public about commencement and regulation of entrepreneurship is very much needed in Jalaun District of Uttar Pradesh area. Authorities should take action to avail training to villagers about this.

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