

A Study on The Role of State Government in Promoting Agri Entrepreneurship Among Rural Youth of Madhya Pradesh

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Abstract

Madhya Pradesh is an agrarian state with a large youth population and a great deal of untapped potential for agricultural innovation and value addition; this article investigates the state government's efforts to foster agri-entrepreneurship among the state's rural youth. By transforming conventional farming into a profitable and long-term enterprise, agri-entrepreneurship has emerged as a crucial strategy for enhancing rural residents' standard of living, generating employment opportunities, and reducing the negative effects of forced migration. The primary objective of this research is to assess the effectiveness of various government programs, initiatives, and institutional support systems in inspiring youth from rural areas to actively participate in agricultural entrepreneurship. Using a mix of primary and secondary resources, this study will provide descriptive and analytical findings. We gathered primary data by administering questionnaires and conducting in-person interviews with youths residing in rural regions and specific districts. Secondary data came from a variety of sources, including official policy documents, scholarly articles, and government reports. Despite more people being aware of government programs, the results show that participation is moderate. This is because many people still face obstacles like a lack of technical education, a lack of connections to potential markets, a long administrative process, and difficulty getting loans. While the efficacy of government interventions varies between locations, it is clear that subsidies, skills, and financial help all play a beneficial influence.

Keywords: Agri-entrepreneurship, Rural Youth, State Government, Madhya Pradesh, Agricultural Development, Policy Support, Skill Development, Employment Generation

1. Introduction

Rural development, employment creation, and food security: Food security, employment creation, and rural development are all areas that agriculture helps support, which is why it has long been considered the backbone of India's economy (Machindra, P. K., 2021). Innovation and entrepreneurship have enormous untapped potential in agriculture, especially in states where a large portion of the population depends on farming for their livelihood (Haldhar, S. M., 2023). As a means of both updating age-old farming practices and giving young people in rural areas access to stable employment opportunities, agri-

entrepreneurship has gained popularity in recent years. Food processing, agri-marketing, dairy farming, and value addition are all examples of agricultural and allied enterprises that might benefit from agri-entrepreneurship (Trivedi, M. Y. P., 2024). For issues like poor productivity, unemployment, and rural-urban migration to be resolved, it is essential that subsistence agriculture is transformed into enterprise-based agriculture (Mishra, A., 2024). The younger generation in rural areas is spearheading this transformation since their culture is more open to new ideas and technology.

Still, the availability of resources such as institutions, money, training, and markets significantly affects their level of involvement in agri-entrepreneurship (Rana, R. K., 2024). The state government steps in to help with this by facilitating the creation of policies, the execution of development plans, and the supply of necessary infrastructure and support services (Deshmukh, S. S., 2023). Skill development programs, starting subsidies, and loan facilities are just a few of the agri-entrepreneurial efforts that the government of Madhya Pradesh has introduced to help their rural young (Gulati, A., 2021). Despite these efforts, a lot of obstacles remain, such as a lack of knowledge about schemes, red tape, inadequate training, and a lack of relationships in the market, all of which make it hard to take advantage of the possibilities that are out there (Singh, G., 2022). So, it's important to think carefully about how much government assistance can encourage young people in rural areas to start their own agri-businesses (Dash, D., 2018). Finding out how the state government can encourage agri-entrepreneurship among young people in rural areas, how well-known and used certain programs are, and what obstacles creative young people are likely to encounter are all goals of the research (Bisen, P. K., 2023). Ultimately, the study hopes to show how effective policies are and provide interventions to improve the agri-entrepreneurial ecosystem, which will cause rural development to thrive (Kademani, S., 2024).

2. Literature Reviews

Prajapati, N. K., (2018) rural youth, particularly in agricultural regions like Madhya Pradesh, may greatly benefit from state intervention programs that encourage them to become agri-entrepreneurs. Government measures, such as subsidy programs, startup programs, and agricultural extension, should have a significant impact on rural residents' entrepreneurial attitude, according to scholars. Youth in rural areas are more likely to adopt new farming methods and diversify to related industries like food processing and agri-business if they get financial assistance and technical advice, according to the empirical research. The research does note, however, that gaps in their implementation continue to be a significant problem, even while well-structured policies do exist. Factors limiting the efficacy of these initiatives include high limits among implementing agencies as a result of insufficient outreach, bureaucracy, and coordination. A lack of information distribution leads to opportunities being underutilised, and studies have shown that knowledge plays a key role in affecting participation levels.

Ganguly, K., (2019) discusses the link between skill development programs in Madhya Pradesh and the rise of agri-entrepreneurship among young people living in rural areas. To help young entrepreneurs improve their technical and management skills, research shows that training programs run by government agencies and agricultural organisations are crucial. Sustainable agri-enterprises require knowledge of modern agricultural techniques, value-added products, marketing, and financing, all of which are covered in these programs. Researchers who take part in these types of training programs report higher levels of self-confidence, inventiveness, and risk-taking capacity compared to those who do not. Nevertheless, the

data suggests that there is a significant disparity in the quality and accessibility of these training programs between locations, leading to inconsistent outcomes. Most training is either overly theoretical or out of date, rendering it useless in the real world.

Mubeena, M., (2021) adds to the growing body of literature on the topic of agri-entrepreneurship by examining the institutional and financial barriers faced by rural youth in Madhya Pradesh. A key component in an entrepreneur's success in the agriculture industry is the availability of finance. There is conflicting data on the efficacy of government programs that provide subsidised loans and financial assistance, and this issue has raged on for quite some time. While some studies have found that the program helps businesses develop and expand, others have found that it has drawbacks, such as stringent qualifying requirements, requests for collateral, and delays in loan distribution. As a result, young people in rural regions are less likely to seek for official sources of financing and more likely to turn to informal lending institutions. Cooperatives, self-help groups, and farmer-producer organisations are also considered crucial institutional support structures that can facilitate access to resources and markets.

Rana, J. C., (2024) Market access and infrastructural development are other topics covered in the literature as potential factors that might affect the outcomes of agri-entrepreneurship among rural youth in Madhya Pradesh. Scholars have observed that in most cases, the lack of strong market links limits profitability and development, even when manufacturing capacities are improved with government help. Limited access to organised markets, inadequate storage space, and inadequate transportation are just a few of the challenges faced by entrepreneurs in rural areas. Some have praised government initiatives to improve rural infrastructure, increase the use of digital apps, and establish ties to markets as effective ways to combat these issues. The growing importance of e-marketing and digital agriculture in expanding product reach and achieving better pricing for farmers is also supported by research. Rural residents' lack of computer literacy and access to the internet is a major reason why these technologies have been slow to catch on.

3. Methodology

3.1 Research Design

This study will systematically examine the state government's involvement in promoting agri-entrepreneurship among rural youth in Madhya Pradesh by employing a descriptive and analytical research approach. Current government initiatives are defined in the descriptive dimension, along with levels of knowledge and involvement; the analytical dimension evaluates the effectiveness and impact of these programs on the growth of entrepreneurs. A comprehensive examination of the research topic was ensured by the employment of quantitative techniques to augment the qualitative ones, a strategy known as the mixed-method approach. While quantitative data is useful for gauging patterns, participation rates, and effect levels, qualitative data may shed light on how affected people see things, as well as the lived experiences and difficulties faced by rural adolescents. This research takes a snapshot in time on certain districts chosen at random; it is a cross-sectional design. Government support, awareness, and entrepreneurial outcomes are all variables that may be used to construct links using this strategy. By integrating statistical analysis with contextual information, the study strategy will generate consistent interpretations of the data and be dependable and legitimate overall.

3.2 Data Collection Methods

This research will give a solid and well-rounded study as it uses both primary and secondary sources of data. Youth from rural areas who were active in or interested in agri-entrepreneurship were surveyed using structured questionnaires and semi-structured interviews to collect the major data. In order to collect quantifiable data on government scheme knowledge, participation, and effect, the questionnaire included closed-ended questions. A few open-ended questions were also included to elicit specific input about expectations and problems. Another option for learning about the reality of policy implementation was to conduct interviews with local government officials and extension workers. Research journals, reputable internet databases, authoritative government papers, agricultural department studies, and policy reports were the sources of secondary data. Researching the historical patterns and broader policy framework of agri-entrepreneurship in Madhya Pradesh was made easier with the help of the cited sources. If the study is well-grounded and uses both primary and secondary sources, the results can be more accurate, comprehensive, and reflective of reality, even when conducted remotely.

3.3 Sampling Design

This study will use a sampling strategy that aims to capture a variety of rural areas in Madhya Pradesh. A approach involving many stages of sampling has been used. At the outset, districts were chosen according to factors such as agricultural activity, rural population density, and the presence of agri-entrepreneurship programs supported by the government. In the second step, random sampling was used to choose villages in these districts in order to avoid bias. Finally, the participants were chosen from a pool of rural youths who are either already working in agri-entrepreneurship or are interested in doing so, and their ages range from 18 to 35. There is sufficient statistical reliability and analytical value in the sample of 200 responders. To ensure that all genders, income brackets, and educational attainment levels were adequately represented, stratified sampling was also used. By doing so, the paper may determine how different groups differ in terms of awareness, involvement, and issues. This means that the sample will be representative of the population under study and will be able to draw broad conclusions about the area as a whole.

3.4 Data Analysis Tools and Techniques

A variety of statistical and analytical programs were used to extract useful information from the acquired data. The quantitative data collected from the surveys was analysed with the use of statistical software such as SPSS and Microsoft Excel. Standard deviation, percentage analysis, and mean were used to summarise the data and find trends in the data. Government backing, levels of awareness, and entrepreneurial outcomes were some of the factors whose relationships were examined using regression and correlation analysis. Using thematic analysis, we conducted interpretative data analysis on qualitative data (interactive interview data and unstructured answers/data) and identified and interpreted recurring themes and patterns. The data was presented in a way that was easy to read and comprehend by making use of tables, charts, and graphs. The results are detailed and precise since several analytical methods are applied. Using this data analytic strategy, we can draw more solid conclusions on how well government programs in Madhya Pradesh have helped rural youth engage in agri-entrepreneurship.

4. Results and Analysis

4.1 Awareness of Government Schemes among Rural Youth

Young people in rural areas are more likely to get involved in agri-entrepreneurship if they are aware of government incentives. To encourage young people in Madhya Pradesh to work in agriculture-related companies, the state has launched a plethora of programs offering subsidies, training, and financial assistance. In this section, we will evaluate how remote adolescents perceive these prospects and how it influences their desire to start their own businesses. Even if many of the respondents are aware with these schemes, the results suggest that a large portion of the population lacks effective knowledge, which limits the level of involvement.

Table 4.1: Awareness Level of Agri-Entrepreneurship Schemes

Awareness Level	Number of Respondents	Percentage (%)
Highly Aware	70	35%
Moderately Aware	80	40%
Low Awareness	30	15%
Not Aware	20	10%
Total	200	100%

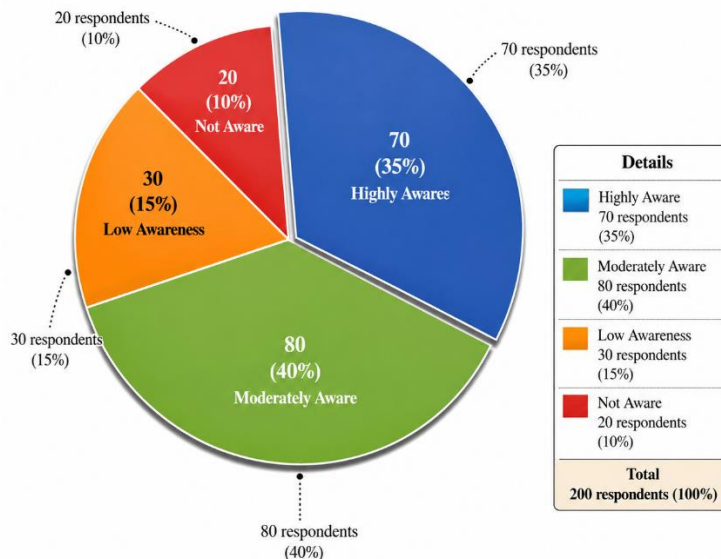


Figure 4.1: Awareness Level of Agri-Entrepreneurship Schemes

4.2 Participation in Government Programs

By participating in government programs, young people in rural areas are able to demonstrate their ability to engage in agricultural entrepreneurship. Participation is frequently impacted by factors such as how easily available it is, how clear the procedures are, and whether or not it is perceived as valuable. This is

true even when the level of knowledge is medium to high. The purpose of this section is to investigate the extent to which young people living in rural areas of Madhya Pradesh are able to participate actively in training programs, subsidy programs, and financial support programs.

Table 4.2: Participation in Training and Support Programs

Program Type	Participants	Percentage (%)
Skill Development	80	40%
Financial Assistance	50	25%
Subsidy Schemes	30	15%
No Participation	40	20%
Total	200	100%

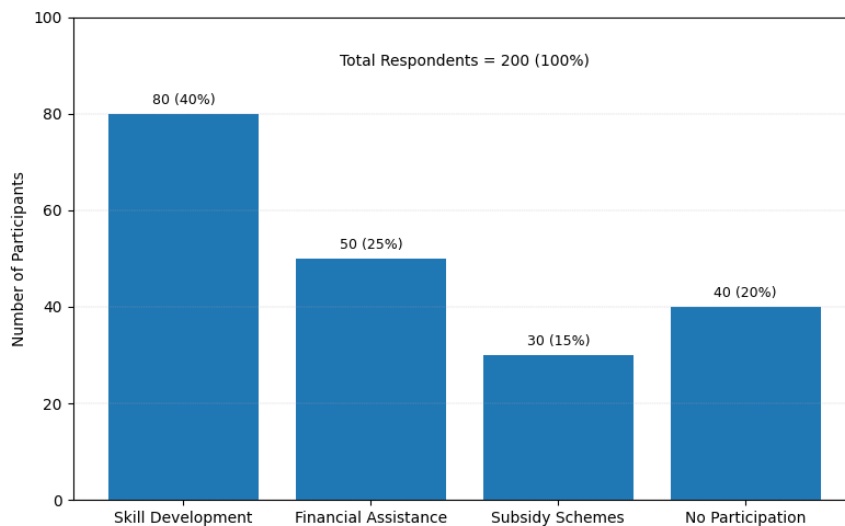


Figure 4.2: Participation in Training and Support Programs

4.3 Impact of Government Support on Entrepreneurial Development

For the purpose of determining whether or not the activities taken by the government are effective, one might examine the manner in which the actions described above influence the development of entrepreneurial abilities among young people who reside in rural sections of the country. This means making development in terms of the generating of income, the enhancement of skills, and the maintenance of businesses in a sustainable manner. The subsequent portion of this article will provide a description of the effects that the aid provided by the government has had on farming entrepreneurial endeavours in the state of Madhya Pradesh.

Table 4.3: Impact Assessment of Government Support

Impact Level	Respondents	Percentage (%)
High Impact	80	40%
Moderate	60	30%
Low Impact	40	20%
No Impact	20	10%
Total	200	100%

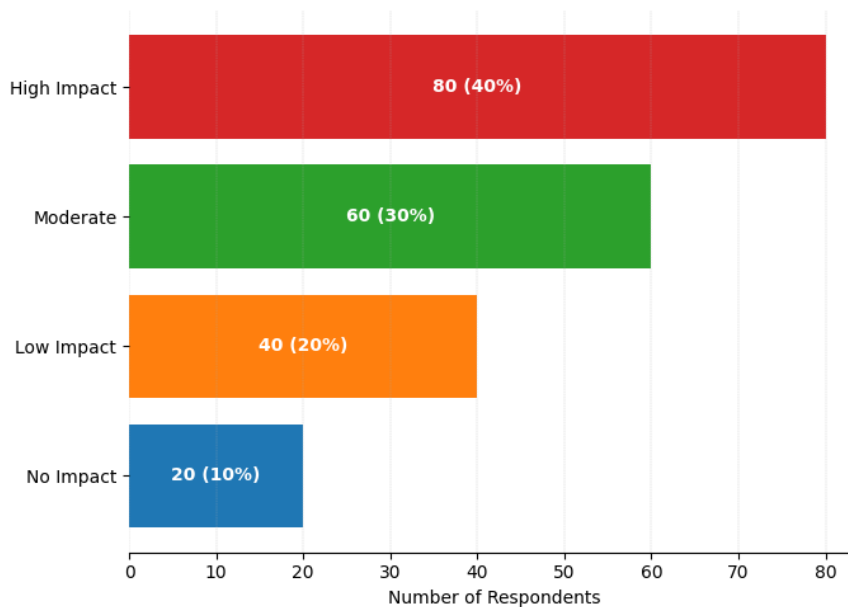


Figure 4.3: Impact Assessment of Government Support

4.4 Challenges Faced by Rural Youth in Agri-Entrepreneurship

In order to properly establish policies and treatments that can be effectively implemented, it is simply essential to have a thorough knowledge of the problems that children in rural regions face. With this information, they will be able to effectively develop solutions. There are a number of structural and operational obstacles that are preventing the growth of agri-entrepreneurship in Madhya Pradesh, despite the fact that the government is making a number of different kinds of attempts to overcome these issues. In this portion of the study, the most significant problems that the respondents have experienced are brought to light and discussed.

Table 4.4: Major Challenges in Agri-Entrepreneurship

Challenges	Frequency	Percentage (%)
Lack of Finance	90	45%
Lack of Training	40	20%
Market Access Issues	35	17.5%
Bureaucratic Procedures	35	17.5%
Total	200	100%

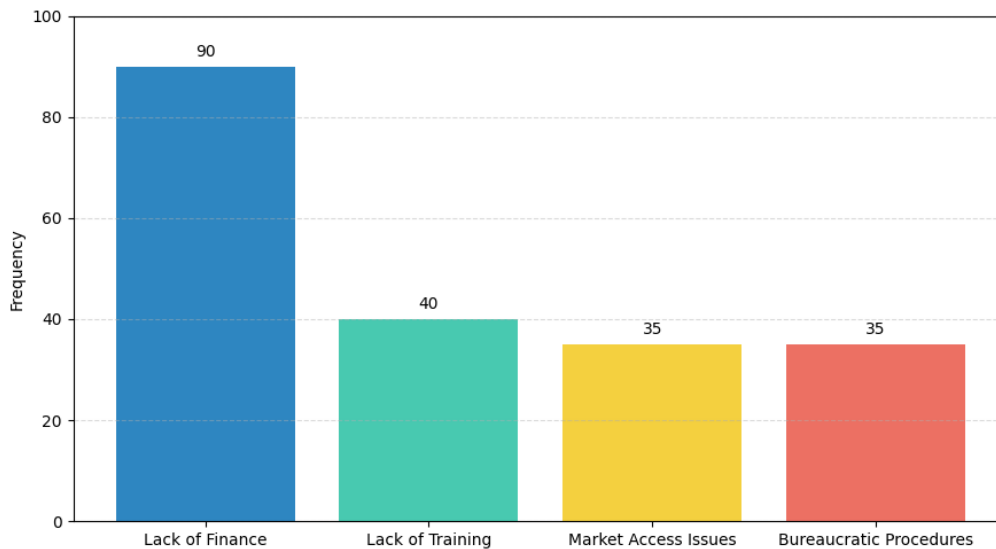


Figure 4.4: Major Challenges in Agri-Entrepreneurship

4.5 Discussion

The study's findings provide light on the state government's role in supporting agri-entrepreneurship among Madhya Pradesh's rural youth, as well as its successes and ongoing setbacks. This investigation shows that people are aware of government plans, but they don't always participate, which means that there are process and structural hurdles preventing them from being involved. While options abound, the average participation rate reveals that many rural youngsters are unable to make the most of them due to issues such as lengthy registration processes, delayed information delivery, and a lack of institutional support. In addition, the results of the effect analysis show that the government interventions have had a positive impact on entrepreneurial growth in terms of income generation, skill improvement, and resource provision; however, there seems to be a lack of uniformity in the distribution of these benefits across regions, which could be due to differences in program management. The observed obstacles, particularly the lack of funding, inadequate training, and constraints on market access, further support the idea that policy initiatives should focus more on efficient delivery procedures and less on formulation. Consistent

with previous research on the subject, our findings highlight the importance of institutional coordination, capacity training, and same-level execution in ensuring the success of rural entrepreneurship programs.

5. Conclusion

This article argues that the state government of Madhya Pradesh may play a crucial role in fostering agri-entrepreneurship among the state's young, particularly in rural regions, therefore assisting in the development of such areas, the creation of jobs, and the diversification of the economy. Government policies and initiatives, such as those pertaining to skill development, financial assistance, and subsidy support, have laid the groundwork for young people to start enterprises in the agricultural sector, according to the results. Nevertheless, these endeavours are conditional on several variables, including accessibility, degree of knowledge, and the efficacy of grassroots implementation. The complexity of the procedures, the absence of institutional support, and the constraints of socio-economic status are the main reasons why there is a significant gap between awareness and actual participation, even though a larger percentage of respondents were found to have a moderate to high level of awareness regarding the government schemes. Although government assistance has had a favourable impact on economic activity, the report highlights that the advantages are not evenly dispersed, leading to disparities across different areas and demographic categories. The rates of agri-entrepreneurship among rural adolescents have been plagued by persistent issues such as a lack of access to capital, inadequate technical education, shaky market links, and bureaucracy. There must be a concerted effort by the state government to streamline administrative procedures, organise implementation mechanisms, and raise awareness through regional and internet platforms.

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