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A Study on Profile Attributes of Clients Using Services of Selected ICT based Agristart-ups

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ABSTRACT: Agristart-up is the use of technology in agriculture, horticulture and aquaculturewith the aim of improving yield, efficiency and profitability. Aim of any organization is to reach out to their clients. Agristart-up can be products, services, or applications derived from agriculture that improves living standard of clients. The present study was carried out to know the profile attributes of selected agristart-ups clients in Indore district of Madhya Pradesh. Total 80 clients were selected through simple random sampling with replacement method. The results revealed that majority of clients were in middle age (71.25%), had education up to high school (31.25%), male (96.25%), who had small land holding (55.00%) cultivation (60.00%) as their primary occupation, medium farming experience (51.25%), with low social participation (73.75%), medium annual income (65.00%), formal source of credit (100.00%), medium level of information seeking behavior (60.00%).

Keywords: Agristart-ups, products, services, clients, profile and attributes.

INTRODUCTION

Startup is organization designed to search for a repeatable and scalable business model (Renderforest, 2019). Startups have unquestionably contributed to growth (Krishnan, 2018) and the transformation of the agriculture sector (Mattoo, 2018).Clients received assistance from a variety of stakeholders. There is a synergy between the carrying capacity for extension services and the availability of potential young in providing these services to clients. We must assess the ICT based agristart-up initiatives in order to determine the extent to which it has motivated educated youth to provide services to clients. Primarily concerned with the extent of this initiative was designed to reach out to clients in order to help them in farming and related activities. It is a positive step toward strengthening agricultural assistance and extension services in Madhya Pradesh or in India. It is thought to help farmers enhance their farm revenue and obtain a higher social standing because agripreneurs live in villages and are available to farmers twenty-four hours a day, providing specialized services.

One of the most important strategies utilized by entrepreneurial farmers to develop successful agriculture is agribusiness transformation. Agriculture has changed from a low-tech to a high-tech industry over the past ten years thanks to the engagement of educated millennials with creative ideas to establish contemporary business models employing technology and ICT tools.

METHODOLOGY

The study was purposively conducted in Indore district of Madhya Pradesh because the district has maximum number of agristart-ups. For present study those ICT based agristart-ups were selected which are providing agriculture and allied services to the clients. Thus, the selected agri startups were Gramophone, Farmkart, Plant biotix and Farms best agristart-ups. Total20 clients as sample from each agristart-up were selected by using simple random sampling with replacement thus making a total sample of 80 clients. Data were collected through the structured questionnaire of clients.

RESULT AND DISCUSSION

Age: Majority of respondents was belonged to middle age (71.25%) category followed by, 26.25 per cent from the middle age group and 2.50 per cent from the old age category. The probable reason for this was young people did not interest in farming or practicing agriculture because of high risk and uncertainty This study is the line of fact with Ahalya (2015). This finding is contrary to the previous studies of Balaganoormath (2015), who mentioned that majority of respondents (66.88%) were belonged to young age group because young people is wants to try new technology with traditional means.

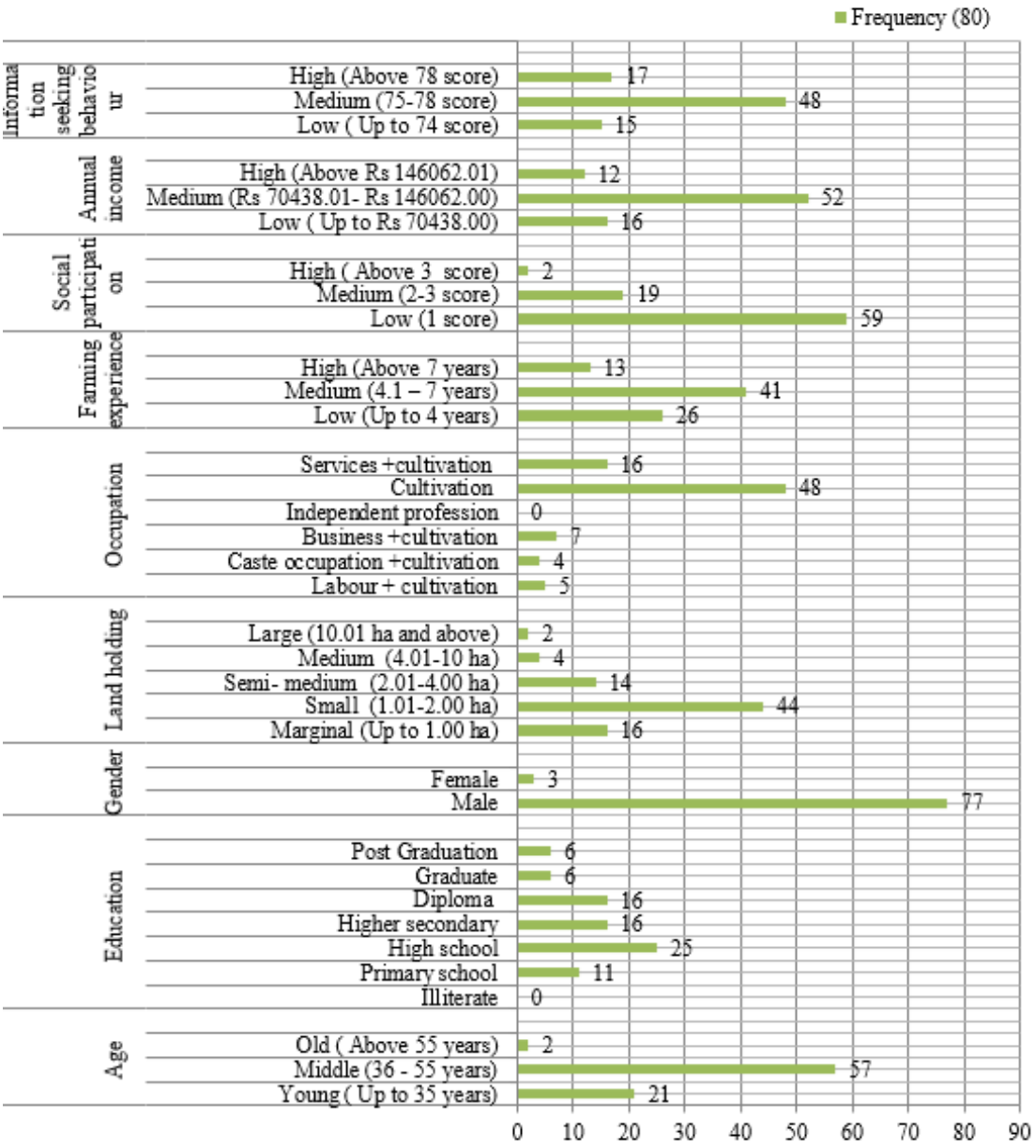
Table 1: Distribution of clients according to their profile attributes.

Characteristics	Category	Frequency	Percentage
Age	Young (Up to 35 years)	21	26.25
	Middle (36 - 55 years)	57	71.25
	Old (Above 55 years)	2	2.50
	Total	**80**	**100.00**
Education	Illiterate	0	0.00
	Primary school	11	13.75
	High school	25	31.25
	Higher secondary	16	20.00
	Diploma	16	20.00
	Graduate	6	7.50
	Post Graduation	6	7.50
	Total	**80**	**100.00**
Gender	Male	77	96.25
	Female	3	3.75
	Total	**80**	**100.00**
Land holding	Marginal (Up to 1.00 ha)	16	20.00
	Small (1.01-2.00 ha)	44	55.00
	Semi- medium (2.01-4.00 ha)	14	17.50
	Medium (4.01-10 ha)	4	5.00
	Large (10.01 ha and above)	2	2.50
	Total	**80**	**100.00**
Occupation	Labour + cultivation	5	6.25
	Caste occupation +cultivation	4	5.00
	Business +cultivation	7	8.75
	Independent profession	0	0.00
	Cultivation	48	60.00
	Services +cultivation	16	20.00
	Total	**80**	**100.00**
Farming experience	Low (Up to 4 years)	26	32.50
	Medium (4.1 – 7 years)	41	51.25
	High (Above 7 years)	13	16.25
	Mean=5.63SD=1.68	**80**	**100.00**
Social participation	Low (1 score)	59	73.75
	Medium (2-3 score)	19	23.75
	High (Above 3 score)	2	2.50
	Mean=1.63SD=1.02	**80**	**100.00**
Annual income	Low (Up to Rs 70438.00)	16	20.00
	Medium (Rs 70438.01- Rs 146062.00)	52	65.00
	High (Above Rs 146062.01)	12	15.00
	Mean=108250.00,SD=37812.80	**80**	**100.00**
Information seeking behaviour	Low (Up to 74 score)	15	18.75
	Medium (75-78 score)	48	60.00
	High (Above 78 score)	17	21.25
	Mean=76.78SD=2.30	**80**	**100.00**

Education: The results, as seen in Table 1, indicates that out of total respondents, 31.25 per cent completed high school followed by 20.00 per cent completed higher secondary and 20.00 per cent had diploma,13.75 per cent respondents had education up to primary, 7.50 per cent graduated and 7.50 per cent were post graduate. The results showed that respondents with good education were more inspired to get services for improved farming practices. In other words, educated farmers were more likely to prefer new services or technologies for change in their cultivation practices. The finding is in accordance of the results obtained by Ghimire *et al*. (2015). This finding is contradict with Ahalya (2015), who reported that most of respondents received education up to middle school due to their poor family background, social and economic conditions which led them to switch the school and do cultivation.

Gender: Mostly clients (96.25 %) were male while 3.75 per cent were female. The probable reason is that there are so many norms, rules and regulation for female and also our society is male dominated. This finding is an accordance of the result obtained by Naidu and Bose (2016).

Land holding: It is apparent from Table 1 that, out of the total respondents, 55.00 per cent were having small land holding followed by marginal land holding (20.00 %), semi- medium (17.50 %) and medium size land holding (5.00%) and large land holding (2.50%). This might be due the fact that subdivision of land because of separation of families. Respondents usually need subsidiary occupation for avoiding the risk and uncertainty. The finding is supported by Afroz (2019).



Occupation: The present finding from Table 1 delineates that, out of total respondents, 60.00 per cent respondents had cultivation as primary occupation, followed by services+cultivation (20.00%), business+cultivation (8.75%), labour+cultivation (6.25%), and caste occupation+cultivation (5.00). The probable reason might be most of the respondents had agricultural background. The finding is supported by Ahalya (2015).

Farming experience: The data of Table 1 reveals that, out of the total respondents of agristart-ups services, 51.25 per cent of the respondents were having 4.1 to 7 years of experience of farming, followed by 32.50 per cent farmers were having experience up to 4 years while only 16.25 per cent of the respondents had experience of above 7 years. The probable reason might be they want to adopt new technology but they faced some ground level problem with starting of the farming and they gain confident when after witness of the old or young famers adoption because young people were willing to take risk and old are experience enough to adopt new technology. The finding was supported with the work of Ahalya (2015) who reported medium level of farming experience (5.01 to 10 years) with frequency of 70.01 per cent.

Social participation: It is apparent from Table 1 that out of total respondents, 73.75 per cent had low social participation, followed by 23.75 per cent had medium and 2.50 per cent had high social participation. The probable reason may be due the benefits provided by the institution. This finding was supported by Ahalya (2015). The outcome is contrary to the work of Kumari (2013). Baloganoormath, who found that higher percentage of the respondents (42.50%), belongs to high social participation.

Annual income: It is apparent from Table 1 that out of total respondents, 65.00 per cent belonged to medium annual income category followed by 20.00 per cent from the low and 15.00 per cent from the high annual income category. The probable reason could be due

their small to marginal land holdings and more number of respondents adopted agriculture as main occupation. The similar study supported evidence from previous observation of Baloganoormath.

Information seeking behaviour: The results, as seen in Table 1, indicates that out of total respondents, 60.00 per cent had medium information seeking behaviour followed by 21.25 per cent had high and 18.75 per cent had low information seeking behaviour. The probable reason is that respondents had awareness about the new world and wants to cross the traditional line of information. This was the personal interest and to know the things about Govt. policy, scheme and new practices related with agriculture. The similar finding was reported by Ahalya (2015). It has been suggested that respondents had low level of category regarding the information in the study of Baloganoormath. This does not appear to be the case.

CONCLUSION

Modern agriculture is moving away from conventional methods in order to utilize technology to increase output, profit, and client standards of living because customers have a direct or indirect impact on the success of agristart-ups so that an overview of the socio-personal characteristics of clients revealed that higher respondents belonged to middle age group and 31.25 per cent completed high school, in which mostly were male, more than half of respondents were having small (1.01-2.00 ha) land holdings, three-fifth clients were taking cultivation as main occupation, nearly half of respondents had medium farming experience (4.1 to 7 year), 73.75 per cent had low social participation. In economic, higher perentage had medium annual income (Rs 70438.01 to Rs 146062.00) whereas 60.00 per cent were having medium information seeking behaviour in communicational attributes. Agristart-ups desire to give their clients the advice and input they need to be effective enterprises. Agristartups' performance or success is influenced on their clientele.

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