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**Vijay Nandan Pandey**  
Research Scholar (Agricultural  
Extension) B.R.D PG, College  
Deoria, Uttar Pradesh, India

**Dr. Pradeep Dwivedi**  
Professor (Department of  
Agricultural Extension)  
B.R.D. PG, College Deoria,  
Uttar Pradesh, India

**Mohd Mosif Raja**  
Research Scholar (Agricultural  
Extension) B.R.D. PG College  
Deoria, Uttar Pradesh, India

**Corresponding Author:**  
**Vijay Nandan Pandey**  
Research Scholar (Agricultural  
Extension) B.R.D PG, College  
Deoria, Uttar Pradesh, India

## Entrepreneurial involvement and its correlates among agricultural entrepreneurs in Maharajganj district of Uttar Pradesh

Vijay Nandan Pandey, Pradeep Dwivedi and Mohd Mosif Raja

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### Abstract

Entrepreneurial involvement is a dynamic measure of how intensively entrepreneurs engage in their enterprises in terms of time, effort, decision-making, and risk-bearing. Particularly in agriculture, where business unpredictability is high, deeper involvement often translates into better adaptability and business performance. This study investigates the levels of involvement of agricultural entrepreneurs in Maharajganj district and explores the key socio-economic and psychological factors that correlate with their commitment. Data was collected from 150 respondents and analyzed using statistical tools to identify patterns and relationships. The findings emphasize the importance of education, training, and risk-taking propensity in fostering greater involvement and entrepreneurial efficiency. Policy implications are discussed to promote higher engagement through tailored interventions.

**Keywords:** Entrepreneurial involvement, agri-entrepreneurship, correlation analysis, socio-psychological factors, entrepreneurial capacity

### Introduction

Agricultural entrepreneurship is increasingly seen as a vital solution for rural economic development and employment generation. However, the success of these enterprises depends not only on external factors like finance and technology but also on the internal commitment and engagement of the entrepreneurs themselves. Entrepreneurial involvement is defined as the extent to which an individual actively participates in managing, planning, and innovating within their enterprise. Higher levels of involvement typically reflect better preparedness, adaptability, and performance. This study examines the nature and extent of such involvement among agricultural entrepreneurs in Maharajganj district and explores the variables influencing it.

### 2. Review of Literature

Entrepreneurial involvement has been examined in various contexts as a critical driver of business outcomes. According to Gupta and Yadav (2018) <sup>[1]</sup>, educational level significantly influences involvement by enhancing strategic thinking and problem-solving abilities. Singh *et al.* (2020) <sup>[2]</sup> found that structured entrepreneurial training fosters proactive engagement in decision-making and enterprise growth. Kumar and Das (2021) <sup>[3]</sup> emphasized that psychological traits like risk-taking and self-efficacy are strong predictors of business involvement. Sharma and Verma (2019) <sup>[4]</sup> highlighted the role of institutional support in building entrepreneurial commitment. These studies collectively affirm the multifactorial nature of involvement in agri-entrepreneurial success.

### 3. Methodology

The study employed a descriptive research design based on primary data collected through personal interviews. A total of 150 agricultural entrepreneurs were selected through simple random sampling from five blocks of Maharajganj district. A pre-structured involvement scale was used to quantify entrepreneurial engagement. Based on the involvement scores, respondents were categorized into low, medium, and high involvement groups using the mean and standard deviation approach.

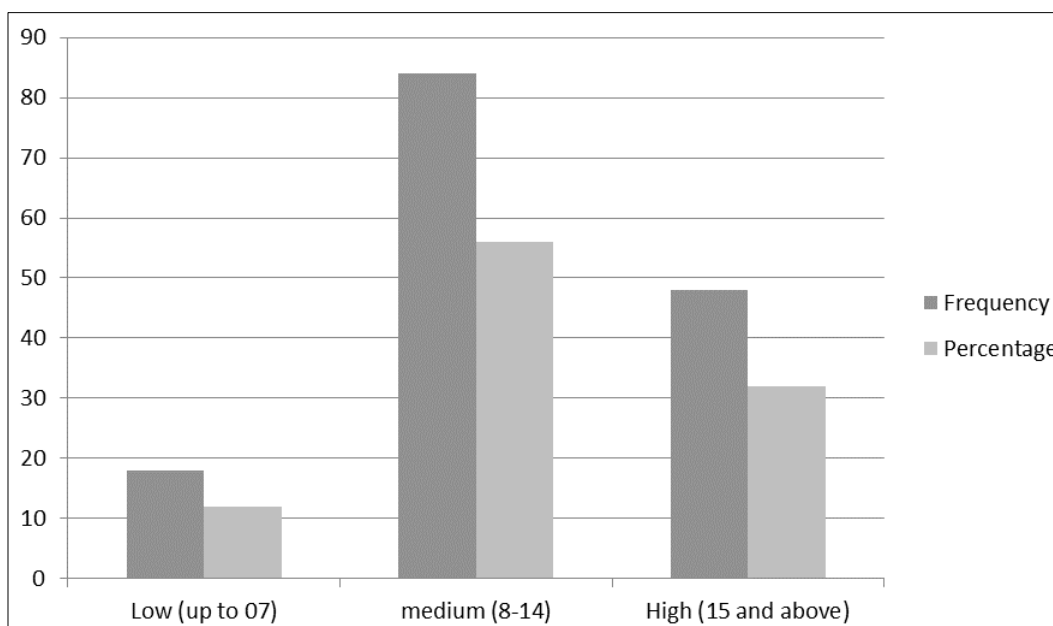
Pearson correlation coefficients were computed to examine the relationship between involvement and key variables such as education, training, income level, and risk-bearing capacity.

**4. Results and Discussion**

**Table 1:** Distribution of respondents according to Level of Involvement. (n=150)

Sl.no.	Level of Involvement	Frequency	Percentage
1.	Low (up to 07)	18	12.00
2.	Medium (8-14)	84	56.00
3	High (15 and above)	48	32.00

Mean-10.45 SD= 3.35 Max-18



**Fig 1:** Distribution of respondents according to Level of Involvement.

The data revealed that 56% of the respondents exhibited medium involvement, 32% showed high involvement, and 12% demonstrated low involvement in their entrepreneurial

activities. The average involvement score was 10.45 with a standard deviation of 3.35.

**Table 2:** Distribution of the level of involvement and its correlates

Sl. No.	Levels	Correlation Coefficient (r)	Nature of Relation
1.	Education Level	0.36	Positive Moderate Correlations
2.	Entrepreneurial Training	0.42	Significance Positive influence on involvement
	Risk Taking Ability	0.47	High Risk Takers were more involved

Correlation analysis showed that education level ( $r = 0.36$ ) had a moderate positive correlation with involvement, indicating that literate entrepreneurs are more likely to engage in proactive business behaviors such as planning, networking, and record keeping. Entrepreneurial training ( $r = 0.42$ ) demonstrated a strong positive relationship with involvement. Entrepreneurs who underwent formal training were more aware of business strategies, resource utilization, and innovation opportunities. Risk-taking propensity ( $r = 0.47$ ) emerged as the strongest correlate, suggesting that individuals with higher psychological resilience and willingness to embrace uncertainty are more deeply involved in their businesses.

Interestingly, income level showed a weaker correlation with involvement, indicating that financial status alone does not determine commitment. Instead, behavioral and cognitive attributes, shaped by education and training, play a more crucial role.

**5. Conclusion**

The study concludes that entrepreneurial involvement among agricultural entrepreneurs in Maharajganj is largely shaped by their educational background, exposure to

training, and psychological orientation towards risk. These factors collectively influence the extent to which individuals participate in and grow their enterprises. For enhancing rural entrepreneurship, development programs must integrate skill development, behavioral training, and supportive environments that encourage active engagement. The findings have significant implications for policymakers, educators, and extension agencies seeking to cultivate vibrant entrepreneurial ecosystems in rural India.

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