

PROJECT REPORT

“Youth in Agribusiness: Identifying Economic and Social factor that influence youth towards Agribusiness”

SUBMITTED BY:

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Submitted to:



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Date: 09/09/2024

CERTIFICATE

This is to certify that **Abin K P** bearing **USN 4AL22BA002**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri, for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on **"Youth in Agribusiness: Identifying Economic and Social Factors that influence youth towards Agribusiness"** is prepared by him under the guidance of Mrs. Archana D.P, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.



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DECLARATION

I, **ABIN K P (4AL22BA002)**, here by declare that the Project Title entitled "**Youth in Agribusiness: Identifying Economic and Social Factors that influence youth towards Agribusiness**" prepared by me under the guidance of **Mrs. Archana D P**, faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar.

I also declare that this Project is towards the partial fulfillment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: *Mijar*

Date: *9/9/2024*

Abin K P
Signature of the Student

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EXECUTIVE SUMMARY

This study investigates the factors influencing youth participation in agribusiness, a critical sector for tackling global issues such as food insecurity and rural poverty. Despite the significant role agriculture plays in emerging nations' economies, youth involvement remains alarmingly low. The research reveals that socio-economic factors, such as income, education, and family background, significantly impact youth engagement in agribusiness. Key barriers include limited access to resources like land, credit, and technology, as well as negative societal perceptions of agriculture. The allure of urban migration further discourages youth from considering agribusiness as a viable career.

To address these challenges, the study recommends mentorship programs, skill-based training, and platforms that promote innovation and collaboration among youth in agribusiness. Integrating technology into agricultural practices can attract tech-savvy youth and improve productivity. Strengthening partnerships between educational institutions and agribusiness enterprises is crucial to bridging the gap between theory and practice.

Further research should explore the long-term impacts of these interventions, focusing on how policies and outreach strategies can better support youth engagement in agribusiness. Ultimately, increasing youth participation is essential for sustainable economic development and food security.