

Motivational Factors for Agripreneurship in Saitual Sericulture Cluster, Mizoram

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This paper has identified several motivational factors that could have led to entrepreneurship in Saitual cluster which is located at about 77 kilometers from Aizawl, the capital city of Mizoram. Saitual cluster comprises seven villages, viz., Saitual, Keifang, Rulchawm, Maite, North Lungpher, Mualpheng and Sihfa. Sericulture has become an important occupation here in recent years after the cluster started taking its shape in 2009. The primary data was collected through a structured questionnaire, administered to all agripreneurs (180) engaged in sericulture in Saitual cluster during December 2016 to February 2017. The entrepreneurs were asked to mark the appropriate slots on a five-point Likert scale ranging from strongly disagree to strongly agree, reflecting their views on the factors that motivated them. Kruskal Wallis H-Test was used to analyze the data. Necessity motives ('to earn a livelihood', and 'to give financial security to my family') have played a predominant role in the agripreneurs opting for entrepreneurship in Saitual cluster.

Introduction

The word 'motivation' originates from the Latin word '*movere*', which means to move. It is an inner urge in an individual that drives him/her towards a certain goal. One way to explain entrepreneurial aspiration levels is by means of motives (Kolvereid, 1992; Amit *et al.*, 2001; Morris *et al.*, 2006; and Cassar, 2007). The entrepreneurial process occurs because people are motivated to pursue and exploit perceived opportunities. It is rooted in the theory that action is the result of motivation and cognition (Diana *et al.*, 2012). Locke and Latham (1990) observed that motivation refers to factors within an individual, other than knowledge, which energize, direct and sustain behavior. According to Bird (1988), entrepreneurial motivation is manifested in the entrepreneur's vision and goals and it bears upon planning and behavior.

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