

**ROLE OF AGRIPRENEURSHIP IN CREATING YOUTH EMPLOYMENT IN THE
SEKHUKHUNE DISTRICT MUNICIPALITY, LIMPOPO PROVINCE, SOUTH
AFRICA**

by

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DECLARATION

I declare that the rest of the work presented herein is my original work submitted in partial fulfilment of the Master of Business Administration (MBA) degree at the University of Limpopo, Turfloop Graduate School of Leadership. I further declare that I have not previously, in its entirety or part, submitted it for obtaining any qualification.

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I would like to express my heartfelt appreciation and respect to the following people:

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DEDICATION

I dedicate this work to my late father, Lekole Sunday Ramushu. His profound advice to me was that education is the key for every gate, and assured me that with perseverance everything would be possible.

ABSTRACT

Agriculture is an important sector that promotes food security in every country, and it contributes significantly to the economy of South Africa. There will be no food or clothing if agriculture does not exist. Agriculture accounts for 2.2% of Limpopo Province's economy. According to studies, it also contributed a large proportion to job creation. South Africa exports some of its produce to other countries, increasing the country's export level and, as a result, the Gross Domestic Product (GDP). Therefore, there is a need to adapt to new ways of conducting agriculture in order to operate it as a profitable business. Agripreneurship, as entrepreneurship in agriculture, encompasses both primary and secondary agriculture. Ploughing, farming, and mixed agriculture are examples of primary agricultural activities, while secondary agricultural activities include agro-processing and tertiary agricultural business such as agricultural marketing and agro-transportation. The study examines the role of youth in agripreneurship in creating employment opportunities in the Sekhukhune District Municipality. The unemployment rate in the Sekhukhune region and in South Africa is rising. This is a significant concern for the government; thus, the study examines the extent to which agripreneurship can help to reduce or alleviate unemployment. The challenges that youth in agripreneurship face in creating employment through agripreneurship, as well as the benefits, are also investigated. The qualitative research method was used to investigate youth perceptions of agripreneurship and the role of youth in agripreneurship in creating employment. Since the study's target population was small, census sampling was used; that is, fifteen (15) agripreneurs within the boundaries of the Sekhukhune District. This study reports on the findings of the study about the role of youth agripreneurship in job creation and the perception of youth towards agripreneurship in Sekhukhune District, Limpopo. The study discovered that youth engaged in agripreneurship in the Sekhukhune District Municipality played a substantial role in creating employment ranging from casual to permanent, and that youth perceived agripreneurship to have high employment prospects. The study also revealed challenges associated with youth in agripreneurship, such as a lack of capital, market, and extension officer support, as well as environmental factors such as storms.

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CHAPTER 1: BACKGROUND TO THE STUDY

1.1. INTRODUCTION

Agripreneurship is the combination of entrepreneurship and agriculture with the intent of profiting from a business enterprise. However, various researchers define entrepreneurship differently Ezen and Chinedu-Eze (2016). Jena et al. (2018) define agribusiness as agriculture-related business. Agriculture, on the other hand, is the work of the land to produce crops and the rearing of animals for human and industrial use. Business, on the other hand, is any human effort oriented at the production and distribution of goods and services with the purpose of satisfying human needs for a profit. Therefore, agribusiness is the application of business principles and methods to agriculture (Otache, 2017).

In South Africa, most young people do not see agribusiness as a viable career option. One aspect contributing to this is structural poverty, which occurs when the majority of the population is left wanting as a result of the nature of developing economies and subsidised farming. Most young people's only exposure to agriculture is through subsistence maize farming, and this lack of information has kept them from considering agriculture as a viable enterprise. According to empirical data, agriculture is a viable career path that may sustain youth if they can consider it (Mussa, 2020). If young people explored joining this sector, given their skills and talents, they could transform it by increasing productivity and profit margins, as well as making it sustainable. According to Stevens (2017), in South Africa, there has been a shift from subsistence agriculture to agripreneurship, which has created opportunities for profitable ventures. This, in turn, has the potential to curb the tide of unemployment in the country. As a result, the aim of this study is to determine whether the youth are aware of the opportunities associated with the phenomena of agripreneurship and subsistence agriculture. According to the National Youth Commission Act, youth are defined as people between the ages of 14 and 35 who are in their majority in South Africa, constituting a large segment of potential labour supply and economic role players. This age group is prioritised in national development policies. According to recent research fewer people are aware of the importance of youth in the economy, necessitating a study that can explore such a role in the South African economy (Malan & Breitenbach, 2001).

In South Africa, there have been initiatives to foster agripreneurship. According to Agri SA (2017), approximately 50 active youth farmers were selected to participate in the 2nd Annual African Farmers Association of South Africa (AFASA) Young Farmers Summit (AAYFS-Annual AFASA Young Farmers Summit) in 2017, which was held on the 14th and 15th of August at the Standard Bank Global Leadership Centre in Sandton. The event aimed at fostering mutually beneficial relations and links between young farmers and the agribusinesses involved. The forum discussed, among other things, overcoming entrepreneurship hurdles, farmer support, and access to finance, markets, and skill development. GrowthShoot and Izindaba Zokudla, both led by Dimakatso Sekhoto and Naude Malan, are two other initiatives that encourage young people to pursue careers in agriculture. The former is also the managing director of Makolobane Farmers Enterprises and a member of the African Farmers' Association of South Africa (<http://iagrifoodnetwork.com>). Despite the aforementioned efforts, much needs to be done in South Africa, particularly in remote areas such as Sekhukhune, given the country's youth population.

According to Langevang and Gough (2012), young people have fewer chances of securing formal jobs in the public or private sectors, and they should be encouraged to be job creators rather than job seekers. If they were to become, particularly in agripreneurship, a crucial sector for the development of the country's economy. Youth are better positioned to promote modern agriculture and agripreneurship for long-term sustainability.

It is a lot easier said than done. There are several challenges that young people face in agripreneurship. These issues require solutions to encourage youth entrepreneurship as one of the ways for reducing youth unemployment. Young people are sometimes regarded as lethargic and hesitant to pursue a career in agriculture. This study investigated youth perceptions of agripreneurship and conventional models for promoting agripreneurship among youth in order to better understand the role they can play. The findings could help business associations and educational institutions in South Africa in inspiring and preparing young people for careers in agribusiness.

1.2. PROBLEM STATEMENT

The study aimed to explore the prospects of growing interest of youth agripreneurship in developing economies, especially South Africa. The concept of agripreneurship is attributed as one of the solutions to the high youth unemployment rate as well as a remedy for poverty alleviation. However, a gap exists and must be addressed, particularly in remote areas.

To emphasise this point, the Sekhukhune District in Limpopo Province is experiencing consistent agricultural growth despite the region's high rate of youth unemployment. According to the first quarter of 2021 quarterly Labour Force Survey (QLFS), the rate of unemployment among young people aged 15-34 years in South Africa is 46.3%. Sekhukhune District has a youth unemployment rate of 60.6% (<https://municipalities.co.za/demographic/127/sekhukhune-district-municipality>).

Farming is completely dominated by elders in the area, while qualified agriculture graduates are unemployed because they are ~~never~~ not considering agribusiness.

Brixiova et al. (2014) stated that policymakers considered fostering youth entrepreneurship as part of the strategy to solve youth unemployment in South Africa. Due to the fact that just fifteen (15) young people are involved in agricultural businesses in the area, is a confirmation that agripreneurship can play a role as a job creator. Hence, this study explored the role of youth agripreneurship in job creation and agripreneurship opportunities among youth in the Sekhukhune District.

1.3. AIM OF THE STUDY

- To investigate how agripreneurship can contribute towards creating employment for the youth of Sekhukhune District in Limpopo Province.

1.4. RESEARCH OBJECTIVES

- To investigate the role that youth agripreneurship can play in creating employment in the Sekhukhune District in Limpopo Province,
- To explore the perceptions of youth towards agripreneurship in reducing unemployment, and
- To identify the challenges and benefits associated with youth agripreneurship.

1.5. RESEARCH QUESTIONS

- What role can youth agripreneurship play in creating employment in the Sekhukhune District in Limpopo Province?
- What are the perceptions of youth towards agripreneurship in reducing unemployment?
- What are the challenges and benefits associated with youth agripreneurship?

1.6. SIGNIFICANCE OF THE STUDY

This study is important to all South African youth, rather than just those starting businesses in agriculture in the Sekhukhune District of Limpopo Province. The findings of this study contribute significant knowledge to the literature on agripreneurship policy formulation. The rising unemployment rate among South African youth, especially university graduates, is concerning. Agripreneurship, as a skill-based solution, has the potential to reduce the tide of joblessness. Furthermore, the findings of this study are expected to identify the benefits of youth agripreneurship and assist in the elimination of some of the challenges associated with it. Agripreneurship promotion through policy development and support promote economic development and sustain a country's impoverished rural communities, particularly in remote areas.

1.7. DEFINITION OF CONCEPTS

1.7.1. Entrepreneurship

Entrepreneurship is the process of innovating a business. This process benefits the country's economic system since human inventions frequently exploit market opportunities while closing gaps (Nieman and Nieuwenhuizen, 2014).

1.7.2. Youth

Individuals between the ages of 14 and 35 are referred to as youth in section 1(v) of the National Youth Commission Act 19 of 1996.

1.7.3. Agripreneur

Agripreneur is defined by Ravindra and Sweta (2015) as someone who commercialises agricultural activities. Agripreneurs may begin as agribusiness practitioners and then transition into business owners. Simply put, an agripreneur recognises an opportunity and converts it into a successful business.

1.7.4. Agribusiness

According to Edward and Shutz (2005), agribusiness is the process of moving products from the farm to the market "where effective activities anticipate and respond to customers, markets, and the systems in which they function." Their research went on to define agribusiness as a systematic aspiration that evolves and caters to consumers in general. According to them, agribusiness is built on the innovation and control of several value chains that produce valuable goods and services derived from the sustainable orchestration of food, fibre, and natural resources.

1. 8. LIMITATIONS

The following limitations of this study have been identified:

- **Time constraints**

Little time had an effect on the participants' and researcher's trust. Participants did not have enough time to build trust, which could have affected their overall response.

- **Limited geographical scope of study**

The study focused on youth agripreneurs in a primarily rural district of Limpopo Province. As a result, the study's findings may not be representative of all youth agripreneurs in the province.

1. 9. RESEARCH OUTLINE

Chapter 1 - Introduces the study's scope by providing an introduction, problem statement, research objectives, research questions, and methods to explore the opportunities and problems confronting young agripreneurs.

Chapter 2 - A review of the literature on youth entrepreneurship, the benefits of youth entrepreneurship in agriculture, the challenges/barriers faced by the agripreneur, and national policies and imperatives addressing agripreneurship will be highlighted.

Chapter 3 - Describes the methodologies used to explore the challenges and opportunities in youth agripreneurship.

Chapter 4 - Interprets and analyses the results of data analysis obtained using NVIVO, and reports on the empirical findings.

Chapter 5 - Determines the detailed conclusions drawn from the research findings in relation to the study's aim. The section also includes the proposed recommendation to the Sekhukhune District Municipality.

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION

The preceding chapter provided context for this study by underlining the research problem statement, objectives, research questions, significance, and direction of this dissertation. Using the Sekhukhune District in Limpopo Province as a case study, the study gives insights into the role of agripreneurship in creating youth employment in South Africa. This section comprises the literature on agripreneurship and provides a theoretical perspective on the subject matter. According to Saunders, Lewis, and Thornhill (2016), a literature review is a tool that allows the researcher to fully comprehend related works and patterns around the proposed investigation. To form informed study objectives, the study should identify information trends between previous and current literature. The primary source of information for this study is literature from various sources, which is discussed in this section. Furthermore, the information helped the researcher in confirming and evaluating the study's findings and results.

In South Africa, the economic turmoil has had a negative impact on many businesses, and school leavers hoping for casual or blue-collar work may be left wanting. Times are tight, and the standard wage is dwindling, resulting in widespread layoffs and temporary employment. As things deteriorate, the government has long stated that entrepreneurship is the solution, but there has been little effort to that end, let alone the concept of agripreneurship. Even the curriculum in vocational colleges and higher tertiary institutions did not emphasise its potential for meaningfully contributing to the development of a satisfactory social-economic standard (Eze and Chinedu-Eze, 2016).

A high unemployment rate, deplorable levels of poverty, and a deficiency of agricultural activities besiege the country (Stats SA, 2019). The situation has crossed the tipping point, and the need to engage in sustainable agripreneurship has become inevitable. If the agricultural sector is to be highly commercialised and sustained, a set of entrepreneurial skills and modern agricultural practices are required. If this is the case, the problems associated with low agricultural production will be a thing of the past, as such activities will evolve into sustainable enterprises rather than merely economic development strategies of business attraction and retention.

2.2. AGRIPRENEURSHIP DEFINED

Agripreneurship is the combination of entrepreneurship and agriculture with the aim of profiting from a business enterprise. However, various researchers define entrepreneurship differently (Ezen and Chinedu-Eze, 2016)

According to Singh (2012), agripreneurship is about discovering new ways to create and sustain a profitable business. It is regarded as a process of creating value through dedicating space, taking a risk, and following a vision. This results in remuneration and actualisation. Similarly, Tripathi and Agarwal (2015) described agripreneurship as the incorporation of entrepreneurial and innovative business ideas and skills into agriculture in to produce better results.

This lent credence to the concept that entrepreneurship in agriculture is all about taking risks in order to gain in times of insecurity. Agripreneurship, concisely, is the commercialisation of agriculture, a profitable union of agriculture and entrepreneurship. This validates, as highlighted by Bairwa et al. (2014), that agripreneurship includes numerous conveyor chains, such as input, processing, transportation, and marketing. The figure below depicts various aspects of agripreneurship.



Figure 2.2.1: Agripreneurship Segments. **Source:** Eze and Chinedu-Eze (2016:56)

Figure 2.2.1 depicts the relationship between agripreneurship and industry, commerce, and trade in the context of both on-farm and off-farm activities. Production, processing, and farm input manufacture, as well as agro-service ventures, are all examples of on-farm activities. These activities take place on farmland. Off-farm activities, on the other hand, include agri-tourism entrepreneurship, farming ventures that take place outside of farmland and involve the consumption of agricultural produce. As a result, an agripreneur is a dynamic business manager who is creative, innovative, and performs numerous on- and off-farm activities to achieve positive results using human and financial resources.

2.3. THE AGRICULTURAL SECTOR AND ITS CONTRIBUTION TO THE WORLD ECONOMY

Agriculture's economic importance cannot be overstated, as it contributes significantly to developing countries' GDP and is a key actor in attempts to achieve sustainable food security and reduce poverty (Baloch and Thapa, 2019). Despite this, the twenty-first century is struggling to produce enough food and will struggle to feed over nine billion people by 2050 due to climate change. Despite being a major contributor to global economic development, poverty reduction, and food security, agriculture began to fall off the global scholarly agenda in early 1980. Some developing economies see agriculture not beyond land tiling, sowing, and harvesting of crops. When climate change is factored in, we have observed an increase in land waste, natural resource depletion, and ecosystem disruption.

According to Addo (2018), Africa's productivity is relatively low, and the continent's economies are characterised as having not-so-decent and sustainable jobs. An attempt by the continent's youth to address these concerns and Africa's agro-potential requires a strategic course. At the very least, political will is apparent across the continent in encouraging youth to pursue careers in agribusiness (Yami et al., 2019). The African Youth Charter (AYC), adopted by the African Union in 2006, is a trailblazer of this political will, as is the declaration of the Youth Decade Plan of Action (2009–2018), the establishment of a youth desk in the New Partnership for African Development (NEPAD), and the Comprehensive African Agriculture Development Program (CAADP).

According to Dash (2018), a common misconception is that the majority of young people are uninterested in agriculture. A lack of reputation and low economic pay-off are regarded to be contributory factors, as are an employment crisis, toiling labour, and low levels of agricultural productivity.

2.4. EVOLUTION AND CHANGES IN AGRO SECTOR

From around 1910 to 1980, government policies in South Africa allowed for an expanded commercial farming sector. The legislation initially separated white and black farmers, and the enforced legislation provided more support to white farmers. The legislation included: The Land Bank Act of 1912; Land Act of 1913 and 1936; the Co-operative Societies Act of 1922 and 1939; the Native Administration Act of 1927; and the Marketing Act of 1937 (Xaba, 2014). Between the 1980s and the early 1990s, white commercial farmers continued to receive increased support and grants for the acquisition of land, implements, and livestock, as well as upgrades to their infrastructure, allowing them to mitigate abrupt drought schemes (Kirsten et al., 2007). After 1994, there were interventions such as deregulation of the agricultural market and the repeal of policies, as well as the restructuring of the commercial farming sector (Matherand and Greenberg, 2003). Land reform and agricultural support programmes for disadvantaged rural communities received a significant part of public financial resources. Land reform initiatives can be divided into three phases. The first democratic administration was in place between 1994 until 1999. The second phase lasted from 1999 to 2007, and the third has been ongoing since 2007.

2.4.1 The first phase of land reform (1994-1999)

Through the Settlement and Land Acquisition Grant (SLAG), this phase resolved to provide dispossessed people with access to land (Greenberg, 2013). The mechanism was to buy commercial farms from willing sellers (in a market-based process) and transfer them to beneficiaries. The difficulty of land redistribution was confronted with the challenge of initially purchasing the land when resources and know-how were insufficient, threatening sustained productivity or even settlement. This thwarted the restitution plan, which was designed to give people back their land. In some cases, the number of people exceeds the number the overall supply (Phakathi, 2010). Despite explicit legislation governing land-owning institutions (Communal Property

Associations (CPAs) or Trusts), institutional mechanisms for production were hardly specified. Although assistance with business planning was provided (by private advisors with no vested interest in the outcome), it was done on a commercial model in the hope that beneficiaries would collaborate while working the land and share in the proceeds (Hall, 2007).

On the contrary, just a few beneficiaries gained access to the land. Nonetheless, resources for production were insufficient, let alone those for decent settlements with access to basic needs like as water, electricity, housing, health care, and schools (Hall, 2007). The inability of government entities to transfer grants for business plans exacerbated the situation. This was felt throughout the first phase of restitution, and the second phase inherited these numerous deficiencies. Halfway through 2010, the government owed R3.4 billion in unpaid post-settlement disbursements to restitution claimants (Phakathi, 2010). As a result, there was widespread dispute and fighting with no recourse, and many CPAs became dysfunctional. The return of land to large groups of people was the foundation of restitution, and this underpinned the insoluble challenge of productive use of the land.

2.4.2 The second phase of land reform (1999-2007)

During this period, land reform shifted from welfare-type group projects to a focus on land reform for commercial production. This took the form of the Land for Agricultural Development (LRAD) programme, which targeted individual and household beneficiaries for redistribution, despite the fact that restitution remained confined to the group framework. LRAD beneficiaries were to participate in project co-financing, and the model was to be based on entrepreneurialism with minimum supplementary support. This was the heyday of neoliberalism and the era of 'narrow-based' black economic empowerment (BEE), which trade unions and others chastised for exploiting state resources to build a small elite at the expense of broader economic democratisation processes (COSATU, 2003).

The land reform process provided support for the growth of market-oriented family farms in 2005. Investment grants, microcredit, and retail financial services in rural areas were among the most important forms of assistance. The Land Reform Programme undeniably reduced social tensions in some regions and helped to rectify

the wrongs of the apartheid regime. However, Greenberg (2013) defines this as slow progress, claiming a 90% programme failure rate. According to him, this reduced agricultural output in certain areas. Uncertainty over land tenure has also proven to be an impediment to white farmers farming responsibly (Greenberg, 2013). What was critical was raising awareness of the sociology of emergent agriculture in order to identify how land reform might be sustained.

2.4.3 The third phase of land reform (2007-Present)

In 2005, the National Land Summit reviewed the 'willing buyer, willing seller' model of land reform and highlighted issues that contributed to sluggish land redistribution and idleness after obtaining land (PMG, 2005). The third phase began with a recognition of land reform's failings, with new Rural Development and Land Reform Minister Gugile Nkwinti widely reported as saying: "More than 90% (of land reform projects) are not functional, they are not productive... People have been given land, yet they are not using it. That is something that no country can afford," (SAPA, 2010). The magnitude of this was possibly exaggerated, and the definition of success or failure was based on a narrow economic definition. Following the Land Summit, the ANC's 52nd National Conference in 2007 (ANC, 2007) recommended for the pursuit of a small-scale farmer strategy and the acceleration of land reform.

South Africa's agricultural sector was emancipated in the mid-1990s, in line with other countries' practices. Regrettably, some argue that once farm subsidies and price controls ceased; there was an upsurge in farm bankruptcies in cases where the business buckled under pressure. This development, however, also contains market access opportunities (Machethe, 2004). Furthermore, the land policy that followed Section 25 of the Constitution offered access to land redistribution, restitution, and tenure reform programmes, enforcing the rightful restoration of property to the previously dispossessed, as empowered by the Native Land Act of 1913. (Xaba, 2014).

The South African Department of Land Reform and Rural Development lobbied for recapitalisation and development support for rural land reform beneficiaries in order for them to engage fairly in economic agriculture and contribute to the country's GDP (Xaba, 2014).

2.5. AGRIBUSINESS IN SOUTH AFRICA

According to Yumkella (2011), agribusiness and agro-industry have such promising prospects that they may significantly contribute to economic and social development processes. Increased employment (particularly among women), income generation, poverty reduction, and improvements in nutrition, health, and general food security are all possibilities. However, significant impediments remain in force, impeding the full potential of agribusiness across the continent. There have been no enabling conditions that are specific to sustaining agribusiness but also apply to other sectors of the economy. A stable macroeconomic climate, good governance (including functioning regulatory institutions), enforced commercial laws and property rights, adequate infrastructure, and basic services such as transportation, ICTs, and utilities are among the variables. Yumbeka (2011) emphasises the importance of increasing the scale and viability of Africa's agribusiness sectors for the benefit of farmers, agro-industrial enterprises, and industry-related services. The enhancement of manufacturing capacity and the creation of efficient industrial firms with a worldwide competitive edge is one of the primary drivers blurring Africa's agribusiness potential. There is a large network of agricultural investors who might improve food security and boost growth if productivity was improved and smallholder farmers and rural communities were adequately supported (Odeniran and Ademola, 2017). Another daring aspect, as Yami et al. (2019) put it, is multinational businesses' accumulated control of the global market, food, and agriculture industries. Given the hurdles to both the input and output markets, African farmers find it difficult to compete in agribusiness. Small-scale farmers would inevitably succumb to multinational corporations' pressure unless systems are put in place to recognise land rights and local seed variety (Yami et al., 2019).

2.6. DIFFERENT TYPES OF AGRIBUSINESS

According to Yumkella (2011), agribusiness is a broad notion that includes everything from input suppliers to agro-processors, traders, exporters, and retailers. Agribusiness provides farmers with inputs and connects them to customers through the financing, handling, processing, storage, transportation, marketing, and distribution of agro-industry products.

It is considered that the agribusiness can be broken down into the following groups:

- Agricultural input industry: machinery, tools, equipment, fertilisers, pesticides, insecticides, and irrigation systems.
- Agro-industry: food and beverages, tobaccos, leather and leather products, textile, footwear and garment, wood and wood products, and rubber products.
- Moreover, other various services such as marketing, financing and distribution firms, including storage, transport, ICT, packaging materials, and design.

Agribusiness, in general, refers to the operations involved in the transformation, preservation, and preparation of agricultural production for final consumption of food and non-food products after harvesting (Yumkella, 2011). According to Nwibo et al. (2016), the agribusiness environment is replete with limitless prospects, with three key agripreneurial investment areas: input supply, production, and processing/distribution.

2.7. THE ROLE OF AGRIBUSINESS IN THE SOUTH AFRICAN ECONOMY

Agriculture, according to the government's National Development Plan (NDP), creates jobs and stimulates the economy. The NDP's strategic vision extends until 2030, allowing the government to begin investing in agribusiness. The agricultural sector's macroeconomic condition in South Africa deteriorated with time, resulting in a fall in GDP share, which decreased from 4.2% in 1996 to 2.4% in 2018. (AgriSA, 2019).

Amid this reduction, the agriculture sector's value increased by about 46%, from R50.5 billion to R74.2 billion over the same period (Willer and Lemound, 2019).

Agriculture's role in South Africa is not cast in stone. There are two opposing viewpoints: the mainstream agribusiness approach and the commercial farming lobby. This stems from Murphy's types (Yesterday's Economy): large-scale commercial agriculture is the foundation of food security, and economies of scale are a commercial imperative in today's global context (AgriSA, 2010).

In order to support food production, the government took two approaches. The first was food gardens, which were administered by the Department of Social Development as a welfare initiative. The availability of social handouts aided this. Another example

was partial assistance for the development of black farmers. From the RDP onwards, post-1994 government policy recognised South African agriculture's divided character, with a dominant white commercial sector producing most of the output and on which food security depended, and a bony black 'subsistence' or (later) 'emerging' farm sector that required support to grow.

Agribusinesses supply fundamental products that feed the population (Saungweme, 2015), and the sector plays an important role in the country's economic development. According to Mabaya et al. (2011), primary commercial agriculture supplied roughly 7% of formal employment. Approximately 8.5 million people rely on agriculture for employment and income, either directly or indirectly (ibid). As a result, the sector is one of the most important employers in the South African economy.

2.8. AGRIBUSINESS' ROLE IN THE PROVINCIAL AND LOCAL GOVERNMENT ECONOMY

According to Oni et al. (2012), 89% of the population of Limpopo Province is classified as rural, and agriculture plays a significant role in the province's economic growth and development. Agriculture in this region benefits the provincial economy by increasing food security, creating jobs, and providing raw materials to the manufacturing industry. As a result, agriculture serves as a feeder for other industries, increasing their operations. Trade, manufacturing, transportation, communication, and financial services are among the sectors. Agriculture is the principal source of income for a large portion of the province's population, as well as the source of foreign exchange earnings for those farmers who export farm products. It also adds to the provincial macro-economy.

Limpopo Province has experienced above-average economic growth in recent years, owing to flexible growth in agriculture, power, tourism, and mini-sector sectors. In 2018, the province owned up to 7% of the country's contribution (Statistics South Africa, 2018).

According to a study conducted by Modiba (2009), the majority of the agribusiness activity in the Sekhukhune District area was conducted in a mixed-farming system, dealing with livestock and crop production.

Despite contributing only 2.3% to the provincial GDP, agricultural activity in Limpopo is 7.6% nationally. There are indications of a thriving industry, with companies like ZZ2 leading the country's annual output of 120 000 tonnes of avocados, and exports are on the rise. Limpopo also produces three-quarters of South Africa's mangoes and two-thirds of its tomatoes. The Sekhukhune region in the southeast grows grain as well as the Marula fruit used in Marula Cream Liquor (www.globalafricannetwork.com).

2.9. HOW IT IS ENCOURAGED

Facilitating small-scale farmers' access to formal markets is one of the numerous ways Hendriks (2014) believes agribusiness in South Africa should be supported. Emerging farmers have struggled as markets have expanded due to the advent of supermarkets and wholesalers with high quality and safety standards. Adapting to new and improved practices for small-scale farmers remained a pipe dream that would never be realised. Hence, these farmers were unable to supply the newly expanded markets. This necessitated government intervention by providing enabling resources such as road, water, telecommunications, and electricity infrastructure. As availability to reliable and low-cost electrical power is improved, the greater development of cold chains for quality purposes in preserving high-value perishable products such as fruit and dairy would activate competitive agro-industries and boost productivity (Yumkella, 2011).

2.10. THE IMPORTANCE OF ENTREPRENEURSHIP IN THE AGRICULTURAL SECTOR

Entrepreneurship is all about innovating to provide a solution (goods or services) to a market need or to establish an entirely new market. According to Addo (2018), agripreneurship is defined as "an entrepreneur whose main business is agriculture or agriculture-related." Carr and Roulin (2016) described agripreneurship as "an entrepreneur whose main business is agriculture or agriculture-related."

Any business involves significant risks and uncertainty, and entrepreneurship in agriculture is no exception, given the variability of the climate and other threatening factors. Entrepreneurs are easily identified by their hard work, vision, ambition, innovation, and problem-solving skills. They are constantly on the lookout for an opportunity or an unmet demand and weigh the risks of addressing it (Jena et al., 2018). Personality traits of an agripreneur, according to Eze and Chinedu-Eze (2016),

have a significant impact on agribusiness. The agripreneur must be self-critical, have leadership qualities, be market oriented, and be creative. Agripreneurship is thus defined as a person's willingness and capacity to assess a potential agricultural business opportunity, gather resources, establish and successfully manage the consequences of agribusiness (Otake, 2017). Sudharani quoted Carr (2016) in defining agripreneurship as "generally sustainable, community-oriented, directly marketed agriculture."

Agripreneurship is derived from the discipline of entrepreneurship, whereas, as espoused by the French in the 1700s, the discipline of entrepreneurship emerged in the setting of agriculture (Mukembo, Edwards, Ramsey and Henneberry, 2015). Agripreneurship is developed not only to make a profit, but also to improve the life of the community or society. Agripreneurs are primarily interested in generating wealth and empowering themselves. As a result, becoming a successful agripreneur necessitates a certain set of skills and competences. Although these skills are similar to all entrepreneurs, they include the ability to recognise and weigh prospects, persistence, calculative risks, inventiveness, and persistence, among others. However, the bigger picture is using these competencies to maximise profit and deliberate on how to maintain sustainability (Mukembo, 2015).

Agripreneurship is defined broadly by Nagalakshmi and Sudhakar (2013) as having features such as a systems approach with the community at the centre of activities; hence, contributing to socio-economic processes through meaningful relations. Agripreneurship comprises operations other than planting, such as providing a good service (public relations), preparing after harvests, packaging, distribution, and recycling wastes or reprocessing.

Agriculture was previously a family business. The agripreneurs focused on establishing generational wealth by raising standards, but it remained a relatively low-tech industry, with the investment focused on maintaining quality rather than innovating. As the economy became freer, the one constant in the industry was change, and farmers could no longer avoid looking for new and faster ways to produce. Consumer standards have shifted as a result of new legislation governing quality standards, supply chains, and relationships. This approach resulted in the idea of agripreneurship (Nagalakshmi and Sudhakar, 2013).

2.11. THE IMPORTANCE OF AGRIPRENEURSHIP

Agripreneurship is a concept that emphasises quality agricultural commodities while keeping the clientele in mind. It supports high-quality service and acceptable standards. More than only ensuring food security, agripreneurship reduces poverty by providing jobs and boosting regional and national economic growth (Uneze, 2013).

Its focus is on accelerating development and improving livelihoods. This indicates that agripreneurship's holistic approach adds benefit to society as a whole. So, agripreneurship is entrepreneurship that deals with agriculture, with the goal of raising society's standard of living through the development of jobs and wealth (Munyoro and Chimbari, 2019).

Furthermore, agriculture plays a vital role in empowering adolescents who are looking for alternative employment. It is also linked to a variety of other facets of development, including infrastructure. Distribution necessitates a solid road network, which is directly related to rural development (Uneze, 2013).

Agripreneurship creates jobs and directly lowers abject poverty through income and food security; it also assures proper nutrition and minimises the health burden caused by lifestyle diseases (Otache, 2017; Uche and Familusi, 2018).

Simply put, agripreneurship is a long-term community-oriented entrepreneurial activity that turns agricultural works into a business. Agripreneurship becomes a direct influencer of a developed rural economy as the business continues to revolve and production means improve (Kumar, 2020). According to several studies, agripreneurship is a national asset since it helps to stimulate the economy at all levels, reduces food costs, improves access to quality food for the poor, and provides multiple revenue streams in urban and rural settings (Kumari, 2017).

2.12. WHAT IS INVOLVED IN THIS PROCESS

Agripreneurship refers to the idea of raising agricultural standards. It employs modern production procedures and techniques to keep up with these standards and improve output. The process commercialises agricultural activities by always looking for new ways to meet demand and, as a result, improves the rural economy. In between these efforts, agripreneurs must take a noteworthy level of risk if they are to expand their

operations and seize market opportunities (Kumar, 2020). Things change, and so do the methods used to run an agricultural business given the nature of its uncertainty. As a result, agripreneurs are preoccupied with developing additional business prospects by assessing strengths, weaknesses, opportunities, and risks in order to expand the business. This process frequently results in the creation of more jobs and, of course, profitability of the company.

Entrepreneurs are those who recognise new business opportunities, take the risk of starting a business, and have the talent and skills to manage and build a business - all while creating wealth and employment. Furthermore, a business exists to make a profit in order to enhance the rural economy and eventually contribute significantly to national economic growth (Jena et al., 2018). Given the dynamic nature of the fraternity, competition, and market interactions, farmer entrepreneurs must comprehend and heed legislation in their sector and linked sectors in addition to being inventive and lucrative. South African poultry farmers are currently implementing the Agoa agreement between South Africa and the United States.

This appears to be a time-consuming exercise. One might wonder if small-scale farmers can become entrepreneurs. Of course, it is a journey of a milestone. Farmers all around the world have demonstrated a remarkable ability to implement inevitable change while inventing a plethora of new ways to run their farms. However, smallholder farmers face numerous challenges, some of which are unfamiliar to them. Small-scale farmers can only survive if they understand the market in which they operate and know when to take a risk and when to introduce something new to the market.

According to Singh (2013), an entrepreneur must always find means to keep things operating and stay in the market. More than basic business skills, such as personality and expertise, agripreneurs must invest in new products and efficient production methods to meet the expanding demand for production.

Singh (2013) emphasises ingenuity as a skill that blends conceptual thinking with knowledge of the corporate environment, an eye for opportunities, and inventiveness. This collection of skills assists the agripreneur in refining current processes and products as well as improving problem-solving skills. There will be no new products until innovative thinking is applied. Being innovative necessitates an understanding of the value chain as well as capital. This means that the agripreneur must be a good

leader in order to drive change, manage it, and keep the business operating. All of this is hard if the leader is not motivated, persuasive, and dedicated. At the same time, people skills are required since agripreneurs, or job creators, must manage goal-oriented teams. This boils down to good interactions (stakeholder relations), as everyone in the value chain is crucial to the business's success.

Entrepreneurs understand that their network is their most valuable asset. They gradually construct a large network of industry stakeholders in order to establish new commercial initiatives. According to McElwee (2006), three personality qualities distinguish a farmer from the rest. To begin with, they initiate more than others. Second, they look for opportunities and solutions. Finally, entrepreneurs do not simply take chances; they take calculated risks. A good entrepreneur discovers strategies to manage a risk after taking it (Strydom et al., 2016).

2.13. HOW IT CAN BE PROMOTED

Given that agripreneurship contributes significantly to South Africa's GDP, the next most important thing would be to nourish it. Donors, financial institutions, and governments should design strategies to encourage agripreneurship through sound policies and enabling infrastructure, so that even young people are inspired to pursue it. The government can enact the necessary policies and regulations, as well as establish strong institutions and provide enough infrastructure. Not that the government can do anything to promote agribusiness. Where the government cannot do much, the private sector must step in and provide the necessary capital, market access, and collateral. This would have a huge impact on the industry. The private sector is also capable of delivering high-quality seeds, agrochemicals, and processing facilities (Stevens, 2017).

The most serious of them all is the land question. The first requirement is to provide land so that the marginalised can participate in their own growth as well as the development of the economy. They are considered risk borrowers, and there is a need to improve access to credit for this group in order for them to increase productivity and acquire the necessary machinery.

Stevens (2017) discovered that institutional support is present in every successful attempt at entrepreneurship. It might be more than just a capital injection; it could also be measures that make access easier and create a more conducive environment. These policies promote infrastructure development for the advantage of agribusiness.

Another study, Modiba (2009), highlighted issues that hampered development and inhibited the spirit of entrepreneurship in around 70% of the farming community:

- Inadequate training
- Strict access to finance
- Unconducive legislation around access to land, and contractual rights
- Lack of strong will and risk-taking
- Demotivating factors around entrepreneurship
- Lack of information and access to markets
- Poor, or lack of, storage facilities
- Poorly maintained, or a lack of, infrastructures such as electricity and industrial equipment
- Lack of advisory support from government officials and high crime rate.

Therefore, providing agripreneurs with the above-mentioned requirements, which are believed to be obstacles in the enhancement of agripreneurship, will aid in boosting agripreneurship.

Youth could use technology to promote agriculture, especially since the fourth industrial revolution transformed how agriculture was carried out, allowing for more successful harvesting (Altieri, 2018). According to Saravanan and Suchiradipta (2015), information and communication technology may modernise agriculture and attract youth to participate in it, and the youth can best employ technology in agriculture. Agriculture's priorities are shifting in response to changing times and demands. It is commonly known that in today's developing world, youth and technology are compatible concepts. Youth may bring technological improvements to agriculture, and given that the current generation has lost interest in agriculture due to its non-remunerative nature, technology can drive them to participate in agribusiness.

2.14. AGRIPRENEURSHIP'S CONTRIBUTION TO LOCAL ECONOMY

Kumar et al. (2014) highlighted the potential of agripreneurship in boosting the economy at the highest level. They claim it stimulates the economy by increasing job opportunities, increasing income, and raising living standards in both urban and rural communities. At the same time, food costs are reduced, stable supply is ensured, and diet plans among the urban and rural poor improve. It also diversifies revenue and promotes entrepreneurship in related industries.

2.15. AGRIPRENEURSHIP AND EMPLOYMENT CREATION

According to Obayelu (2019), youth unemployment is pervasive, and this has consistently led to structural social ills. A viable solution would be to empower the youth through various agricultural training programmes that educate them how to discover possibilities and invent new ways of generating revenue. The agricultural industry is linked to many other sectors, demonstrating that agripreneurship is well positioned to help diversify income and offer different employment opportunities in rural settings where most youngsters are marginalised. As a result, the Gross Domestic Product will grow, while the standard of life in afflicted societies will improve (Bairwa, 2014; Vinoth and Aramasivam, 2016).

According to Obayelu (2019), various organisations have begun programmes to empower youth in agriculture in order to ensure that the youth are constructively involved in embracing agriculture as a means of creating jobs and earning a good livelihood. The International Institute of Tropical Agriculture (IITA) launched the IITA Youth Agripreneurs model in August 2012, with the aim of creating a space for youth employment and providing unique opportunities for youth to obtain skills for increasing agribusiness.

Agriculture will continue to be a key source of employment and GDP contribution because it is the primary sector. Alam, Hoque, Khalifa, Siraj, and Ghani (2009) feel that cultivating agricultural entrepreneurs has the potential to address a variety of socioeconomic issues in rural communities.

Furthermore, Mabaya et al. (2011) argue that persistent structural poverty could be dismantled if there was a concerted effort to achieve food security by developing a competitive edge in the agro-business sector. Such collaboration in developing

countries could serve as a proactive employment strategy for a country's self-sufficiency and the sustainability of rural communities.

2.16. DEVELOPMENT OF AGRICULTURAL SKILLS

On the African continent, there have been many agricultural training programmes. However, it appears that these efforts are being undermined by a shortage of crucial skills for expanding the sector. This is because the curriculum is out of date with the most recent changes in the field, and graduates join the labour market lacking the necessary skills for the private sector. In addition, the curriculum does not promote agricultural entrepreneurship. Furthermore, consistent management programmes do not fulfil agricultural training. This is a disadvantage because managerial skills evolve and the industry provides new conditions that necessitate an adaptable leader (Carr, 2016).

Since the agribusiness evolves and buckles as a result of climate change, increased access to training material through website portals can be one of the strategies used to enable agripreneurs to participate in continuous learning and adaptation. These web resources can also assist them in the development of business concepts and the forecasting of market trends. Such programmes can be integrated into efforts such as YAP and ENABLE Youth, where they can be taught in a blended approach while also providing assistance to independent agripreneurs (Carr, 2016).

According to Ravindra and Sweta (2015), a farmer must also be able to recognise marketing possibilities and optimise resources in order for the business to not only survive but also prosper. Curiosity, combined with determination, is what drives a farmer to display organisational abilities and inventiveness. These skills are not innate; they must be learned through formal education.

If formal education is not an option, farmers can learn new skills and best practises through skills transfer. Fieldwork, workshops and seminars, and farmer institutes can all help to transfer these skills (Ravindra and Sweta, 2015).

Ravindra and Sweta (2015) further outline that farmers must be environmentally conscious. The first understanding should include technicalities such as soil type, equipment used to till the land, effective communication, team building, and a desire for independence, among other things. Furthermore, Ravindra and Sweta (2015)

indicate that being self-sufficient and confident as a farmer aids in the transition from medium-level skills to completing complicated activities such as improving technology, developing investment patterns, designing, raising loans, and mastering equipment.

2.17. EDUCATION AND AGRIPRENEUR

A high level of education is associated with a high level of awareness. People with education can take advantage of opportunities. The same holds true in business. Financial literacy and problem-solving skills are essential components of education. These skills put one in a better position to plan and surpass the competition. Learning from experience is another key aspect of education. People who have operated businesses have a better chance of becoming entrepreneurs because they can avoid unnecessary risks and mistakes.

According to Uche and Familusi (2018), one key aspect of agripreneurship education should emphasise food security, but there must also be adequate and relevant infrastructure for such a teaching and learning process. This, however, does not advocate for a change in the current curriculum, but rather for a supplement that addresses contemporary development needs.

In addition, a strategy that promotes sustainable food security must be implemented to target agricultural export markets in order to keep up with an increase in commodity levels caused by expanding agripreneurship activities.

The envisaged agripreneurship tax might be used to fund training and research in the sector. Another motivator may be the acknowledgement of successful agripreneurs at the smallholder level through merit awards. The awards already exist, but they exclusively recognise 'achieved' businesses and have primarily benefited politicians whose contributions to the GDP have been limited. Furthermore, agricultural vocational skills have the potential to upskill students and improve their enthusiasm in establishing an agricultural business.

Ravindra and Sweta (2015) defined skills as the practical knowledge required to carry out farming tasks and run a business. The skills begin with understanding of soil science, the use of land tilling equipment, interpersonal skills, team management, and a desire to tackle a new difficult task while evaluating risks and mitigating challenges.

2.18. AGRICULTURE AND SUPPORT/MENTORSHIP

Any business start-up needs support in many ways, but most importantly advice and training. Mentorship links farmers to technical knowledge as well as information about the market. A network of agripreneurs can create a solid benchmark from which smallholders can improve their trading (Mahesh, 2018).

As Yami et al (2019) puts it, engagement of rural youth in agripreneurship has become a crucial strategy in creating employment opportunity in Africa. To this effect, there have been several government initiatives but there has not been proper monitoring and evaluation. So, there is no paperwork on what worked and what did not. Hence, it is hard to create an evidence-based policy. This solicited research into the matter to try and understand the outcome of government and development partners' initiatives. A broad literature review took place by adopting a deductive coding approach. The findings showed that notwithstanding challenges therein, the initiatives borne fruit across the continent.

Additionally, another form of support, according to Yami et al (2019), was the integration of financial support for start-up youth-run agribusinesses. Also, capacity development and continuous mentorship on technical and financial aspects successfully empowered youth in agribusiness. From this, further recommendations endorsed integration approach as the best mechanism that recognizes the diversity of youth and shared capacity building. The approach also considered opportunities and limitations concerning access to resources.

Anyidoho (2012) indicate that political commitment to engage youth agribusiness is growing in Africa. One of the commitments was the African Youth Charter (AYC) initiated by the African Union in 2006. Another was The Declaration of the Youth Decade Plan of Action (2009 - 2018) as well as the establishment of the youth desk in the New Partnership for Africa's Development (NEPAD) and the Comprehensive African Agricultural Development Program (CAADP). The pursuit of these various strategies has development and interventions implemented by many African government and development partners to facilitate youth engagement in agribusiness. This includes among others the use of technologies in agribusiness, skills development, facilitating access to resources and training on financial literacy, which enhance youth to deal and manage money.

2.19. YOUTH UNEMPLOYMENT

According to Van Aardt (2012), youth unemployment is worsening in South Africa, and the presidential State of the Nation Address in 2019 reported that more than half of youth were unemployed. Young people struggle to get jobs in the formal sector as a result of the economic downturn. A lack of experience and skillset required by different employers also factor in. Therefore, youth needs to create their own employment opportunities.

Obayelu (2019) points out that the challenges associated with unemployment can be resolved by motivating and training the youth through programmes of agricultural development to provide them with the opportunities of being self-employed or being employers in agriculture and generate income.

In terms of Statistics South Africa's Quarter 1 (Q1) of 2019 report, young people aged 14-34 were unemployed while education or training was at 40.7%. The number of unemployed youth in the Sekhukhune District was 378 254 - disturbing statistics. According to Addo (2018), youth unemployment is a great challenge in developing countries and South Africa is exempted. Agriculture could provide employment opportunities to many youth if it was supported with investment and conducive legal and policy framework.

It is noted that youth are still vulnerable to the labour market in South Africa. Youth unemployment is a global phenomenon, therefore is not unique to South Africa. International Labour Organization (ILO) has recorded 71 million unemployed youth aged 15-24 year globally in 2017 and many of them are facing long-term unemployment. Statistics South Africa further said youth unemployment in South Africa decreased to 52.80% in the third quarter of 2018 from 53.70% in the second quarter of 2018. Currently, youth unemployment is at 52.80% in South Africa (<http://tradingeconomics.com>).

2.20. FACTORS AFFECTING YOUTH INTEREST IN THE AGRICULTURAL SECTOR

Despite lucrative careers in agriculture, African youth are largely uninterested in related professions within the sector. This generation is unmotivated to work in the inevitable booming and contemporary agri-food sector (Haggblade, 2015).

This boils down to youth perceptions of the agricultural sector, and convincing them to pursue agripreneurship will be difficult. People become interested in a particular field if they believe it is more feasible and rewarding than other alternatives. According to some students, individuals who grew up in a family of entrepreneurs are more likely to follow in their footsteps since they are exposed to the highs and lows of business from an early age. This is not the case for black South African youth because many did not grow up in such an environment and did not have agribusiness role models (Gomez-Araujo et al., 2019). According to Yami et al. (2019), this is why most young people have no interest in agribusiness - they have never had successful agripreneurs to look up to as they grew up. When career guidance is limited, individuals' perceptions become more influential in their decision-making. As a result, people continue to base their professional decisions on their perspective rather than an objective expectation of success.

Agriculture does not appeal to young people. Those who are furthering their education prefer white-collar agricultural work (Yami et al., 2019). Village youngsters are hesitant to engage in agriculture because they observe their parents struggle to make ends meet. To some extent, their parents also urge them to pursue a career in agriculture (Miller, 2012). According to Morokong and Pienaar (2019), there is a lot of physical labour and risk involved in agriculture, thus the youth mainly divert to other career prospects in cities, increasing the number of migrations and unemployment each year. Youth are disinterested in the sector owing to its ageing non-remunerative practices and a lack of desire among the elders in transforming how farming is conducted and making farming more attractive than merely a means of subsistence.

Abdullah et al. (2013) state research conducted confirmed that most participants believed that knowledge and attitude towards the agribusiness sector played a huge role in their lack of interest. The study, however, found that the knowledge factor was not as significant as attitudes in this lack of interest. The most influential factors were a lack of family support, government intervention and career fairs.

Haggblade (2015) indicated that there are several ways to motivate the youth to venture into agribusiness. One of those is having access to role models who can demonstrate professional opportunities in the sector and show the social importance of the sector and how lucrative it is. Also, the schooling system could encourage the youth by offering an education that is industry-relevant from basic levels such as

primary and secondary schooling. Education should highlight success stories in the sector. Moreover, as Haggblade (2015) put it, successful agribusiness owners should serve as consultants to the Agricultural Education and Training institutions to generate a practice-based curriculum. It will emphasise the potential of agribusiness and introduce the business side of it.

Usually, agribusiness thrives in a rural context and attracting youth in such settings would help increase employment in Africa. The involvement of young people in agriculture is needed to address numerous challenges such as food security, ageing farmers, unemployment, the technological and digital revolution in the agricultural chain (Addo, 2018).

A career in agribusiness is often left unexplored. Youth who just graduated from agricultural careers believe that agriculture does not suit them, therefore engage in careers they deem befitting of their status. Yami et al. (2019) state that pressure from family and friends, who do not consider agriculture a lucrative career, often makes youth not opt for an agricultural career path.

A common belief in society is that agriculture is not for the most educated, and it leaves the sector wanting and unexplored. Some believe that inspiring youth and their parents to venture into agribusiness will lead to successful agricultural enterprises, and activities managed by their peers through interactive media, especially social media. In addition, there is a need for increased support of agribusiness initiatives in terms of grants, learning materials and media exposure as well as improved infrastructure, especially in rural areas.

It is not to say that there are no strategies geared towards facilitating the engagement of youth in agribusiness. Research shows that there have been interventions by governments and development partners across the continent earmarked to promote agribusiness among youth. However, these efforts did not integrate capacity development, financial support for startups and continuous mentorship.

In a positive light, Yami et al. (2019) said these interventions had borne desirable results in changing attitudes towards agribusiness by young people. In addition, interventions facilitating access to resources have equally been successful in promoting more agribusiness activity. There has been improved financial inclusiveness, increased business management skills, increased learning and use of

ICT in agribusiness, youth startups in agribusiness and gainful youth employment in the agricultural value chains. The interventions implemented to facilitate youths' participation in collective action also produced such positive outcomes as increased access to productive resources, increased market access, increased bargaining power, increased business networks and increased mobilisation toward agribusiness.

Nnadi and Akwiwu (2008), as cited by Magagula and Tsvakirai (2020), indicate that participation of youth in agribusiness has had positive outcome levels, and there has been evidence that young people's unique capabilities have the potential to sustain the sector due to rapid technological change. Yet, most youth still neglect agribusiness as a career owing to multiple misconceptions and limited knowledge and awareness about the field. Hence, changing attitudes and perceptions remains one of the most important strategies to convince rural youth that there is potential in agriculture, and it develops their communities.

2.21. MOTIVATING YOUTH TO CONSIDER CAREERS IN AGRICULTURE AND AGRIBUSINESS

The lack of interest in agriculture among African youth is due to the profession being perceived as a nonprofessional task, particularly direct production, which is associated with getting dirty and being less remunerative. A role model interview, according to Haggblade et al. (2015), has been one of the extremely useful tools for influencing opinions about the sector among rural and urban youth. Haggblade went on to say that the educational system should help promote the field by incorporating case studies that expose students to thriving commercial farming and successful agripreneurs, so that the profession may be recognised as a viable career option even for the educated.

Agriculture's agri-food systems have been improving, and a wide range of professional opportunities have been available. Raising awareness about these issues has the potential to change young people's perceptions of agriculture. Typically, urban youth value science education, and emphasising the socioeconomic importance of agriculture as well as its scientific significance might assist change attitudes in the sector's favour. As a result, the education system is thought to be one of the key drivers of changing negative perceptions, particularly through the incorporation of inspiring

case studies in science and social science education, particularly in primary and secondary schooling.

According to Ndedi (2009), the higher education sector must address unemployment by incorporating entrepreneurship training into the curriculum. There are various standard components prevalent across organisations and settings, despite the fact that a vast range of curricular methodologies exists. These writings and projects must be organised in order to present the concept of entrepreneurship and provide students with hands-on involvement and working models as they develop as entrepreneurs. Students should learn how to run a productive business so that they can perceive themselves as role players in job creation and eventual participants in the country's economic prosperity.

2.22. HOW NATIONAL POLICIES AND IMPERATIVES IMPACT ON AGRIBUSINESS

- **Development of Small and Micro-Enterprises**

According to the Sekhukhune District Integrated Development Plan 207/2018 (20), an empowering condition should be created through legislation in order to harness the entrepreneurial capacities available in local communities. These skills would help with self-employment as well as the employment of other job seekers. To address the issue of unemployment, the Sekhukhune District Municipality has implemented interventionist measures through the Local Economic Development Strategy.

- **Agriculture and agro-processing strategy proposals**

The Integrated Development Plan 207/2018 (20) of the Sekhukhune District Municipality also emphasises increased investment in creating new market linkages for small-scale farmers in communal and land reform areas. Preferential procurement mechanisms to ensure that new agricultural entrants may also access these markets are included as part of comprehensive support packages for farmers.

2.23. RESOURCE AVAILABILITY

Interventions aimed at facilitating youth access to resources resulted in a beneficial impact. Land reform programmes were one of the initiatives, allowing youth to obtain

land for agricultural purposes and participate in the sector's value chain. These young people received competitive grants, funding, and established business networks.

Youth could use technology to develop agriculture, especially in the age of the fourth industrial revolution, when machinery allows for more efficient harvesting (Bryceson, 2002). According to Suchiradipta and Saravanah (2020), information and communication technology can modernise agriculture and attract young people. Agriculture's priority changes in response to changing times and demands. It is commonly known that today's youth in the developing world understand technology better and innovate around agricultural technology. Since this youth are less engaged in agriculture due to its non-remunerative nature, technology can stimulate them to participate in agribusiness through innovation.

- **Infrastructure**

Rural infrastructure is lacking, despite widespread notion that this is where the majority of agricultural production occurs. However, South Africa ranks among industrialised countries in terms of infrastructure and technological development (Snapp and Pound, 2017), and farmers have access to any information technology that might help them grow their enterprises. However, there is a disparity in access to such technologies between established commercial farmers and smallholders. The availability of low-cost technology, such as cellphone banking and procurement processes, has gained hold around the world, bridging the gap between emerging and established agriculture businesses.

To function properly, agriculture relies heavily on the transport network, ICTs, irrigation, and electricity. These infrastructures support the reliable and cost-effective movement of raw and processed products, as well as the advancement of the supply chain. Notably, energy has emerged as a critical infrastructure for successful farming, with power outages and high premiums during crises posing challenges. The second essential infrastructure that has proven to be an impediment for smallholders is transportation, because effective distribution promotes agribusiness competitiveness (Adenle et al., 2017).

Furthermore, Ravindra and Sweta (2015) note that, while the government has made advances towards creating rural entrepreneurs, development is sluggish since the present infrastructure is unsuitable for rural enterprises.

- **Land**

Previously, land ownership was segregated, resulting in massive inequities in land and land usage. The Natives Land Act 27 of 1913, for example, prohibited black land ownership and set the groundwork for apartheid and territorial segregation. To right the wrongs of the twentieth century, the democratic dispensation sought to remove racially discriminatory laws and practices by establishing land reform programmes (Kloppers, 2014).

As previously stated, land is the first asset that agripreneurs require in order to join in the agricultural sector. Sebola and Tsheola (2014) believe that access to land for production is an essential requirement for the poor to reap the benefits of agricultural growth. However, young people have found it difficult to gain access to this vital resource. In 1995, the government intervened by launching the Settlement/Land Acquisition Grant (SLAG), which aimed to enable effective access to land for production purposes. The programme anticipated that if black people were given financial support, they would participate in the 'willing-buyer, willing-seller' model and begin trading in agriculture. Regrettably, the Land Acquisition Grant was insufficient. The government was compelled to reconsider its intervention strategies as a result of this. Following that, in 2000, it developed the Land Redistribution for Agricultural Development (LRAD) initiative, which was aimed at the poor.

Various scholars' reviews of the LRAD programme revealed that land reform was effective in terms of the amount of land redistributed. However, the increase was not spared criticism. The beneficiaries' support, according to the concerns, has received little attention. Furthermore, the land reform programme did not include a commercial incentive that enhances the relationship between the market and the state. Following the distribution to beneficiaries, there must be a stimulation of economic activity in the market. On the contrary, newcomers with little to no experience are frequently struck the hardest because they do not receive support.

- **Agricultural credit**

Credit is seen as a critical factor in enhancing agricultural productivity (Machete, 2004). The main barrier for local businesses is capital, and they are typically classified

as having limited purchasing power and no competitive advantage, resulting in minimal sales and profits (Ravindra and Sweta, 2015).

Furthermore, Ravindra and Sweta (2015) observe that a shortage of resources is emerging as the modern largest difficulty as a result of global economic recessions. As a result, rural purchasers struggle to maximise profit and overcome their poor purchasing power status. This has a direct and negative impact on the pricing of goods and services. According to Mabaya et al. (2011), start-up capital varies from one business to the next. One company may require a large amount of money, whilst another may just require a small amount to maintain cash flow. It all depends on the size of the company. This should be used as a baseline for determining the level of support required for start-ups. Therefore, easing access to credit is key to raising agricultural productivity. Most governments established parastatals to channel credit to emerging farmers in order to boost agricultural development. In South Africa, parastatals were founded in former homelands to facilitate commercial farmers' access to credit. The Land Bank and the now-defunct Agricultural Credit Board were founded afterwards. As some of these parastatals collapsed, smallholder farmers were left without credit. The Land Bank was then forced to fill the void left by the dissolution of some homeland parastatals. The Land Bank was created on the principle of including people who had previously been denied credit. Although the Land Bank excelled at filling gaps through loan provision, it did not improve the chances of small-scale farmers obtaining credit. After recognising this shortage, the government created the Agricultural Credit Scheme in order to expand credit to smallholder farmers. As a result, the Land Bank shifted its concentration to lending in order to meet the credit needs of smallholder farmers (Machete, 2004).

- **Access to markets**

According to Modiba (2009), development into broader markets for smallholder farmers remains a pipe dream since remote markets force farmers to supply their products mostly to street vendors within their district area. Such a constraint confines farmers to their immediate surroundings - the local economy. This is a tipping point where access to marketing facilities must be prioritised to assist in improved production planning, expansion and better prices, lower risks, and resource optimisation.

Mabaya et al. (2011) observed that the South African market is being monopolised by food corporations who centralise the supply chain and create barriers to market entry for new entrepreneurs. It is difficult to secure contracts with these big retailers since they control all means of production and distribution.

Mabaya et al. (2011) further stated that it is vital for new farmers to trade in areas that have high demand and supply products that are highly in need to have a share of the pie in the market. This is because the food retail industry is highly concentrated. If new farmers entered the market with high-value products and less quantity, demand would rise. Price fixing also factors in as a challenge for new farmers since the large corporations in urban areas dominate the market (Ravindra and Sweta, 2015).

- **Lack of technological dissemination**

Internal linkages, according to Stevens (2017), are the main driver of the movement of goods and services, as well as information, because rural entrepreneurs do not have full access to information technology.

- **Legal formalities and regulations**

According to Stevens (2017), it is difficult for rural entrepreneurs to comply with legal formalities in getting licences due to farmers' inexperience, less knowledge, and illiteracy.

- **Lack of technical knowledge and availability of resources**

A lack of technical skills and training equipment has been identified as a major barrier for rural entrepreneurs. These farmers cannot afford raw materials and must settle for inferior quality, while storage is also a challenge (Stevens, 2017).

- **Low skills level among farmers**

Rural agricultural businesses do not attract highly skilled workers, and turnover rates are high. Because of their poor literacy levels, the available staff members require training. As a result, the issue of language becomes a barrier (Stevens, 2017).

2.24. THE BENEFITS OF YOUTH ENTREPRENEURSHIP IN AGRICULTURE

According to Haggblade et al. (2015), agripreneurship does more than feed the nation; it also feeds directly into the country's employment canals. The sector not only generates income for owners, but it also improves the livelihoods of many people. Employees earn a living while the business makes money, and both contribute to economic growth. According to Haggblade et al. (2015), agribusiness is an active sector in reducing high rates of unemployment and poverty.

- **Social and economic benefits**

According to Carr (2016), successful agripreneurs who are economically viable provide their family with adequately safe and nutritious food, medical aids, and schooling for their children. Agripreneurship enables them to acquire resources for their families, while poverty depletes family resources.

- **Net income**

Carr (2016) says: "The acquired quality produce can be sold to generate income and cash flow to maintain farmers' families and to sustain their businesses."

- **Sustainability**

According to Carr (2016), the agricultural sector is dynamic and adopts new farming methods regularly to enhance business operations and maximise profit. This ensures the business continuity and its consistent contribution to the GDP.

2.25. CONCLUSION

Agriculture has made a significant contribution to economic growth. The sector contributes to poverty reduction and food security by providing produce and job opportunities to the majority of people, and it ultimately provides exports to countries. Commitments to engage youth in agripreneurship produce better results, and both the government and the business sector can invest in youth projects by providing start-up money and agripreneurship training. Government policy favoured white farmers over black farmers; for example, the Native Land Act places harsh restrictions on black farmers. Because these pieces of legislation made it impossible for black people to own huge tracts of property, they prepared the way for black people to fall into poverty.

Democracy enabled the government to implement a land policy that supported programmes like as land redistribution, tenure reform, and reinstitution. Agribusiness has a large multiplier effect since it provides farmers with inputs and connects them with consumers. Agriculture contributes a significant portion of overall South African exports, accounting for around 7.6% of total South African exports. Agriculture accounts approximately 7% of all formal employment. Agripreneurship is the transformation of agricultural activity into entrepreneurial activity. There is a need to develop an environment conducive to agripreneurship, such as economic and financial incentives. The government should enact rights policies in areas where the government cannot do much; the private sector should step in by giving access to finance, inputs, and markets. Agriculture-focused courses are essential to improve agripreneurship skills and encourage employees.

According to Steven (2017), business skills and quality are crucial competencies for agripreneurship for farmers to execute high-value tasks that will propel the enterprise to greater heights. An entrepreneur requires a wide range of competencies, knowledge, skills, and behaviours in addition to their traits. Agripreneurs must be risk-takers who can spot opportunities early on.

Small-scale farmers must transition from agriculture to agripreneurship in order to sustain their farming activities and contribute significantly to the country's economic growth. The government and private sector should develop a good climate for agricultural entrepreneurship by providing land, electricity, and water.

The following chapter describes the data collection methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. INTRODUCTION

The preceding chapter reviewed the literature on agripreneurship and its economic roles. In general, literature acknowledges that agripreneurship can provide employment opportunities for youths through agribusiness. However, it remains an open question in the case of South Africa, as trends in the literature indicate that the black majority is hesitant to embrace agripreneurship despite government backing. This necessitates the need to put one's foot on the ground; thus, this empirical study to investigate the roles of youth agripreneurship on job creation in the Sekhukhune District. This section focuses on the research design and methodological procedures utilised to answer the study's research questions. According to Fraenkel et al. (1993), research design is "the set of methods and procedures used in collecting and analysing measures of the variables specified in the study's problem statement." In addition, the chapter discusses the targeted population, sampling, and data collection methods.

3.2. RESEARCH METHODOLOGY DEFINED

Rajasekar et al. (2013) define research methodology as "It is the method by which researchers describe, explain and predict phenomena through their work." According to Creswell (2014), "it is a science of studying how research is conducted systematically." As a result, research technique can be alluded to as a way for addressing the study's problem statement."

This section describes the research design used in this study, as well as the general approach the study adopted in carrying out the research project. This chapter also discusses the study's sample, the procedures used to collect data, and the tools used to analyse the data collected.

3.3. RESEARCH DESIGN

Research design is a framework created to find answers to research questions (Williams, 2019). Research design covers a wide range of phenomena and it is the

application of the scientific method in searching for the truth about a phenomenon (Zikmund, et al., 2013). Moreover, research design involves the systematic investigation of a phenomenon to develop or increase knowledge of that phenomenon (Bryman and Bell, 2011). This study follows a case study and exploratory research design. A case study research approach was chosen because “it allows in-depth explorations of complex issues in their real-life settings, and the approach is well recognized in the fields of business, law, and policy” (Crowe et al., 2011). This method is chosen following Williams (2007), who outlines that “data collection for a case study is extensive and draws from multiple sources such as direct or participant observations, interviews, archival records or documents, physical artefacts, and audio-visual materials”. In this project, semi-structured interviews were used to engage the participants. “Research is important because of its contribution to knowledge, which is valued at various levels of social life. Throughout society, people rely heavily on the outcomes of research to form judgments, make decisions, and take actions that involve people's lives and the expenditure of valuable resources,” (Bryman and Bell, 2011).

In view of Sekaran and Bougie (2010), “Exploratory study is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past.” Consequently, this study is also exploratory as it sought to identify the neglected roles of agripreneurship in creating employment for the youth in South Africa. “Exploratory research is not intended to provide conclusive evidence from which to determine a particular course of action; in this case, the aim is to clarify ambiguous situations or discover ideas that may be potential business opportunities,” (Zikmund et al., 2013).

3.4. RESEARCH METHODS

Three research approaches can be used in conducting research - qualitative, quantitative, and mixed methods (Grover, 2015). Given the explanatory nature of this study, the qualitative research method was used to gather primary data from the agripreneurs in Sekhukhune District.

3.4.1. Qualitative Research

According to Patton (2014), “Qualitative research emphasises that the researcher takes a more personal role, generates theory (inductive approach) and collects words and images in an in-depth manner, to achieve a subjective description, exploration or an empathic understanding.”

Williams (2019) add that “qualitative research provides insights and understanding of the problem settings. It is an unstructured, exploratory research method that studies highly complex phenomena that are impossible to elucidate with quantitative research. Qualitative research is used to gain an in-depth understanding of human behaviour, experience, attitudes, intentions and motivations based on observation and interpretation, to find out the way people think and feel. It is a form of research in which the researcher gives more weight to the views of the participants.”

Newman and Benz (1998) point out that qualitative research methods are included under the heading ethnography, such as case studies, field studies, grounded theory, document studies, naturalistic inquiry, observational studies, interview and descriptive studies. Qualitative research designs in social sciences emanated from traditions in anthropology and sociology, where the philosophy highlights the phenomenological basis of a study, the detailed description of the meaning of the phenomena for the people or culture under investigation.

Creswell (2014) says qualitative research unpacks meanings that individuals or groups of people give to a social or human problem. Researching, therefore, entails developing questions and procedures, research context, data analysis developing from specific to general subjects and data interpretation. A qualitative researcher studies phenomena in their natural settings to construe the concepts as reflected by the people being studied. In short, qualitative research gathers empirical information.

Agripreneurship and youth employment depend on human behaviour, experience, attitudes and inspiration, to understand all these needs in-depth information and qualitative research methodology is a perfect fit. “Qualitative research is generally

characterised by inductive approaches to knowledge building aimed at generating meaning. Researchers use this approach to explore, to robustly investigate and learn about the social phenomenon; to unpack the meaning people ascribe to activities, situations, events or artefacts or to build a depth of understanding about some dimension social life,” (Leavy, 2017). Qualitative techniques are critically beneficial in situations where the subject is too complex to be understood by close-ended response or without hypothesis. Qualitative research is feasible in instances of constrained budgets and restricted sample sizes. If a large number of participants cannot be secured for a quantitative study, the few available participants can be better understood with in-depth interviews.

This research focuses on agripreneurs in the Sekhukhune District. They are only a few and can be well understood through in-depth interviews. According to Leavy (2017), “the benefit of qualitative research is that it can paint a picture of a phenomenon that might be hidden with a more dispassionate quantitative review. The nature of the qualitative research method means that some useful data is always generated, whereas an unproven hypothesis in a quantitative experiment can mean that a lot of time has been wasted. Qualitative research methods are not as dependent upon sample sizes as quantitative methods. Case studies, for example, can generate meaningful results with just small sample groups.” To attain a bias-free conclusion in this regard, it is imperative that the information required to process the results be gathered from the ground. For instance, perceptions about the phenomenon need to be extracted from the youth. Given such views, it is reasonable to classify the research as qualitative.

This study explored opportunities and challenges associated with youth around agripreneurship using empirical evidence from the Sekhukhune District in Limpopo Province. The data was gathered from interviews with the youth to establish their perceptions about the phenomenon. Hence, the study employed a qualitative approach to soliciting a depth understanding of how youth perceive agribusiness.

3.4.2. Quantitative Research

According to Creswell (2014), quantitative research is "an approach for testing objective theories by examining the relationship between variables." These factors, in turn, may often be measured on instruments, resulting in numbered data that can be

analysed statistically. Deductive approaches to the research process characterise quantitative research. It is aimed at proving, disproving or lending credence to existing theories. Furthermore, according to Leavy (2017), "this type of research involves measuring variables and testing relationships between variables to reveal patterns, correlations, or casual relationships. The main advantage of this approach is that it allows you to collect a wide range of data from a large number of people."

3.4.3 Mixed Research Method

Quite self-explanatory, a combination of qualitative and quantitative research methods forms mixed research. This approach was instituted to mitigate the limitations of both the research methods (Caruth, 2013). "A mixed-method approach is time-consuming, there is the possibility of unequal evidence, discrepancies between different types of data, and the risk that participants might not be willing or able to participate in both phases," (Small, 2011). Despite these shortcomings, "mixed methods allow a researcher to view problems from multiple perspectives to enhance and enrich the meaning of a singular perspective," (Small, 2011).

3.5. AREA OF STUDY

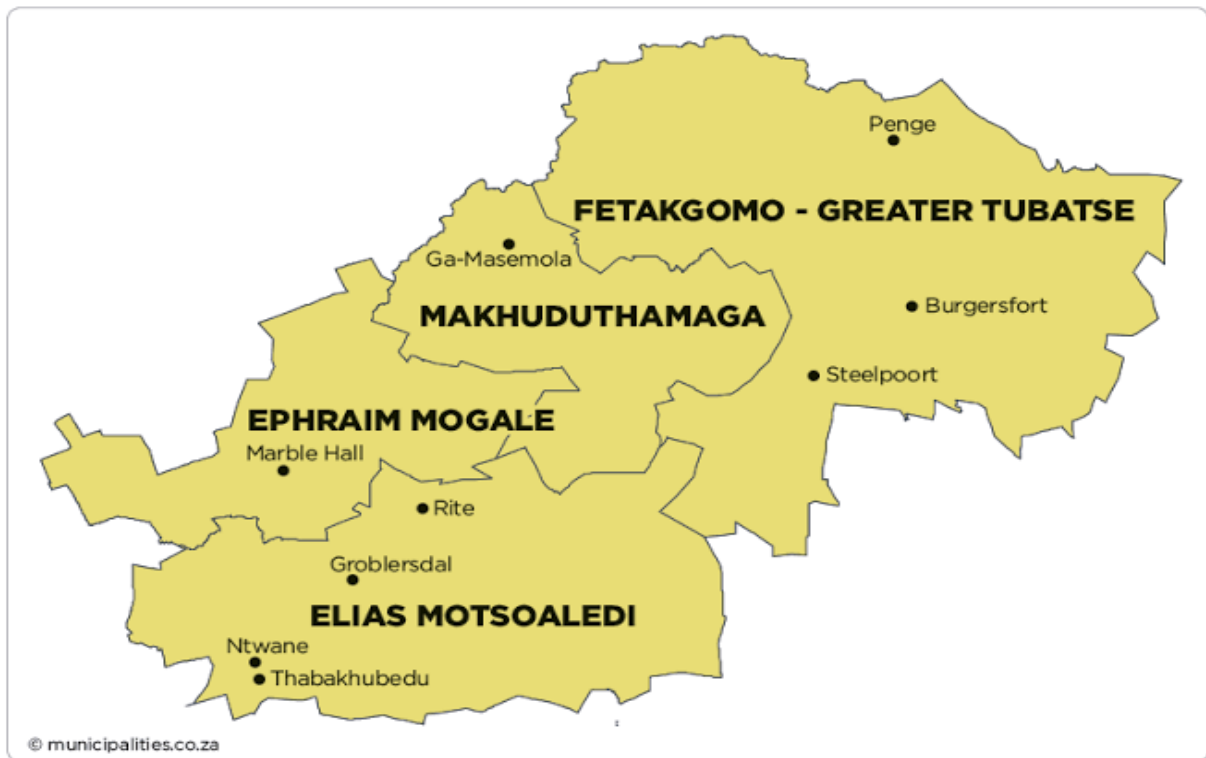


Figure 3.5.1: Sekhukhune District Municipality Map. **Source:** <http://municipalities.co.za>

The research was conducted in the Sekhukhune District Municipality that is made up of four rural, local municipalities: Elias Motsoaledi, Ephraim Mogale, Makhuduthamaga Municipality, and Fetakgomo Tubatse.

3. 6. POPULATION

According to Kelly et al. (2003), “Research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that research is done. A research population is also known as a well-defined collection of individuals or subjects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or traits. However, owing to the large sizes of populations, researchers often cannot test every individual in the population because it is also expensive and time-consuming.” Currently, youth agripreneurs in the Sekhukhune District Municipality are only 15, as depicted below:

Table 3.1.: Targeted Population

Municipality	Number of youth agripreneurs
Ephraim Mogale	4
Elias Motsoaledi	2
Makhuduthamaga	2
Fetakgomo Tubatse	7
TOTAL	15

The targeted population of this study is all agripreneurs in the Sekhukhune District, within the municipalities depicted in the table above. Therefore, data will be collected from the four municipalities.

3. 6.1 Sampling Method

The sampling procedure is all about selecting the most relevant segment from a larger population for the researcher to draw dependable conclusions on the population being studied (Krathwohl, 2009). The targeted population of this study constitutes a few individuals; that is, fifteen (15) agripreneurs in the Sekhukhune District. In respect to this, a census was used. Zikmund et al. (2013) explain census as a process of examining human characteristics that culminate in a population. Simply, all interesting facts play an important role in studying that particular population. Census sampling was used in the study because the study has a population of fifteen individuals therefore everyone was allowed to participate. In census sampling, the data that is collected is more reliable, representative and accurate; this is because every item is personally observed. Therefore, the purpose was to avoid omitting important information and obtain detailed information about a small subgroup of farmers. The study covered all youth agripreneurs in Sekhukhune District municipality between the age of 18-35 years.

3.6.2 Sampling Size

This is a case study of the youth involved in agripreneurship in the Sekhukhune District, which comprises four (4) local municipalities. Data will be collected from all the agripreneurs operating in the municipalities. All fifteen (15) agripreneurs are

covered using the census sampling method. Census sampling method will be applied in this case study whereby all fifteen (15) agripreneurs will be covered.

3. 7. DATA COLLECTION

Collecting data entails obtaining information important to the research site (Blumberg et al., 2008). As the research method section explained, this research is predominantly qualitative. Therefore, semi-structured interviews emerged as a viable data collection method for this study. This implies that data was collected using primary sources of a semi-structured interview. This was to avoid misinterpretation of the question and questionnaire forms by respondents. The interviews allowed complete and spontaneous responses from participants. “The value of using semi-structured interviews is to build a holistic snapshot, analyse words, report detailed views of informants, but most importantly, enable the interviewees to speak in their voice and express their thoughts and feelings” (Alshenqeeti, 2014).

3.7.1. Semi-structured interviews

Data were collected through face-to-face semi-structured in-depth interviews. For a semi-structured in-depth interview, the interviewer makes a checklist of topic areas or questions, to give the participants a chance to express themselves (Jamshed, 2014). Northcote (2012) says semi-structured interviews “allow a researcher to determine what variables need further in-depth investigation. This type of interview explores in detail the respondent’s own perceptions and accounts. Semi-structured interviews are often preceded by observation, informal, and unstructured interviewing to allow the researchers to develop a keen understanding of the topic of interest necessary for developing relevant and meaningful semi-structured questions.” A semi-structured interview, as Leedy and Ormrod (2015) posit, has standard questions that the researcher uses and there are one or more individually tailored questions to get clarification or probe a person's reasoning. The questionnaires were distributed through email.

The interviews were conducted on the eve of the outbreak of coronavirus. Just before all the respondents could be interviewed, the lockdown was announced and public and private sectors closed down. This resulted in the five (5) respondents of the 15

interviewed telephonically as this approach is recommended by Mack (2005), who concurred, that phone conversations and interviews with more than one participant also qualify as in-depth interviews. In this telephonic interview, the researcher read out questions to the respondent and the latter responded while the former wrote down the responses.

With those interviewed physically, the researcher for this study used a smartphone to put the semi-structured interviews on record and all participants agreed to be recorded. Capturing the proceedings through tape recording allows the researcher to note information as implied in the later stages when grouping and analysing the data collected from interviewees (Alshenqeeti, 2014).

The recording was complemented by written notes, and the actual comments, observations and perceptions will be reassembled. This was to ensure that the correct expressions and opinions of the respondents were captured. Similar questions were asked with probing for clarity. The similarity of the questions assisted the study to comply with the reliability variable, as Rossouw (2003) cautioned that the reliability of the measuring instrument demonstrated the consistency of the measurement of the study. The responses and feelings from the respondents were compared to obtain an overall picture of their views.

The interviews took seven (7) days between August and September 2020. The researcher travelled to meet the respondents at their local municipalities. To avoid noise destruction, interviews were conducted in a car. Participants were interviewed individually and, therefore, separate time slots were allocated for each participant. The interview with each participant took approximately fifteen (15) minutes on average. The appointment with participants was sought through a phone call two days before the interview.

Table 3.2 below summarises the interview schedule.

Table 3.2: Interview Schedule

Municipality	Number of Youth Agripreneurs	Day	date	Time slots
Ephraim Mogale	2	1	26.08.2020	(16:00 - 17:30)hrs
Ephraim Mogale	2	2	27.08.2020	(16:00 - 17:30)hrs
Elias Motsoaledi	2	3	28.08.2020	(16:30 - 17:15)hrs
Makhuduthamaga	2	4	29.08.2020	(16:30 - 17:15)hrs
Fetakgomo Tubatse	2	5	30.08.2020	(16:00 - 17:30)hrs
Fetakgomo Tubatse	2	6	01.09.2020	(16:00 - 17:30)hrs
Fetakgomo Tubatse	3	7	02.09.2020	(16:00 - 17:15)hrs

The interview questions for this study were organised as follows:

Section A: Gathered biographical information of the participants.

Section B: Gathered information regarding the employees' knowledge and perceptions of agripreneurship.

Section C: Gathered information about the benefits of agripreneurship to the respondents.

Section D: Gathered data about the challenges faced by the respondents as agripreneurs.

Section E: Provided recommendations about the role of agripreneurship as a source of employment for youth.

3. 8. DATA ANALYSIS

According to Blumberg et al. (2008), “data analysis is reducing accumulated data to a manageable amount, developing summaries, looking for patterns, and applying statistical techniques.” This process applies reasoning in the quest to comprehend collected data as simple as possible (Zikmund et al., 2013). This process starts with closely studying the data. As such, the researcher in this study listened to the tape recorder and compared it with the notes taken during the interview session with respondents several times to make sure that they captured their expressions correctly and used computer software called NVivo Starter 11 to analyse the response from the structured interviews.

3.8.1. Thematic analysis

Thematic analysis was used to analyse qualitative data in this study. Quinlan (2011) defines thematic analysis as “a thorough reading of collected data, identifying key areas of focus, and categorising information in order to make a conclusive analysis.” Because qualitative data is characterised by big data, reducing it became an essential step when analysing the obtained data. This was done before editing, coding, and categorising data or data files (Sekaran and Bougie, 2010).

To analyse data means transforming raw data to generate solutions to the investigated problem. The data gathered from the research site forms part of raw data. As indicated, this research used NVivo Starter 11 software to analyse the raw data. Hilal and Alabri (2013) describe NVivo as a computer product developed by QSR International to improve the quality of research work by analysing qualitative data. The NVivo is capable of condensing manual activities and generate important themes, patterns and possible conclusions. The literature review was critical in providing the theoretical justification and enabling the researcher to contextualise the findings of this study. The findings of the literature were then compared with the findings from respondents. The rationale for this was to contrast and confirm the findings from respondents and to deduce the findings for the study. The researcher then aligned the emanating themes to the research objectives.

Recurring themes and patterns were then identified, analysed, and interpreted to enable the study to reach conclusions to be reported. Being a qualitative study Bogdan

and Bilken (1982), describe qualitative data analysis as working with information (which is word-based, not using numbers and not structured), arranging it, splitting it into units, combining it, searching for designs, exploring what is vital and what is to be learned and thinking what to say to others.

The six-step thematic analysis procedure recommended by Braun and Clarke (2006) was followed. First, the researcher familiarised with the data. Second, the contexts of the conversations being conducted were generated. The third step was to search for and interpret collated codes. The fourth step reviewed all themes, while the fifth step defined and named the reviewed themes. The final stage was to write the research report. During the data analysis, direct quotations and textual narratives were used. The study's key themes are divided into four categories: First, an understanding of what agripreneurship is; second, the role that youth agripreneurship may play in creating employment; third, youth perceptions of agripreneurship in reducing unemployment; and last, the challenges and benefits associated with youth agripreneurship.

3. 9. QUALITATIVE MEASURES

- **Credibility**

Credible research work should align with the respondents' perceptions of investigated events. The researcher has to accurately portray the thoughts, feelings and attitudes of the participants about the research problem. Importantly, credible research is when the researcher has interpreted the data validly. As the researcher becomes the storyteller, it is important to tell it like it is and express the participants' experiences (Fraser, 2004). In this study, the researcher safeguarded information from the youth in agripreneurship and correctly interpreted their experiences, perceptions and attitudes, avoiding any falsification. To produce a credible research report, the methods employed play a significant role – qualitative methods become valuable when determining facts about a situation rather than the researcher's perceptions of the situation. There are many ways of establishing facts about the problem in its setting (research site), including in-depth engagement, observation, and discussion with parties involved (Decker et al., 2012).

- **Dependability**

Dependability is questioning if the same result can remain the same if the same processes were to be repeated about the investigated phenomenon (Drost, 2011). Therefore, the research will make use of questionnaire papers or scripts to ensure that the results could be traced. According to (Lodico, 2010), “dependability also refers to whether one can track the procedures and processes used to collect and interpret the data. Good qualitative studies provide detailed explanations on how the data are collected and analysed. Recording devices such as audiotapes and videotapes are used extensively in all types of qualitative research to support dependability. Dependability is increased when research studies discuss how the relationship between the researcher and participants was nurtured and how the interviews or observations were structured. Dependability is often the difference between an experiential report that simply summarises a researcher’s conclusion and an empirical.” Since people’s views about a phenomenon may change at any time, the researcher kept questionnaires scripts for reference purposes.

The dependability of the findings was ensured by triangulating the data collection process, which is the collection of data from different sources to ensure that the insights gained were all-inclusive. In this study, triangulation was implemented through the collection of data from demographically diverse individuals in areas such as levels of gender, age and the local municipality of their affiliation. Confirmability is the degree of neutrality in the findings of a study. In other words, it suggests that the findings are based on participants’ responses rather than any potential bias or personal motivations of the researcher (Corbin and Strauss 2008).

- **Transferability**

A transferable study is when its findings, in a qualitative study, can be generalised or applied to other groups and settings. Often the qualitative study used ‘external validity as synonymous to generalisability of the research findings. Generalisability is not an ultimate aim of a qualitative researcher, but the researcher has to ensure that the findings of the research provide comprehensive descriptions of the context so the consumers of the research report may compare and make judgements about similarities with other contexts. That’s transferability in short.

One may also call it descriptive adequacy. Qualitative investigators put it that qualitative findings can be applied to other people, settings or times to the extent that there are striking similarities to the people, settings and times of the initial study (Yilmaz, 2013). As such, the researcher in this study ensured that the results could be used in other district municipalities of the Limpopo Province by applying thick descriptions in terms of providing a robust and detailed account of their experiences during data collection. Transferability is a parallel concept in qualitative methodology. It is relative and depends on the degree to which noticeable conditions found in the situation studied match those in another situation of interest. The trick to making transferability judgments is to make known all working hypotheses for the study and present a thorough description of the time, the place, the context and the culture in which those hypotheses were salient and related observations were obtained (Decker et al., 2012). Succinctly, transferability is applying the findings in one situation to the other. It is worth noting, though, that, unlike quantitative research, qualitative research is not intended to make generalisations. It is supposed to describe phenomena within certain contexts. However, qualitative researchers can connect their findings to those in other studies to make vigilant associations across settings and people (Tappen and Faan, 2011).

- **Conformability**

To what extent can the qualitative results be corroborated, roughly analogous to objectivity, and quantitative studies is the question that leads to conformability (Ary et al., 2010). Qualitatively, conformability acknowledges that the researcher is entirely tied to the findings. As such, to guard against throwing in personal experiences, the researcher has to establish data, facts, assertions, and constructs, and make sure they are traceable back to their source through a comprehensive narrative. To describe the narrative, the researcher should expound on the logic used to put together the observations into meaningful patterns. The task is to make available both the raw data and the processes used to combine them so that explanations of the phenomena studied can be developed (Spencer et al., 2003). It takes documentation of procedures for revisiting the data all through the study process (Etherington, 2004).

Confirmability of the conclusions was ascertained through an audit trail, ensuring that participants were allowed to provide their input into the word transcripts of their

interviews so that they could point out areas that they felt needed some corrections. All of the fifteen participants were available to confirm that the transcripts were a correct representation of the proceedings of the interviews. The transcripts for all participants were, therefore, included in the final analysis. This procedure helped to establish that the research findings portrayed participants' responses accurately. Lastly, dependability is the stability of the research findings over time (Lincoln and Guba, 1994).

- **Trustworthiness**

Acceptability of the results of the study was improved by ensuring that the research process and the findings were trustworthy. The study adopted four measures of trustworthiness - credibility, transferability, confirmability, and dependability. Credibility establishes whether the research findings represent plausible information drawn from the participants' original data and is a correct interpretation of the participants' original views (Korstjens and Moser, 2018). Credibility was achieved using a purposive sample, which ensured that only those individuals whose knowledge and experience in the agripreneurship industry were selected as participants, thereby producing insights relevant to the study. Transferability refers to the degree to which the findings can apply to other contexts, circumstances and situations (Lee and Lings, 2008). Transferability was ascertained through making constant reference to similar scenarios and cases within youth in agripreneurship in other provinces of South Africa. In this study, it was recognised that youth in agripreneurship in the Limpopo Province is similar to those in other provinces in South Africa.

3.10. ETHICAL CONSIDERATION

- **Ethical clearance**

This research is guided by the provisions of the Turfloop Research and Ethics Committee (TREC) at the University of Limpopo. Permission to conduct this study was applied for and granted.

- **Permission**

Permission was requested by the researcher to conduct the research about the participants' department – Agripreneurs.

- **Informed consent**

Leavy (2014) states that “research subjects have the right to know that they are being researched. The right to be informed about the nature of the research and the right to withdraw at any time. In this research, the research participants were informed about the subject of the research and that they needed to sign an informed consent form.” All participants were informed about the objectives of the study. They were also told that they had the right to withdraw at any time without penalty, and were informed that written consent forms would be issued where required.

- **Confidentiality**

Confidentiality obliges the researcher to protect participants’ identities, places and the location of the research. The research did not in any way disclose the names or identity of the participants and their places (Leavy, 2014).

- **Autonomy**

It is often argued that, in carrying out research, people’s autonomy should be respected. Their capacity and rights to make decisions about their own lives should not be undermined. People’s rights about how they perceive lives and their views are respected (Leavy, 2014).

- **Justice**

According to Miller et al. (2012), study participants should be the first in line to benefit from the research. It means that the research has to adopt processes that are fair, reasonable and non-exploitive.

- **Respect**

Respect and courtesy are the best words to describe the treatment that study participants deserve, especially children and people with senility or mental retardation (Miller et al., 2012). The researcher in this study trod carefully and demonstrated the required respect and dignity.

- **Report**

The study's findings will be made available to all participants.

3.11. LIMITATIONS OF THE STUDY

- **Time constraints**

The study had time constraints, which might have compromised the high level of trust between the researcher and the participants unlike if the relationship was built over time. This may impact on the level of openness during the data collection stage.

- **Limited geographical scope of study**

The study only looked at youth agripreneurs in one district of Limpopo Province. Because the district is largely rural, the study's findings cannot be applied to the rest of the province's youth.

- **Sample size**

The study sample was too small since there were few young people involved in agribusiness at the research site.

3.12. CONCLUSION

This section explained the research methodology adopted for this project. It outlined the research approaches and instruments used to collect data. The elements of the research methodology were outlined through subheadings. i.e. research design, study area, population, sampling method and sampling size, data analysis and interpretation, qualitative measures, ethical consideration, and limitations.

The next chapter presents the findings of the study extracted from the data collected from youth in agripreneurship in the Sekhukhune District Municipality.

CHAPTER 4:

DATA PRESENTATION, ANALYSIS AND INTERPRETATION OF RESEARCH DATA

4.1. INTRODUCTION

The preceding chapter discussed the research methodology and design of the study. More than helping set the framework, the literature assisted in the analysis and interpretation of data from the selected respondents. This section, therefore, comprises data collection, analysis, and interpretation of the interviews with the respondents for the study. The integration of the two enabled the researcher to conclude reporting in the following chapter. For ethical purposes, the respondents were treated with anonymity. To maintain the authenticity of the data provided by the respondents, their comments and remarks were not altered for this study. The data were coded into categories of analysis, which involved the organisation and coding of all data in a way that ensured reliability and meaningfulness. Thus, the previously defined categories (codes) were used to classify the content into explicative categories. Primarily, this chapter's focus is to present raw data and the findings of the research objectives set out in Chapter One and to analyse them. The analysis and interpretation of the data from respondents was carried out in light of all the research objectives, namely:

- To investigate the role that youth agripreneurship can play in creating employment in the Sekhukhune District, Limpopo Province,
- To explore the perceptions of youth towards agripreneurship in reducing unemployment, and
- To identify the challenges and benefits associated with youth agripreneurship.

The following research questions guided the proceedings of this project.

- What role can youth agripreneurship play in creating employment in the Sekhukhune District, Limpopo Province?
- What are the perceptions of youth towards agripreneurship in reducing unemployment?
- What are the challenges and benefits associated with youth agripreneurship?

4.2. RESULTS AND DISCUSSIONS

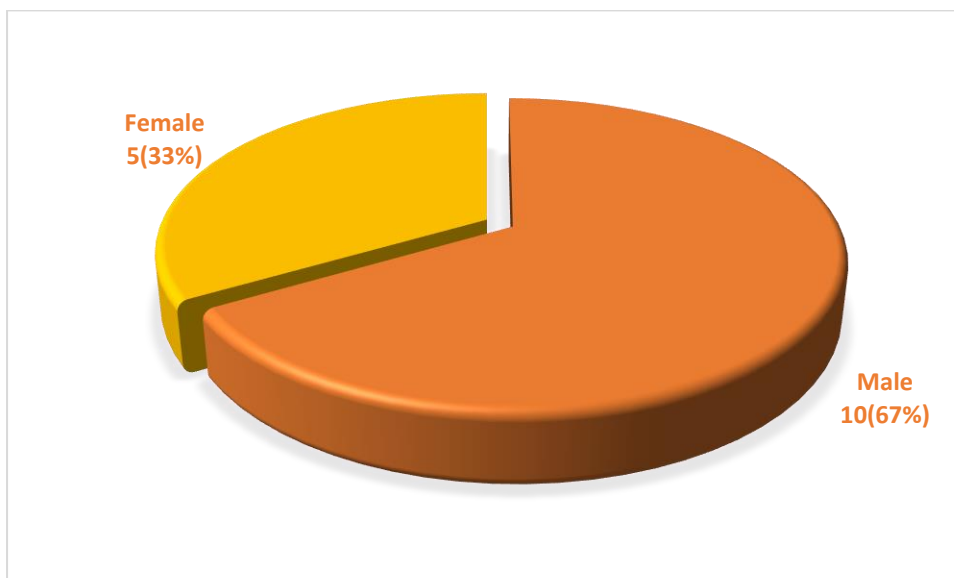
4.2. 1. Biographical Information

Biographical information is like an ice-breaker, providing information about the selected sample. It shows suitability of participants according to age, experience, and academic education as well as gender sensitivity. Petersilia (2013) posits that demographic information refers to socioeconomic characteristics of a population expressed statistically, such as age, gender and name of the municipality. It is vital in describing the characteristics of research participants. The demographical profiles of the respondents are presented and addressed in the variables as indicated above, namely gender, age group and the local municipality of affiliation.

4.2.1.1. Gender of the respondents

Musitha (2018) argues that there is a need to determine the gender of the respondents to enable the researcher to make demographic inferences concerning them. There was a need to determine the gender of the respondents to enable the researcher to make their biographical inferences.

Figure 1: Gender of respondents.

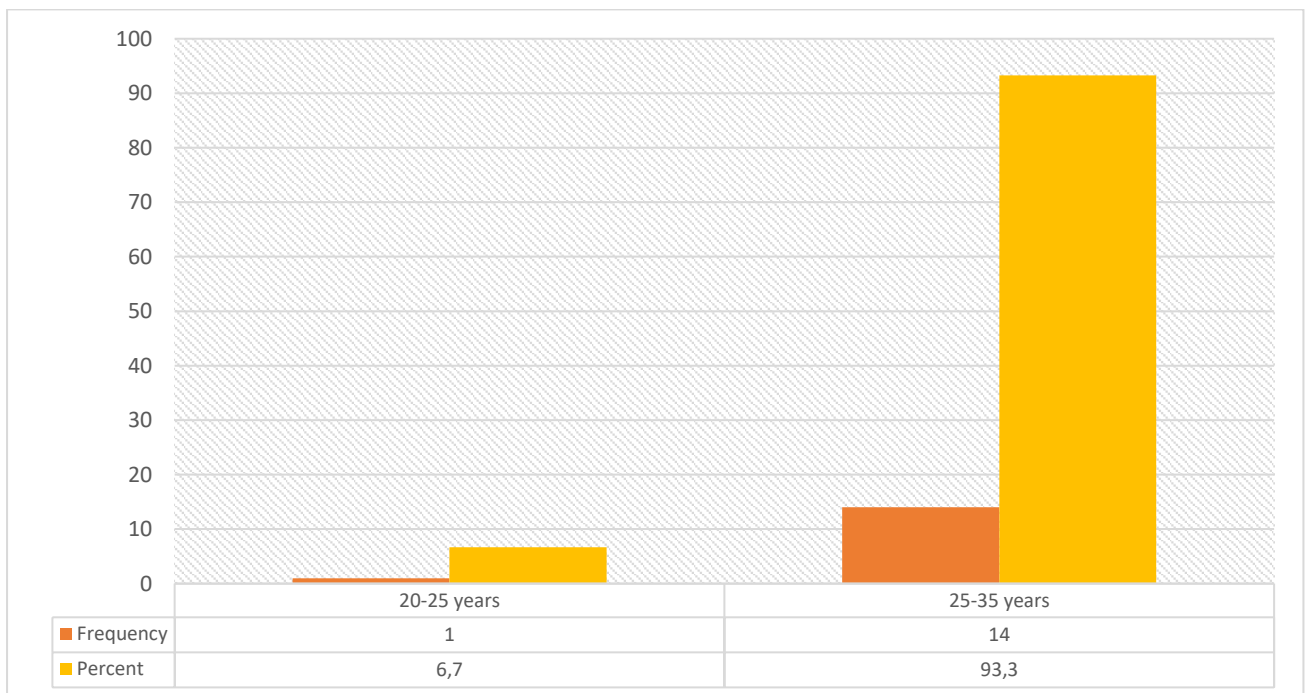


This figure illustrates a minority in female participation at 33%, which is five (5) respondents. The male participants constituted a majority at 67%, meaning ten (10) respondents in the four local municipalities where data was collected from agripreneurs operating.

4.2.1.2. Age of the respondents

The age of the respondents is essential in research. Diaz-Cayeron et al. (2009) discovered that age influences member participation, particularly on development concerns. The participants were asked to indicate their ages in order to determine whether age had any effect on the research study. The question serves as the foundation for the fact that people of various ages have taken part in the study.

Figure 2: Age of respondents



The majority of the respondents 14 (93%) were between the ages of 25 and 35, followed by respondents aged between 20 and 25 at 1(7%). The age group of participants determines their understanding.

4.2. 1.3 Municipality

Data was collected from the four local municipalities, namely Ephraim Mogale, Elias Motsoaledi, Makhuduthamaga, and Fetakgomo Tubatse. Figure 3 below presents the result: -

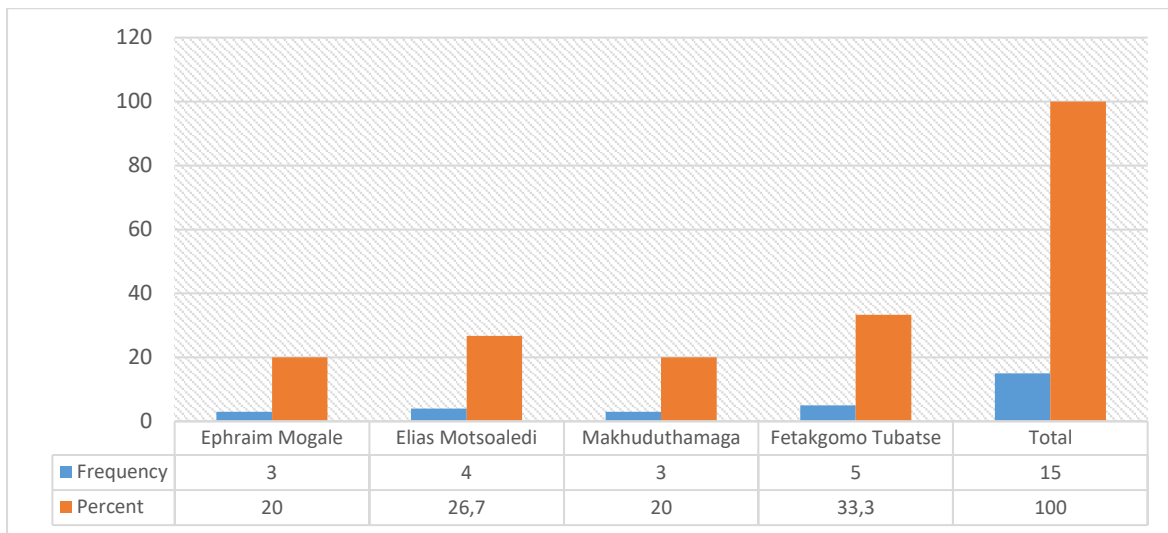


Figure 3: Municipality statistics

The frequency distribution in Figure 3 shows that the majority of participants were from Fetakgomo Tubatse Local Municipality at 5 (33%), followed by Elias Motsoaledi with 4 (27%). Lastly, Ephraim Mogale and Makhuduthamaga were at 3 (20%) respectively.

4.2. 2. Qualitative results

Results of the data were collected from the role of agripreneurship in creating youth employment in the Sekhukhune District Municipality. The findings are presented in themes and sub-themes, as well as in a narrative format with participants' direct quotations written in italics.

4.2.3. Themes emerging from this study

The themes that emerged from the study are categorised into four:

- Understanding of what agripreneurship is
- A role that youth agripreneurship can play in creating employment
- Perceptions of youth towards agripreneurship in reducing unemployment
- Challenges and benefits associated with youth agripreneurship

4.2.3.1. Understanding of the concept - agripreneurship

Agripreneurship is the commercialisation of agricultural activities, or simply expressed, agriculture entrepreneurship (Eze and Chinedu-Eze, 2016). However, entrepreneurship, as opposed to self-employment, is also defined by the entrepreneurial spirit. Entrepreneurs are typically creative, take risks into account, and change business strategies quickly to adapt to changing environments (Szaban and Lubasinska, 2018). There have been differing perspectives on the definition of agripreneurship. According to several of the participants, it concerned an entrepreneur involved in agriculture.

“Agripreneurship is a business in which so many things are grown and sold in large numbers, and the market is supplied, for example, by a structured market like giant retailers such as Spar or an unstructured market such as hawkers.” (P2, Male, Fetakgomo Tubatse, 01.09.2020).

“It's more like an entrepreneur who focuses on agriculture.” (P5, Male, Elias Motsoaledi, 28.08.2020).

“It is a business whose main focus is on agriculture, where people are engaged in farming as a business, not just subsistence farming.” (P7, Male, Elias Motsoaledi, 28.08.2020).

On the contrary, several participants have acknowledged that they do not understand what agripreneurship is all about; this is due to a lack of agripreneurship exposure and training. This is exemplified in the following extracts from different municipalities:

” It's a business in agriculture. It's more like agriculture mixed with business.” (P6, Male, Fetakgomo Tubatse, 30.08.2020).

“It's a simple business that's good to talk about. It's a business that's agriculture.” (P14, Male, Fetakgomo Tubatse, 02.09.2020).

“We've realised that agriculture is a business, we've noticed that people eat eggs in the morning and that it can bring business. It's an agriculture that makes money in terms of running agricultural business.” (P12, Male, Ephraim Mogale, 27.08.2020).

Agriculture is perceived as 'traditional and unattractive' by young women and men, particularly as a career opportunity. Furthermore, in an environment where young people lack access to assets and resources, decision making, and ownership, agriculture is not viewed as financially rewarding. Coupled with obstacles such as the sluggish adoption of new agricultural technologies, youth are discouraged from establishing start-ups in the sector. According to Yami et al. (2019), youth seek white collar careers in agriculture and are so uninterested in traditional farming methods. Village youth are hesitant to work in agriculture because they witness their parents struggle to make ends meet. To some extent, their parents also urge them to pursue a career in agriculture (Miller, 2012)

4.2.3.2. A role that youth agripreneurship can play in creating employment

The majority of young people involved in agripreneurship are on the front lines of job creation, employment stability, and ensuring the well-being of their families. They play an important role because the majority of them are chairpersons, while some are proprietors of agribusinesses. Youth believe that agripreneurship can help them create jobs because most of them presently employ other youth and some adults in their projects. They play an important role in training other young people who will start their own businesses in the future. They also encourage other youth to be engaged in agripreneurship, as several had no idea what it was. All respondents agreed that they play an important role in job creation. Some said they hire people but will use auto machines in the future since humans are unreliable.

“As we are busy with agriculture, I will hire the youth of Elias Motsoaledi. Agriculture creates various jobs from ploughing to harvesting, it only depends on the busyness of the business, the more the business is busy the more we will hire” (P7, Male, Elias Motsoaledi, 28.08.2020).

“Currently, we are playing a huge role in agripreneurship, we employed 35 and in our next production, we want to employ 100 people through EPWP. We will have 20 casual workers. We employ a mixture of generations” (P9, Male, Ephraim Mogale, 27.08.2020).

“By hiring people during spraying, harvesting and fertilising. Currently, I have hired people and even old people” (P2, Female, Fetakgomo Tubatse, 01.09.2020).

“They can tap into agriculture and try to create jobs for their fellow youth” (P13, Female, Fetakgomo Tubatse, 30.08.2020).

“Through crop production youth can hire other youth to assist them with ploughing” (P14, Male, Fetakgomo Tubatse, 02.09.2020).

Though youth in agripreneurship play an important role in job creation, they believe that they must be stable and supported in order to build their business. The growth will eventually result in the hiring of more people. According to Yami et al. (2019), integrating financial support for start-up youth-run agribusinesses, as well as capacity development and ongoing mentorship on technical and financial aspects, has successfully empowered youth in agribusiness. They also believe that more skill development programmes should be implemented. According to Ravindra and Sweta (2015), the initial understanding should include technicalities such as soil type, equipment used to till the land, effective communication, team building, and a desire for independence, among other things.

“There is a need for the creation of learnerships and workshops so that we can hire temporary staff” (P1, Male, Fetakgomo Tubatse, 02.09.2020).

“Youth have to give themselves more time to learn; the more you grow, the more you need more assistance, and growth will initiate employment opportunities” (P3, Male, Ephraim Mogale, 27.08.2020).

“Youth need to create jobs for themselves by creating their own projects, by doing so will assist in job creations” (P10, Female, Makhuduthamaga, 29.08.2020).

“They can start agricultural projects either crop or animal, they should also know how to quote and price. To create employment, they should know their cost, by hiring people” (P12, Male, Ephraim Mogale, 27.08.2020).

Youth have played, and continue to play, an important role in increasing job creation through agripreneurship. According to Yami et al. (2019), engaging rural youth in agripreneurship has become a critical strategy in creating employment opportunities in Africa. Youth can explore numerous opportunities in the agripreneurship environment.

“They can start agro-processing companies e.g. crushing samp or agro-transport then they will have to hire a lot of people into the sector e.g. forklifts drivers” (P15, Male, Makhuduthamaga, 29.08.2020)

A question was raised about whether agripreneurship may help to reduce unemployment. All of the participants believed it could because the majority of them hired workers, despite the fact that the majority of them operated on a small scale. Those who are well established also hired people. All of the participants believe that agripreneurship can help to reduce unemployment. According to Obayelu (2019), the agricultural sector is linked to many other sectors, showing that agripreneurship is ideally positioned to assist diversify income and offer different employment opportunities in rural areas where most youth are marginalised.

“Yes, my project enhances job creation. I do seasonal employment because my business has not grown therefore I hire temporary staff during planting and harvesting and currently I have four staff” (P1, Male, Fetakgomo Tubatse, 30.08.2020).

“Yes, my business enhances job creation because I have hired 10 people” (P6, male, Fetakgomo Tubatse, 02.09.2020).

“Yes, as you grow you need more people to assist you. Currently, I have two casual workers” (P3, male, Ephraim Mogale, 26.08.2020).

“Yes, it increases employment. As youth in agriculture we create employment for ourselves” (P10, Female, Makhuduthamaga, 29.08.2020).

“Yes, I am on forty hectares’ land, and employ 150 seasonal workers in which 60% are youth” (P15, Male, Makhuduthamaga, 29.08.2020).

During ploughing and harvesting, the majority of the agripreneurs interviewed hired seasonal workers. They believe that when their business expands, they will be able to recruit more people. 14 of the 15 interviewed have long-term staffing targets of roughly 100 people. Only one male stated that he did not think he would have people again because of his previous bad experience with employing. He stated that he would prefer machinery.

4.2.3.3. Perceptions of youth towards agripreneurship in reducing unemployment

Agripreneurship is viewed positively by the youth of the Sekhukhune District Municipality as a significant driver of alleviating poverty, reducing unemployment, and strengthening the country's economy. They suggested that agripreneurship could lead to rural job creation. Respondents also saw agriculture as having promising growth prospects, particularly economically, as it would provide more jobs.

“Agripreneurship benefits me in terms of income. The income assisted me to extend my business. Okay, it means agripreneurship is a business that can grow if the sales and produces go well and if the product turns off as expected one can expand his or her business and be successful in the business. As the business expands, more job opportunities will be created” (P15, Male, Makhuduthamaga, 29.08.2020).

“Currently, agripreneurship is gaining popularity since there is a lot of people who are flocking in because most people are retrenched due to the lockdown. There is a lot of things involved in agripreneurship. Most people neglect after two to three years. It creates employment, food security and sources of livelihood changes” (P16, Male, Elias Motsoaledi, 28.08.2020).

“Is good because there is a high rate of unemployment. It creates jobs even though I do not have money, I can buy seeds with the little money I have, then at the end sell so that I can get profit from it. It also assists my family with foods” (P17, Male, Ephraim Mogale, 27.08.2020).

Though some people believe that agripreneurship is beneficial, others believe that it is a business for white people and that it requires more resources to be successful. According to Magagula and Tsvakirai (2020), financial support has a statistically significant effect on the intentions of the youth to participate in agripreneurship, which implies that if the youth were given more than half of their start-up capital, they would be more likely to participate in agripreneurship. The remarks of some young agripreneurs expressing this perception are included below:

“Black people are on their own. We see that is a white-dominated sector, as black people buy items at a higher price. For example, if you buy fertilisers you get them at a high price since there is the exclusion of prices, they do not sell us in bulk” (P15, Male, Makhuduthamaga, 29.08.2020)

4.2. 3.4. Challenges and benefits associated with youth agripreneurship

- **Challenges associated with youth agripreneurship**

According to the respondents, there is still a variety of obstacles linked with youth in agripreneurship. The difficulties include a lack of financial capital, government support, skills, a proper market, resources, and land, particularly arable land, as well as a lack of mentorship and role models. According to the respondents, a lack of funding ranged from start-up capital to purchase supplies and equipment to funds to maintain or expand the business. The obstacles faced by respondents differ, with the majority of issues being external in nature. Only a handful face internal obstacles such as bookkeeping, a lack of technical skills, and limited resources. Two respondents stated that the environmental issues they faced were heavy rainfall that damaged their crops or a lack of it that resulted in significant heat that burned their crops. One respondent identified equipment theft as an added challenge because they did not have the means to pay security personnel. According to Yami (2019), one of the obstacles faced by young agripreneurs is multinational corporations' growing dominance of the global market, food, and agriculture industry. Small-scale farmers are under threat from the growing concentration of market power in a few multinational corporations that control both the input and output markets (Yami, 2019).

According to Carr (2016), challenges associated with the creation of an agripreneurship culture, particularly in developing economies, include a lack of information, skills, security, resources, and infrastructure. The responses of the participants to the challenges they confront are listed below:

“Access to land, the available land is more of a dessert; therefore, we need more arable land which is ready to be ploughed. The other challenge is a lack of skills, lack of resources to carry out our duties. When I look at the business the demand is high it only needs more production” (P3, Male, Ephraim Mogale, 27.08.2020)

“Lack of proper service delivery, lack of patience, Access to market on a commercial scale, the market is restricted and hard to compete with giant retail we only supply hawkers and other provide owners at a less price, for example, we supply Loskop cottons” (P4, Male, Elias Motsoaledi, 28.08.2020).

“First start-up capital, to buy inputs, tools and equipment. Lack of training technical ability to produce good quality crops. Access to land. Little access to water. Supply is higher than demand” (P5, Male, Elias Motsoaledi, 28.08.2020).

- **Benefits associated with youth agripreneurship**

According to the respondents, agripreneurship offers numerous benefits ranging from poverty reduction to job creation, enhanced agricultural activities, empowering the community, providing income streams for people, developing agricultural skills, and keeping the youth focused. The respondents also stated that the benefits of agripreneurship were extremely important, and that the government recognises agripreneurship. According to all respondents, agripreneurship has a significant positive impact on the social, environmental, and economic aspects of life. According to Uche and Familusi (2018), agripreneurship can contribute to social and economic development, poverty reduction, good nutrition, and food security. This is reflected in the quotes from participants below:

“Agripreneurship alleviates hunger. When I work on this project, I can use my income to buy food for my house. It also assists because people do buy food locally to avoid transport costs” (P10, Male, Makhuduthamaga, 29.08.2020).

“Agripreneurship can create jobs for youth; it can also inspire them and improve their financial status and, therefore, improve the economy” (P7, Male, Elias Motsoaledi, 28.08.2020).

4.3 CONCLUSION

The research data, as well as its analysis and interpretation, were presented in this chapter. In addition, the respondents' biographical information was presented. The respondents ranged in age from middle to advanced, and they were gender sensitive. The study sought to determine whether agripreneurship may help to create jobs for the youth of the Sekhukhune District Municipality in Limpopo Province. The themes derived from this study indicated a range of the role that young agripreneurship may play in creating employment, youth perspectives of agripreneurship in reducing unemployment, and the challenges and benefits associated with youth agripreneurship. As expected, all four themes received support. Based on data analysis utilising specific statistical programmes (Nvivo) and procedures, it is worth noting that correct assessment of research objectives and theory may be made while keeping empirical evidence in mind.

The next chapter outlines the research project's conclusion and makes some recommendations.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1. INTRODUCTION

This chapter concludes the study based on the literature review and research findings on the role of youth agripreneurship in creating youth employment in the Limpopo Province's Sekhukhune District Municipality. The section examines how the study's objectives were attained while also identifying gaps and areas for future investigation. To obtain concrete information, a qualitative research methodology in the form of face-to-face interviews with fifteen (15) agripreneurs in Sekhukhune District Municipality was used. The researcher employed open-ended questionnaires to elicit detailed information about the phenomenon from the participants. The researcher was able to gain a detailed understanding of the perceptions of youth regarding agripreneurship and the challenges or benefits they experience when engaged in agricultural business.

5.2. RESEARCH OBJECTIVE CONCLUSION

5.2.1. Aim of the study

- To investigate how agripreneurship can contribute towards creating employment for the youth of the Sekhukhune District, Limpopo Province.

5.2.2. Research Objectives

The study addressed the following objectives:

- To investigate the role that youth agripreneurship can play in creating employment in the Sekhukhune District, Limpopo Province,
- To explore the perceptions of youth towards agripreneurship in reducing unemployment, and
- To identify the challenges and benefits associated with youth agripreneurship.

5.3. SUMMARY OF THE FINDINGS

This section summarises the study's observed findings based on the analysis discussed in Chapter 4. The main findings are provided in Chapter 1 of this dissertation, along with the three study objectives.

Objective 1: To investigate the role that youth agripreneurship can play in creating employment in the Sekhukhune District Municipality, Limpopo Province.

This research objective investigated the role that youth agripreneurship could play in job creation in the Sekhukhune District of the Limpopo Province. The literature review in Chapter 2 explored this point and indicated that youth in agripreneurship could definitely play a key role in job creation. The theoretical foundation demonstrated that youth in agripreneurship might create jobs. This study indicated that youth engaged in agripreneurship within the Sekhukhune District Municipality played a significant role in providing employment ranging from casual to temporary and permanent. It was discovered that if youth were given adequate capital, resources, and skills, they would expand their ventures and hire more people. The majority of youth said they had hired individuals to help them with harvesting and/or planting, and that this type of work was seasonal.

The study also indicated that if youth could own the value chain in agriculture by engaging in secondary agripreneurship such as agro-transportation, egg hatching, samp crushing; marketing, distribution, processing, and manufacturing, many jobs might be created. Currently, youth are solely involved in primary agripreneurship in the form of ploughing and farming, which has resulted in a reduced number of jobs being created.

Objective 2: To explore the perceptions of youth towards agripreneurship employment.

According to the literature, youth saw agricultural enterprise as something for the elderly. White-collar employment were preferred by young people. However, the findings of this study indicated a conflicting viewpoint, with youth in Limpopo Province's

Sekhukhune District Municipality perceiving youth agripreneurship as having good employment possibilities. The youth in this area believed that agribusiness could help to alleviate unemployment in the area. They anticipated that by attracting more young people to the agricultural sector, more agripreneurship activities would be generated. This would result in youth creating jobs rather than searching for employment.

The study also indicated that youth viewed agripreneurship as a sector with a lot of prospects and that there was still a lot to be explored, which would eventually lead to further job creation. Other young people saw agripreneurship as a way to supplement their income. They saw that there was room for corporate expansion and a diverse labour market.

Furthermore, the study discovered that the youth regarded agripreneurship as a growing concept that was receiving attention from the government and investors. As a result, the sector is expanding and providing additional job opportunities. Agripreneurship was also described as a sustainable industry by the youth because it provides basic needs such as food.

Furthermore, the study found that agripreneurship was viewed positively by young people in the midst of a high unemployment rate. They are confident that it will help to create jobs. They stated that, unlike other businesses, starting an agribusiness did not require a large sum of money; if one had a small capital for basic needs, they would eventually develop because time is the only constant investment.

Furthermore, the youth viewed agripreneurship as a key player in South Africa's economic growth, particularly in the activities of ploughing, animal husbandry, mixed farming, agro-processing, and transportation, among many others. Some young people still believed that agripreneurship was a white-dominated industry in which black farmers were priced out. They claimed that black people were not offered bulk purchase discounts.

Objective 3: To identify the challenges and benefits associated with youth agripreneurship.

There were numerous challenges associated with youth in agripreneurship. A lack of capital was one of the obstacles that young agripreneurs encountered. Without sufficient funding, the young agripreneurs were unable to purchase necessary equipment to improve their business operations. Such a lack also disadvantages them when it comes to farm maintenance, as they fail to purchase pest controls, causing their crops to be susceptible to insects and other pests. This youth cannot afford to purchase high-quality materials.

This study also discovered that there was no sufficient market access. Because the major markets did not regard the youth in agripreneurship dealing with crops, livestock, and mixed farming, they relied on the local market. It was argued that if the government helped youth entrepreneurs extend their market, including the international market, they would be able to meet demand. Other young agripreneurs, on the other hand, stated that they were not facing any market-related challenges. In reality, there was more demand than supply; these are young agripreneurs with small-scale businesses. Those experiencing market challenges were commercial or large-scale businesses that produced in enormous quantities. The investigation also indicated that there was market exclusion owing to white dominance; particular markets were exclusively accessible to whites. Black agripreneurs did not have access to bulk discounts or adequate market information.

The findings also revealed that environmental conditions had a role in the obstacles faced by youth in agripreneurship, with storms destroying crops and devastating livestock. For example, one respondent stated that in previous years, a storm destroyed their poultry shelters, forcing them to start over. This was a setback because the majority of the young agripreneurs were unable to insure their enterprises.

Furthermore, in terms of a lack of skills, the findings of this study revealed that youth agripreneurs lacked financial management and bookkeeping skills. Some entrepreneurs stated that they lacked the financial management skills required to appropriately manage their cash flow.

Another challenge was the lack of support for youth agripreneurship from the Department of Agriculture's extension officers, who stated that they withheld key information that could have aided in the development of agripreneurship among youth.

In summary, the study discovered numerous advantages to youth involvement in agripreneurship, spanning from food security to job creation and innovation. Youth engaged in agripreneurship helped to secure food for their families, while locals had access to freshly produced food at an affordable price. Furthermore, millennials contribute cutting-edge technology to agripreneurship, which aids in improving the agricultural sector's efficacy and efficiency.

5.4. RECOMMENDATIONS

- According to the findings of this study, the provincial Department of Agriculture and Rural Development should assist with the establishment of agro-processing plants, agri-implementation, and adequate market. The agro-processing businesses will provide youth with access to processing facilities, resulting in greater job opportunities for the unemployed.
- Municipalities in the Sekhukhune District should establish multi-stakeholder platforms comprised of both the public and private sectors so that key stakeholders may discuss youth agripreneurship issues on a regular basis. This platform will be able to contribute to the creation of a youth-friendly corporate environment. Both private businesses and government agencies, such as the National Youth Development Agency (NYDA), can be beneficial business partners for young agripreneurs.
- Local municipalities should facilitate the process of business registrations. This will allow municipalities to keep track of youth agripreneurship and provide financial and technical assistance as required.
- Sekhukhune District Municipality should ensure that youth have access to business and technical extension services, such as production skills, business management, contract farming regulations, and food safety standards.

- Local municipalities should procure land from tribal authorities and prepare it to be more arable before selling it to youth agripreneurs at a reasonable price.
- Furthermore, the Sekhukhune District and/or local municipalities should lease equipment to youth agripreneurs. This would inspire financially disadvantaged youth to start agripreneurship ventures.
- Limpopo's Local Economic Development Agency should create a database of agricultural value chain stakeholders, such as input suppliers, off-takers, processors, and distributors, to assist young agripreneurs in finding credible business partners.

5.5. LIMITATIONS OF THE STUDY

The study focused solely on the role that youth agripreneurship could play in job creation. The prospects of adults now engaged in agripreneurship in the same role were not investigated. Similarly, some of these adults began their agripreneurship endeavours as youth, and those who have recently graduated from youth were not included in the study and could have played a role in reducing unemployment. The study was also limited to the youth of a single district municipality, Sekhukhune, out of three others. The study may have been expanded to other places where agripreneurship is prevalent, such as Tzaneen in Limpopo Province's Mopani District.

5.6. AREAS FOR FURTHER RESEARCH

Further research on the significance of youth agripreneurship in job creation is required in several areas, including:

- The relationship between government and youth agripreneurship towards job creation,
- The effects of access to land on agripreneurship expansion, and
- Examining measures that can be implemented to facilitate easy access to markets by youth in agripreneurship.

5.7. CONCLUSION

This chapter concluded the research report and provided a few study recommendations. The recommendations were made in response to issues that arose during the investigation processes, as well as constraints that spurred additional research in the field of agripreneurship. According to the study, youth in agripreneurship have the potential to create jobs, which will assist reduce South Africa's dismal unemployment rate. As more jobs are generated for young people, economic activity increases, which is expected to strengthen the country's economy. Youth are valued for being innovative, active, and strategic; as a result, they have the potential to reform the agripreneurship sector and make it more reliable and effective. Respondents in this study exhibited knowledge of agripreneurship and understood that agripreneurship is agricultural entrepreneurship. They also recognised that there was a greater need to move away from the traditional agricultural practices and commercialise farming, i.e. participate in entrepreneurship. According to the respondents, agripreneurship has a greater potential to enhance the lives of youth. Respondents viewed agripreneurship positively and recognised growth opportunities, such as the need for support from the private and public sectors. According to the literature review, youth chose white-collar occupations over agricultural ventures; therefore, they went to cities in quest of employment. The participants believe that the level of youth agripreneurship in the Sekhukhune District is unsatisfactory, and some youth do not want to join existing agripreneurial businesses.

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Appendix 1:

Structured Questionnaire for Agripreneurship



Dear Participant

INVITATION TO PARTICIPATE IN A SURVEY

My name is Maggie Ramushu; a research student at the University of Limpopo. I write to invite you to participate in an interview aimed at investigating Role of agripreneurship in creating youth employment in the Sekhukhune District municipality, Limpopo Province, South Africa.

Participation in the interview is voluntary and will require you to complete a questionnaire. The questionnaire is easy and will take approximately 10 minutes to complete.

Kindly note that all information collected will be treated with strictest confidence and will be used only for the purposes of this research. There are no known or anticipated risks to you as a participant in this study. Your name will not appear in any report resulting from this study.

I shall be grateful if you could agree to complete the questionnaire.

Should you have any enquiries, do not hesitate to contact me or my supervisor.

Yours faithfully

Maggie Mashego Ramushu

Institution : University of Limpopo

Department : Business Administration

Contact No : 083 8254 596

Email : mashegomaggie@webmail.co.za

SUPERVISOR

Name : Dr Joe Musandiwa

Institution : University of Limpopo

Department : Masters in Business Management

Telephone : 015 268 4245

Email : Joseph.musandiwa@ul.ac.za

INTRODUCTION

You are purposively selected to participate in this study.

Topic: **Role of agripreneurship in creating youth employment in the Sekhukhune District municipality, Limpopo Province, South Africa.**

1. Biographical information

1.1. Gender

Male		Female	
------	--	--------	--

1.2. Age

15-20		20-25		25-35	
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1.3. Municipality

Ephraim Mogale		Elias Motsoaledi		Makhuduthamaga		Fetakgomo Tubatse	
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1.4. Are you currently involved in Agripreneurship?

Yes	No

2.

2.1. What is your understanding of Agripreneurship?

2.2. What is your view about agripreneurship?

2.3. What role do you play as youth in agripreneurship?

2.4. What role can youth play in creating employment through agripreneurship?

2.5. What are the challenges and barriers faced by youth in agripreneurship?

2.6. Can agripreneurship alleviate unemployment?

2.7. Is the level of youth agripreneurship satisfactory within your municipality?

2.8. What benefits can agripreneurship serves to youth?

2.9. What mechanism can be put in place to foster employment through youth in agripreneurship?

2.10. What are the benefits of youth in agripreneurship?

2.11. What are the possible solutions to improve youth in agripreneurship?

- 2.12. What are the possible solutions to improve employment through agripreneurship?
- 2.13. What do you suggest should be done to improve the efficacy of youth in agripreneurship?
- 2.14. Do youth in agripreneurship play effective role in influencing employment?
- 2.15. What role do you play in agripreneurship?
- 2.16. Does your project enhance job creation?
- 2.17. What are your targets towards job creation?
- 2.18. What are the possible solutions you think can be used to improve your effectiveness as agripreneurship in creating jobs?

Appendix 2: Faculty approval of proposal

University of Limpopo
Faculty of Management and Law
OFFICE OF THE EXECUTIVE DEAN
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 2558, Fax: (015) 268 2873, Email: frikkie.ponelis@ul.ac.za

26 August 2019

Ramushu M.M (200814704) MBA
TURFLOOP GRADUATE SCHOOL OF LEADERSHIP
MASTERS OF BUSINESS ADMINISTRATION (Course Work)

Dear Ramushu M.M,

FACULTY APPROVAL OF PROPOSAL

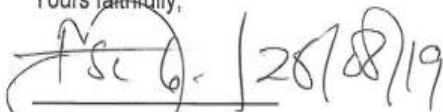
I have pleasure in informing you that your Masters proposal served at the Faculty Higher Degrees Committee meeting on **21 August 2019** and it was approved as follows:

"Role of Agripreneurship in Creating Youth Employment in the Sekhukhune District Municipality, Limpopo Province, South Africa"

Note the following: The study

Ethical Clearance	Tick One
Requires no ethical clearance Proceed with the study	
Requires ethical clearance (Human) (TREC) (apply online) Proceed with the study only after receipt of ethical clearance certificate	✓
Requires ethical clearance (Animal) (AREC) Proceed with the study only after receipt of ethical clearance certificate	

Yours faithfully,


Prof MP Sebola

Chairperson: Faculty Higher Degrees Committee

CC: Supervisor, Dr T.J Musandiwa, Acting Programme Manager, Prof M.M Kanjere and Prof MX Lathoko, Acting Director of School.

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Appendix 3: Ethics clearance certificate



University of Limpopo
Department of Research Administration and Development
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 3935, Fax: (015) 268 2306, Email: anastasia.ngobe@ul.ac.za

TURFLOOP RESEARCH ETHICS COMMITTEE
ETHICS CLEARANCE CERTIFICATE

MEETING: 05 February 2020

PROJECT NUMBER: TREC/14/2020: PG

PROJECT:

Title: Role of agripreneurship in creating youth employment in the Sekhukhune District municipality, Limpopo Province, South Africa

Researcher: MM Ramushu

Supervisor: Dr TJ Musandiwa

Co-Supervisor/s: N/A

School: Turfloop Graduate School of Leadership

Degree: Master of Business Administration


PROF P MASOKO
CHAIRPERSON: TURFLOOP RESEARCH ETHICS COMMITTEE

The Turfloop Research Ethics Committee (TREC) is registered with the National Health Research Ethics Council, Registration Number: REC-0310111-031

Note:

- i) This Ethics Clearance Certificate will be valid for one (1) year, as from the abovementioned date. Application for annual renewal (or annual review) need to be received by TREC one month before lapse of this period.
- ii) Should any departure be contemplated from the research procedure as approved, the researcher(s) must re-submit the protocol to the committee, together with the Application for Amendment form.
- iii) PLEASE QUOTE THE PROTOCOL NUMBER IN ALL ENQUIRIES.

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