



AGRI EXTENSION

Optimizing Agricultural Entrepreneurship: A Comprehensive Training Needs Assessment for Farmers in the Mixed Cropping Zone of Punjab, Pakistan

Jawad Hussain^{*1}, Muhammad Iftikhar², Ghazanfar Ali Khan³ and Shakeel Ahmad Anjum⁴

ABSTRACT

Agricultural Entrepreneurship opens new endowers for agricultural sustainability. Training of farmers regarding agricultural Entrepreneurship concern with capacity building of farmers for creation of innovative process and products to meet the diversified market needs. Although to harness maximum benefits, farmers may need more precise knowledge, attitude and skills set that can identify an entrepreneurial opportunity and further leads towards its sustainably management. Prior, none of the research in Pakistan is found focusing on the training needs assessment of farmers in context of agricultural entrepreneurship. Therefore, the present study was planned to bridge the research gap by prioritizing the key areas where farmers need more training. The present study was planned to find out the level of possessed competencies among the respondents in mixed cropping zone of Punjab, Pakistan. This study was conducted in 2023 within the Sahiwal district a randomly selected representative area of Punjab province's mixed cropping zone. Total 382 randomly selected farmers were face to face interviewed on a pre-tested, validated and reliable interview schedule. Data collected were analyzed using SPSS. The results of present study indicated that regarding socio-economic attributes, 44.8% of respondents were aged >40-60 years, 79.28% were literate, 69.4% had <12.5 acres of land, 50.2% were earning income from farming and livestock altogether and 78.79% of respondents had monthly income less than 30,000 PKR. The results regarding competency level of farmers indicated that among six competency domains i.e., opportunity domain, conceptual domain, relationship domain, organizing domain, strategic domain and commitment domain competencies; respondents possess high value of mean for most of relationship domain entrepreneurial competence variables. Among relationship competencies contact with fellow farmers was top ranked competency with mean value of 2.64 followed by preference in team work and ability to make profitable social contacts. Moreover, the major training needs were identified in opportunity domain, commitment domain and conceptual domain competencies. Based on research findings it was suggested that need oriented skills should provide in rural areas for value addition of local products. In this regard agricultural extension department Punjab and TEVTA should train farmers and field staff regarding different agricultural entrepreneurship activities.

KEYWORDS: Entrepreneurship; cropping zone; competency; strategic domain; interview; farmer; Pakistan.

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INTRODUCTION

Entrepreneurial operation includes the diversification in already existing farm business or by introduction of new model, approach or technique that ultimately results in maximization of farm output (Miaris, 2023). Entrepreneurship can play a pivotal role in addressing Pakistan's persistent poverty and unemployment. By empowering farmer to become entrepreneurs can create new jobs and generate income not only for themselves but also for their communities. Entrepreneurship can also stimulate demand for goods and services, create new markets, and promote innovation and technology

transfer, thereby creating a ripple effect throughout the economy (Moreno *et al.*, 2023; Yaseen *et al.*, 2018). Entrepreneurship can contribute to mitigate the effects of climate change by encouraging farmers to adopt sustainable practices that reduce greenhouse gas emissions, conserve water, and protect soil health. By embracing innovation and entrepreneurship, farmers can reduce their environmental impact while also improving their financial performance (Tinh *et al.*, 2023; Sher *et al.*, 2019).

The training of farmers in the realms of entrepreneurial competencies, entrepreneurial opportunity

identification, and persuasion holds significant importance (Mitchellmore and Rowley, 2010; Galvao et al., 2020). Adhering to the FAO model for training needs assessment, it was imperative to ascertain the competence levels in various domains of entrepreneurship and to identify barriers impeding the adoption of agricultural entrepreneurial practices (FAO, 2019). Notably, there exists a dearth of sophisticated research focusing on evaluating the competency levels of farmers in the domain of agricultural entrepreneurship.

In the swiftly advancing era of burgeoning technologies, farmers encounter numerous challenges and opportunities. The introduction of cutting-edge agricultural technologies, such as precision farming, IoT-enabled sensors, and data-driven decision-making tools, underscores the importance of farmers acquiring the requisite skills and knowledge to effectively leverage these innovations (Apriliani and Ahmad, 2022). Training assumes a pivotal role in equipping farmers with the competencies essential to harness the potential of these technologies, enhance productivity, optimize resource utilization, and ensure sustainable agricultural practices (Dias et al., 2019). Research studies underscore the significance of assessing existing knowledge and skills gaps among farmers in adopting advanced agricultural technologies effectively. For example, a study by Khanna and Kaur (2023) revealed that many farmers lack the necessary understanding of precision farming techniques and encounter challenges integrating IoT devices into their operations. This underscores the imperative for targeted training programs addressing specific knowledge and skill deficiencies in technology adoption.

Entrepreneurship research is centered on comprehending the factors, timing, and approaches through which individuals identify and seize opportunities (Shane and Venkataraman, 2000). The successful pursuit of these opportunities through entrepreneurship results in the introduction of new offerings that influence market dynamics. This impact can take various forms, including the expansion of existing businesses, establishment of new ventures, or the generation of entrepreneurial activities within established firms (Davidsson et al., 2005; Jones et al., 2010; Kraus et al., 2023).

Despite the historical acknowledgment of the agricultural sector's significance in early entrepreneurship studies during the 18th and 19th centuries, empirical research in this realm has long overlooked agriculture. Instead, it has predominantly focused on manufacturing, high-technology, and service industries (Alsos et al., 2011). Traditionally, agriculture was perceived as a low-tech industry characterized by limited dynamism, primarily

consisting of numerous small family-owned enterprises operating within a heavily regulated and financially supported market framework (Green et al., 2008; Lans et al., 2017). Nevertheless, agriculture has now emerged as one of the largest sectors globally, employing over one billion individuals and contributing approximately 3% to the global GDP (FAO, 2016; Fitz-koch et al., 2018; Sridhar et al., 2023). Notably, the application of advanced technologies in agriculture has witnessed remarkable progress over the past century, with significant advancements in engineering knowledge revolutionizing farming practices (Sassenrath et al., 2008; Cavallo et al., 2014; Redcliff, 2023).

The principal objective of this research is to examine the training needs of farmers in the Mixed Cropping Zone of Punjab, Pakistan, specifically focusing on agricultural entrepreneurship competencies. The study conducts a thorough analysis of the socio-economic characteristics of farmers in the study area. The research seeks to identify the agricultural entrepreneurial competencies possessed by the respondents and determine the specific training requirements essential for promoting entrepreneurship within the agricultural sector, aiming to inform the design of a tailored training program.

MATERIAL AND METHODS

This study was conducted in 2023 within the Sahiwal district a randomly selected representative area of Punjab province's mixed cropping zone. Mixed cropping zone of Punjab comprises of 10 districts, considering the time and resources one district i.e., district Sahiwal was selected randomly by using lottery method. District Sahiwal comprises of two tehsils named as Sahiwal and Chichawatni. A list of all registered farmers in both tehsils was obtained from the office of Deputy Director Agriculture (Ext.) Sahiwal.

A list of 34710 and 27680 registered farmers from tehsil Sahiwal and Chichawatni respectively was obtained. Proportionate random sampling technique was used for the selection of appropriate number of respondents from the respective district. By maintain a confidence interval 5 and confidence level 95% a sample size of 382 farmers was obtained by using online available software i.e., surveysystem.com.

Instrumentation for data collection: Following a thorough examination of existing literature and consultations with the supervisory committee and subject experts from the Institute of Agricultural Extension, Education, and Rural Development, as well as the Institute of Business and Management Sciences at the University of Agriculture Faisalabad, meticulously crafted structured interview schedule was formulated. The set of competencies originally

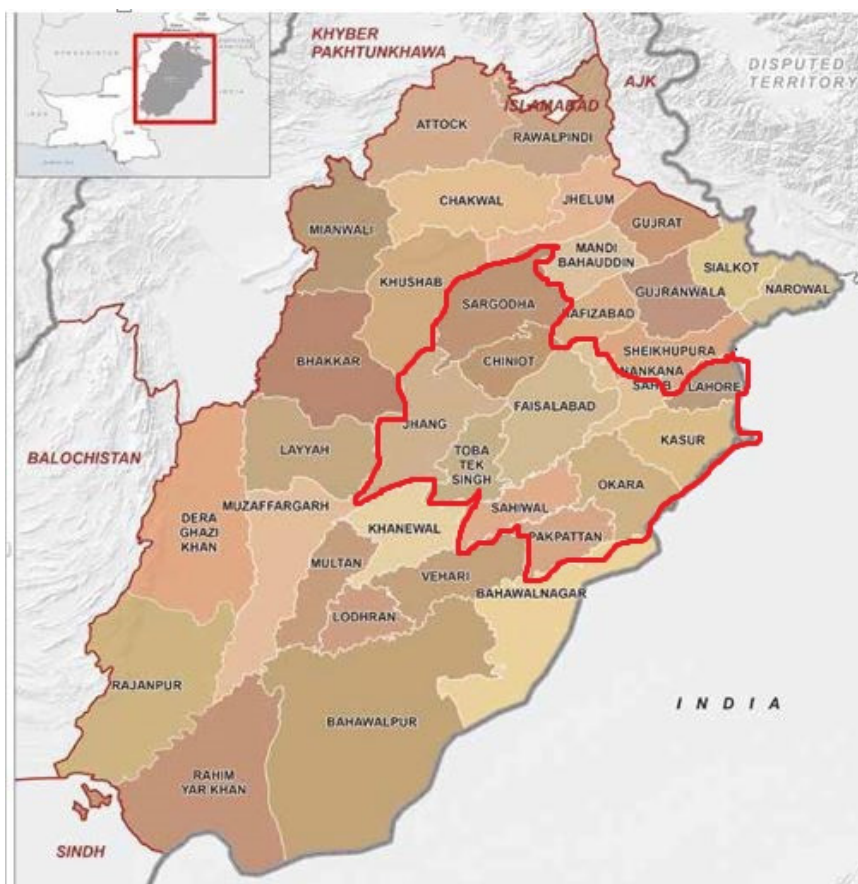


Figure 1: Study area

devised and validated by Man *et al.* (2002) served as the foundation for conceptualizing entrepreneurial competencies. Questions were then tailored based on the socio economic context of Punjab, Pakistan.

Considering the specific conditions and circumstances of the study area, questions were developed to probe the competence level of respondents across each domain of competency. These questions were systematically recorded on the interview schedule. Responses from the participants were documented, emphasizing a five-point Likert scale.

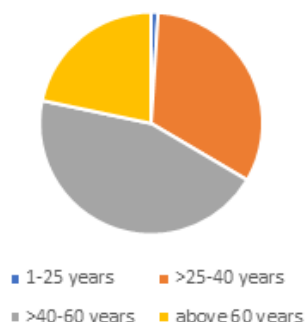
To ensure the interview schedule's content and face validity, a panel of experts, including one Professor and two Associate Professors from the Institute of Agricultural Extension and Rural Development, and one Associate Professor from the Department of Agricultural Marketing and Business at the University of Agriculture Faisalabad, were engaged. Each panel member received a copy of interview schedule and study objectives for review. The experts carefully assessed the interview schedule, evaluating its relevance and appropriateness for the research objectives. They provided valuable feedback, suggesting specific modifications to improve the instrument. After

incorporating the recommended changes, the panel collectively affirmed that the interview schedule demonstrated both face and content validity. This confirmation indicates that the instrument effectively measures its intended constructs and is considered relevant and suitable for the research objectives.

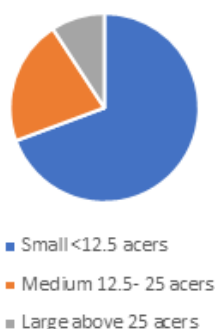
Reliability of data collection instruments: The reliability of the survey instrument was evaluated using the internal consistency method. This method assesses the consistency within the instrument, gauging how well a set of items measures a specific behavior or characteristic within the test. Internal consistency relies on the average correlations among all individual items within a test to determine its reliability. To measure internal consistency, the researcher employed Cronbach's alpha, facilitated by the SPSS (Statistical Package for Social Sciences) computer software. The calculated Cronbach's alpha values for most variables ranged from 0.77 to 0.88, which is deemed acceptable. Subsequently, this reliable instrument was employed for data collection.

Data collection: Researcher personally interviewed the respondents at their farms, homes, streets and gathering places. The interviews were held individually

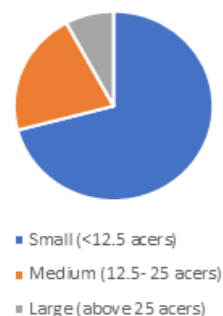
Age of respondents



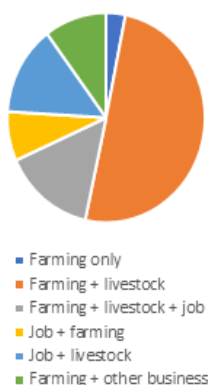
size of land holding



Area under cultivation



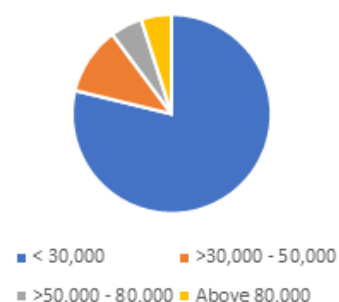
source of income



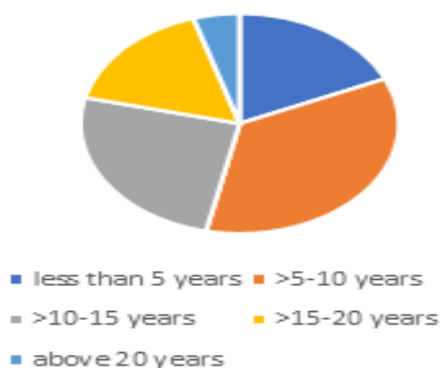
crops sown by the respondents



average monthly income



farming experience



to each respondent to guarantee unbiased and uninfluential reactions. The respondents were informed regarding the objectives before starting interviews so that they may deliver accurate information based on truth and the results of present study be as accurate as possible.

Analysis of data: The collected data were given codes and put into the Microsoft Excel software. The data analysis was done by using the software SPSS

(statistical package for social sciences). Analyzed data were tabulated, interpreted, discussed and used to formulate the recommendations. Descriptive statistical techniques were used to analyze mean, frequency, percentage and standard deviation of different responses.

RESULTS AND DISCUSSION

Socio-economic characteristics of the respondents: The present study considered age,

Table 1. Training needs of respondents regarding opportunity domain competencies

Opportunity Domain Competency	Possessed level	Required level
Ability to explore new market for your products	1.13	3.78
Ability to focus on an opportunity	1.43	3.57
Risk taking ability	1.45	3.55
Information regarding better market place	1.53	3.47
Ability to analyze costumer perception regarding agricultural products	1.54	3.46
Develop an environment for acceptability of innovation	1.76	3.24
Learning behavior	1.79	3.21
Ability to use latest products	1.80	3.2
Ability to start new business in case of loss	1.86	3.14
Ability of analyzing costumer response regarding agricultural product	1.86	3.14
Opportunity recognition	1.91	3.09
Ability to use innovativeness in agriculture	2.10	2.9
Proactive behavior	2.18	2.82
Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent		

education level, size of land holding, source of income, area under cultivation, type of crops being sown, income level and farming experience as demographic characters (also as independent variables). The results of demographic characters revealed that majority of the respondents (44.8 %) were having age from 40 years to 60 years and fewer of the respondents (1%) were having age less than 25 years. Majority of the respondents were literate (78%). Majority of the respondents (69.4%) were small landholders having less than 12.5 acers of land. Distribution of respondents on the basis of sources of income revealed that almost half of the respondents (50.26%) have farming + livestock as source of income. Results regarding area under cultivation revealed that about two third of the respondents were small farmers, being cultivating less than 12.5 acers of land. Majority of the respondents (80%) were sowing cereal crops and vegetables at their farm to sustain their livelihood. Majority of the respondents (78%) have monthly income less than 30,000 PKR. Results regarding farming experience revealed that majority (35.07%) of the respondents have farming experience from 5 to 10 years.

Entrepreneurial competencies of respondents:

Entrepreneurial competence in agriculture involves the systematic exploration of novel pathways for growth, innovation, and diversification. It highlights the ability of owner-managers to discern and actively seize these opportunities (Dias et al, 2019). The concept of competence encompasses various approaches

and interpretations, leading to diverse models of entrepreneurial competence. Competence-related research and practical applications often aim to achieve superior performance and, consequently, economic gain or business success (Wahyuni and Sara, 2020). However, the competence literature faces a significant challenge due to the existence of multiple definitions of competence (Masten and Obradovic 2006; Fantini, 2012). Additionally, terms such as "skills," "expertise," "acumen," and "competency" are interconnected and sometimes used interchangeably in the literature (Smith and Morse, 2005; Williamson and Dyason, 2023). Eyni *et al*, 2023 suggests that competent behavior results from various factors, including an individual's motivation, personality traits, self-concept, knowledge, and skills. Consequently, the boundaries and relationships between these terms remain unclear. The ambiguity surrounding competence is further amplified its use by different stakeholders with varying objectives. Considering the context of study area, farmers were asked different questions and their answer were recorded after detailed probing. The training needs were then identified by checking the gap between possessed level of respective competence and required level. The data in the below table has sorted on the basis of required level of each competency. The required level of competency was calculated by finding the difference between maximum level of each competency with the possessed level of respective competency.

Table 2. Training needs of farmers regarding relationship domain competencies

Relationship Domain Competency	Possessed level	Required level
Prefer to discuss in detail about anything before making an idea	2.18	2.82
Convince my fellows on a decision	2.21	2.79
Flexibility in decision making	2.22	2.78
New costumer welcomeness	2.32	2.68
Others have trust on me, and they can provide me inputs without payment of money	2.33	2.67
Ability to judge others	2.36	2.64
Market oriented relationships	2.48	2.52
As a small business owner my friends know me as a good team worker	2.52	2.48
Ability to make profitable social contacts	2.64	2.36
Prefer in teamwork	2.65	2.35
Contact with fellow farmers	2.71	2.29

Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent

Table 3. Training needs of farmers regarding conceptual domain of competencies

Conceptual Domain Competency	Possessed level	Required level
Watching big picture of any problematic situation	1.73	3.27
Facts analysis ability	2.00	3.00
Preference to develop systematic adequate solution of a complex problem	2.00	3.00
Initiatives to solve any problem	2.00	3.00
Problem forecasting	2.06	2.94
Novelty in purposed ideas	2.36	2.64
Consider previous experiences in deciding	2.45	2.55
Think problem as learning opportunity	2.73	2.27

Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent

Table 1 outlines the training needs of respondents in the opportunity domain competencies, comparing their possessed levels to the required levels. Notably, competencies such as “Ability to explore new markets for your products,” “Ability to focus on an opportunity,” and “Risk-taking ability” exhibit significantly lower possessed levels (1.13, 1.43, and 1.45, respectively) compared to their substantially higher required levels (3.78, 3.57, and 3.55, respectively). These findings emphasize a pronounced need for improvement in these areas. Conversely, some competencies show relatively higher possessed levels, approaching their required levels, such as “Learning behavior” and “Ability to use latest products” with levels of 1.79 and 1.80, respectively, in comparison to required levels of 3.21 and 3.20. While “Proactive behavior” demonstrates

a relatively higher possessed level (2.18) close to the required level (2.82), the table overall highlights distinct disparities between current competency levels and the desired proficiency, indicating specific areas that may benefit from targeted training and development interventions. The results are similar with Ghafoor *et al.*, (2017) they found that most of the farmers have less skills for the identification of new market for their products and are using traditional marketing practices in Punjab, Pakistan.

Table 2 provides insights into the training needs of farmers concerning relationship domain competencies, comparing possessed levels with required levels. Notably, competencies such as “Prefer to discuss in detail before making an idea,” “Convince my fellows on a decision,” and “Flexibility in decision making” exhibit

relatively higher possessed levels (2.18, 2.21, and 2.22, respectively) in comparison to their required levels (2.82, 2.79, and 2.78, respectively). On the other hand, competencies like "Market-oriented relationships" and "As a small business owner, my friends know me as a good team worker" show possessed levels (2.48 and 2.52, respectively) closely aligned with their required levels (2.52 and 2.48, respectively). The table underscores a need for attention to certain competencies, including "Ability to make profitable social contacts" and "Prefer in teamwork," where the possessed levels (2.64 and 2.65) are slightly higher than their required levels (2.36 and 2.35). Overall, the analysis highlights both strengths and areas requiring enhancement in relationship domain competencies among farmers, providing valuable insights for targeted training and development initiatives. The similar findings were analyzed by Raza *et al.*, 2019 who found that farmers in Punjab, Pakistan have good social contact with each other and among different information source the most credible and widely use source was contact with fellow farmers. The findings of above table are also in line with Iqbal *et al.*, 2020 who found the need for the capacity building of farmers

regarding better planning for effective management and utilization of their farm inputs and outputs. Table 3 delves into the training needs of farmers within the conceptual domain of competencies, juxtaposing their possessed levels against the required levels. Striking disparities emerge, particularly in competencies such as "Watching the big picture of any problematic situation," where the possessed level is notably lower (1.73) than the required level (3.27), underscoring a substantial gap. Similar gaps are observed in "Facts analysis ability," "Preference to develop systematic adequate solution of a complex problem," and "Initiatives to solve any problem," each possessing a level of 2.00 against a required level of 3.00. The need for improvement is evident in competencies like "Novelty in purposed ideas" (2.36 versus 2.64) and "Consider previous experiences in deciding" (2.45 versus 2.55). Notably, "Think problem as a learning opportunity" demonstrates a possessed level (2.73) surpassing the required level (2.27), indicating a relatively stronger competency.

Table 4 outlines the training needs of farmers within the organizing domain competencies, presenting a comparison between their possessed levels and the

Table 4. Training needs of farmers regarding organizing domain competencies

Organizing Domain Competency	Possessed level	Required level
Long run orientation of business	1.68	3.32
Maintain a record of input cost and output of my product	1.85	3.15
Human resource management abilities	1.95	3.05
Experience to organize business before	1.99	3.01
Can motivate people to get extra work from them	2.08	2.92
Leadership qualities	2.1	2.90
Physical resource management	2.21	2.79
External issues management abilities	2.55	2.45

Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent

Table 5. Training needs of farmers regarding strategic domain competencies

Strategic Domain Competency	Possessed level	Required level
Ability to sustainably manage agri-business	1.92	3.08
Extent to wait for profit	2.17	2.83
Ability to cope with the upcoming changes in business	2.45	2.55
Ability to cope ups and down in business	2.51	2.49
Ability to focus on pre-determined objectives	2.53	2.47
Keeping an eye on the external environment	2.56	2.44

Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent

required levels. Evident disparities emerge, particularly in competencies such as “Long run orientation of business,” where the possessed level is notably lower (1.68) than the required level (3.32), indicating a significant deficiency. Similar gaps are observed in competencies like “Maintain a record of input cost and output of my product,” “Human resource management abilities,” and “Experience to organize business before,” each possessing a level of 1.85, 1.95, and 1.99, respectively, against a required level of 3.15, 3.05, and 3.01. The need for enhancement is also apparent in competencies like “Can motivate people to get extra work from them” (2.08 versus 2.92) and “Leadership qualities” (2.1 versus 2.90). “Physical resource management” (2.21 versus 2.79) reflects a competency with room for improvement, while “External issues management abilities” (2.55 versus 2.45) shows a possessed level surpassing the required level. The above findings are in line with the findings of Hussain and Taqi, (2014) who found that farmers in Punjab Pakistan lack ability to sustain their business in long term. They also found that most of the respondents were just thinking about current benefits without considering the impact of their actions on climate. The findings are also similar with Aftab and Ali (2023) who also found that farmers possess less average score of different organizing domain competencies.

Table 5 presents an analysis of the training needs of farmers concerning competencies in the strategic

domain. The comparison between possessed levels and required levels reveals notable distinctions. For instance, in the competency “Ability to sustainably manage agri-business,” the possessed level of 1.92 is notably lower than the required level of 3.08, indicating a substantial need for improvement. Similarly, competencies like “Extent to wait for profit” (2.17 versus 2.83) and “Ability to cope with upcoming changes in business” (2.45 versus 2.55) highlight significant gaps, emphasizing the necessity for targeted development efforts. “Ability to cope ups and downs in business” (2.51 versus 2.49), “Ability to focus on pre-determined objectives” (2.53 versus 2.47), and “Keeping an eye on the external environment” (2.56 versus 2.44) also showcase areas requiring attention, albeit with comparatively smaller disparities. The above findings are in line with Ahmad and Ahmad, (2018) who found that farmers lack training in strategic planning regarding sustainability of their agri-businesses. Faisal *et al.*, 2021, also found the dire need to train farmers regarding potential vulnerabilities and risks to sustain their livelihood. The findings of Khan *et al.*, 2020 are supporting the above findings as they have also identified the training need regarding use of technology. Table 6 provides an insightful analysis of the training needs of farmers with respect to commitment domain competencies, drawing comparisons between their possessed levels and the required levels. Notable disparities emerge in various competencies, such

Table 6. Training needs of farmers regarding commitment domain competencies

Commitment Domain Competency	Possessed level	Required level
Concept to sustain your business	1.73	3.27
In your real life to what extent, you can fulfil your objectives/goals	1.75	3.25
Critical thinking abilities	1.75	3.25
To what extent you are dedicated to enhance your agricultural entrepreneurial setup	1.81	3.19
To what extent do you think that you can make any impossible thing possible	1.97	3.03
To what extent you have learnt from your mistakes	1.98	3.02
Ability to start a new business	1.99	3.01
To what extent do you think that you have ability to improve your business	2.04	2.96
Have an eye on extraordinary incidents	2.07	2.93
To what extent you think that you should start a business again even after its failure	2.27	2.73
Lust for money	2.32	2.68
To what extent you can wait even you are not getting profit from your business	2.39	2.61
Extent to which you want to keep yourself busy	2.39	2.61
Confidence on self-efficiency	2.43	2.57
Extent of willingness to take part in improving entrepreneurial activities	2.51	2.49

Likert Scale: 1=Very low extent, 2= Low extent, 3= Medium extent, 4= High extent, 5= Very high extent

as “Concept to sustain your business,” where the possessed level of 1.73 is considerably lower than the required level of 3.27, signaling a substantial need for improvement. Similar gaps are observed in competencies like “In your real life to what extent you can fulfill your objectives/goals” (1.75 versus 3.25), “Critical thinking abilities” (1.75 versus 3.25), and “To what extent you are dedicated to enhancing your agricultural entrepreneurial setup” (1.81 versus 3.19). “To what extent you have learned from your mistakes” (1.98 versus 3.02) and “Ability to start a new business” (1.99 versus 3.01) reveal areas where improvement is warranted. Additionally, competencies like “To what extent you think that you should start a business again even after its failure” (2.27 versus 2.73) and “Confidence in self-efficiency” (2.43 versus 2.57) show training needs, though with relatively smaller disparities. This analysis emphasizes the importance of targeted training initiatives to enhance commitment competencies among farmers, focusing on aspects such as sustaining business concepts, goal fulfillment, critical thinking, and confidence in entrepreneurial activities. The above findings are supported by the results of Iqbal *et al.*, 2020 who found that farmers need training regarding concept of sustainability and decision making. The findings are also similar with Khalid and Shahid (2022) who also concluded that farmers through identification of training needs, skills of farmers regarding sustainable management of on farm practices and to diversify farm operations.

CONCLUSION

The study aims to find out training needs of farmers in context of entrepreneurial competencies. Gap in possessed and required entrepreneurial competencies was identified to highlight key areas where farmers need trainings in order to adopt entrepreneurial practices. The study was based on the theory of planned behavior. The present study was based on the identification of possessed level of entrepreneurial competencies originally developed by Man *et al.* (2012). The entrepreneurial competence consists of six competence domains, namely, opportunity, relationship, conceptual, organizing, strategic and commitment competencies. Among different entrepreneurial competencies the maximum mean value of each competency was inclined toward medium extent. This show that farmers need training for the improvement in all domains of entrepreneurial competence. Among different opportunity domain competencies respondents posse least ability to explore new markets for their products. Among the various relationship competencies, many of them have good relationship competencies as many of them prefer to discuss before making any decision.

Respondents were unable to critically analyze the situation and have less problem-solving abilities that demand significant capacity building of farmers as well as extension field staff. Respondents were less aware about sustainability prospective of agri-business, although they possess capacity for long run orientation of business.

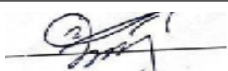
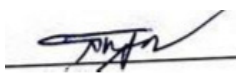
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