

Agribusiness Anxiety and Constraints Perceived in Acceptance of Agribusiness by Postgraduate Students of SAUs of Gujarat

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ABSTRACT

As a result of remarkable scope of agribusiness, agripreneurship has become an important ingredient of professionally qualified agricultural graduates and post graduates, Due to business anxiety, many postgraduate students are not in position to take advantages of agribusiness for their self employment. The important dimensions for agro-enterprise promotion are the technological backstopping, required support system, marketing, finance, credit systems, quality control etc. Lack of self confidence and knowledge regarding these aspects make graduates less conscious towards agribusiness. Hence present research work was conducted to study the existing agribusiness anxiety level of agricultural postgraduate students of SAUs of Gujarat state with the help of reliable and systematically developed scale and constraints perceived by them in acceptance of agribusiness. It was observed that fifty five per cent of the agricultural postgraduates had medium level of agribusiness anxiety, Major constraints perceived by agricultural postgraduates were; bank loan procedure is extensive, lack of consciousness to have agribusiness, inadequate technical knowledge regarding agribusiness, the dominant logic that only experienced person can run the agribusiness and lack of support from the family

Key words: *Agribusiness anxiety , constraints*

INTRODUCTION

Agribusiness includes not only those who farm the land but also the people and firms that provide inputs, process the outputs, manufacture the food products and transport and sell the food products to consumers. Sharma and Tiwari (2011) expressed that in the present era of shrinking land holding and increasing unemployment of youth, agri-business and micro enterprise promotion has evolved as an answer the employment crisis facing the world. As a result, the emphasis on job creation has shifted to the informal sector. Generation of self employment opportunities, especially for the rural youths, is a must for ensuring true development of the rural masses. As a result of remarkable scope of agribusiness, agripreneurship has become an important ingredient of professionally qualified agricultural graduates and post graduates, at the same time it is also seen that due to some fear and lack of confidence, consciousness and awareness many qualified agricultural students retard to craft prolific usages of agricultural resources to create self employment. Such behavior in a broad sense is known as agribusiness anxiety or nervousness. During the past two decades, the agribusiness

sector has undergone overwhelming changes that have affected every phase of industry. Some of these changes are: the liberalization of global market, changing technological and regular settings, international competition, organized marketing, modern processing and pickier consumer. Agricultural production also is changing from family based, small scale and relatively independent firms to larger firms that are more tightly designed across the production and distribution value chain. In addition to this, there has been a marked change in make-up of inputs used in agriculture, concentration and vertical integration and effective utilization of new production processing, distribution and information technologies. Agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm gate to include those who are involved in bringing food and fiber to consumers. Of all kinds of resources; physical, natural and economic resources are important for facilitating development of any nation but the most important are the human resources. Human resources are the most significant of all the resources to convert all other resources into production and economic entities. Capable, efficient and motivated human resources can bring about the tremendous

positive change towards progress (Singh, 2011). The higher educational programme in a variety of disciplines has been running under different universities. Till date most of the educated graduates are seeking services in their related field. In this context agribusiness is evolving to address the needs of youth, thereby providing avenues for revitalizing agriculture. To identify genuine level of agribusiness anxiety of post graduates, it was important to know their feelings and concern towards this self employment oriented, and agricultural growth oriented agribusiness system. Therefore this research work aims to identify level of agribusiness anxiety among postgraduates of SAUs of Gujarat State and the constraints perceived by them in acceptance of agribusiness..

METHODOLOGY

The present study was carried out on proportional random sample of total 120 postgraduate students studying either in the final year of Masters or in any year of PhD in Agriculture faculty of State Agricultural Universities of Gujarat. The data were collected through interview schedule contacting postgraduates personally and analyzed with the help of statistical tools mean, frequency and standard deviation. Ex-Post-Facto research design was applied for the study. The level of agribusiness anxiety of postgraduate students of SAUs of Gujarat was measured with the help of reliable and valid scale by developed Patel (2008). To find out the priority of each constraint frequencies of the respondents under three categories of response viz; most important, important and least important were calculated and ranked accordingly, on the basis of mean value.

RESULTS AND DISCUSSION

Level of Agribusiness Anxiety of Postgraduate Students

Table 1: Distribution of postgraduates according to their level of agribusiness anxiety n = 120

Sr. No.	Categories	Frequency	Per cent
1	Low (Up to 60.09 score)	22	18.33
2	Medium (60.08 to 73.97 score)	66	55.00
3	High (Above 73.97 score)	32	26.67

A fleeting look into Table-1 shows that slightly more than half (55.00 per cent) of the agricultural postgraduates had medium level of agribusiness anxiety, while 26.67 and 18.33 per cent of the agricultural postgraduates had high and low level of agribusiness anxiety, respectively. The probable reason for this might be that agribusiness is emerging entrepreneurial customs among youths. It is affected by many personalities of the postgraduate students and their perceived constraints. Further it is fact and widely regarded that India is rural agricultural based economic developing country, but there is lacuna of agribusiness experience and exposure among Indian youth. Also busy research based schedule in higher agricultural studies make postgraduates less conscious and decisive to have positivism towards agribusiness. Patel and Chauhan (2009) concluded that 40.00 per cent of the respondents had low level of business anxiety, followed by 32.50 and 27.50 per cent of the respondents who had medium and high level of business anxiety, respectively.

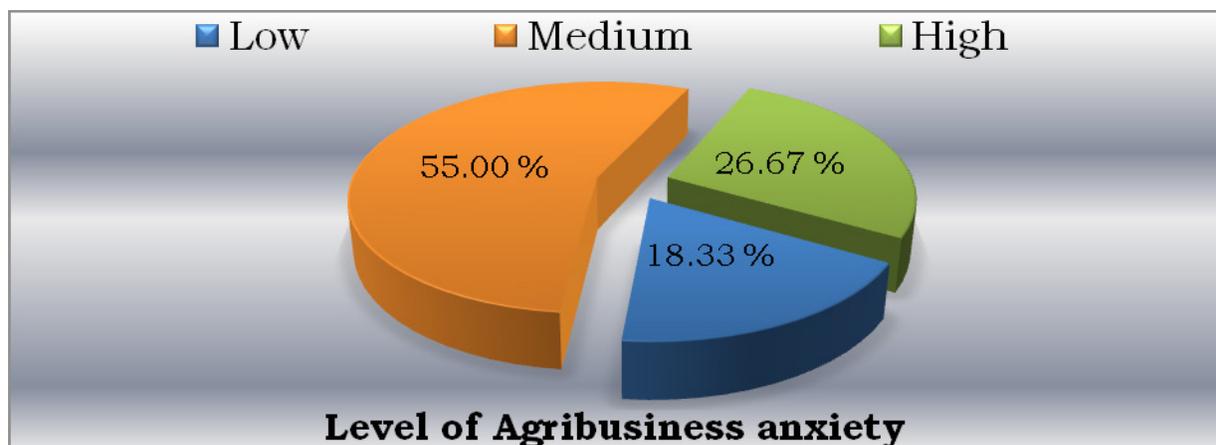


Fig: 1 Level of agribusiness anxiety of Post graduate students of SAUs of Gujarat

Table 2 : Constraints perceived by postgraduates in acceptance of agribusiness.

Sr. No.	Constraints perceived by postgraduates	Mean score	Rank
1	Bank loan procedure is extensive.	1.66	I
2	Lack of consciousness to have agribusiness.	1.65	II
3	Inadequate technical knowledge regarding agribusiness.	1.56	III
4	The dominant logic that only experienced person can run the agribusiness.	1.49	IV
5	Lack of support from family.	1.39	V
6	Huge risk involved in establishment of Agribusiness.	1.34	VI
7	Lack of confidence to succeed in agribusiness.	1.34	VII
8	Lack of decisiveness to start agribusiness.	1.20	VIII
9	Lack of positive mindset regarding agribusiness.	0.98	IX
10	Lack of awareness regarding various key agricultural business supporting services.	0.92	X
11	Not having any specific training regarding agribusiness.	0.90	XI
12	Difficult to get expected number of consumers.	0.90	XII

From the Table 2 it can be seen that major constraints faced by agricultural postgraduates were; bank loan procedure is extensive (rank I), lack of consciousness to have agribusiness (rank II), inadequate technical knowledge regarding agribusiness (rank III), the dominant logic that only experienced person can run the agribusiness (rank IV) and lack of support from the family (rank V), Constraints like huge risk involved in establishment of agribusiness (rank VI) and lack of confidence to succeed in agribusiness (rank VII), lack of decisiveness to start agribusiness (rank VIII), lack of positive mindset regarding agribusiness (rank IX), lack of awareness regarding various key agricultural business supporting services (rank X) not having any specific training regarding agribusiness (rank XI) and difficult to get expected number of consumers (rank XII). Similarly Karjagi et al.

(2009) also reported that major constraints faced by students of agriclincs and agribusiness centers in starting their agri ventures were the high rate of interest, lack of hand holding support from training institutes, banker's resistance to finance, NABARD and other commercial banks will not give correct pictures about rate of interest, subsidy and collateral security.

IMPLICATION

The study facilitates in knowing anxiety of postgraduate research scholars towards agribusiness. The level of anxiety of postgraduate research scholars towards agribusiness could be brought through change in their psychology. It is, therefore, recommended that more efforts should be made by the government, universities and other organizations so as to enable the research scholars to change their psychology in positive direction. Consciousness towards agribusiness, training, personal visits, effective communication through mass media, awareness regarding support based services and demonstrations should be made to overcome the major constraints related in acceptance of agribusiness by government or universities.

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