

## ATTITUDE OF POST GRADUATE STUDENTS TOWARDS AGRICULTURE ENTREPRENEURSHIP

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### ABSTRACT

The study entitled "Attitude of post graduate students towards agriculture entrepreneurship." was conducted in the year 2016 in Anand Agriculture University, Anand with a sample of 50 respondents. The ex-post facto research design was used for the research study. Attitude test was developed to measure the attitude of respondents towards agriculture entrepreneurship. As opposed to the increasing demand for higher education, unemployment of university graduates has been rapidly increasing. This emphasizes the need of creating a positive attitude among the students for taking up entrepreneurship which will enable them to become employment provider rather than employment seekers. The study revealed that attitude of respondents were at high level (64 per cent). Majority of students were passed with second class (54 per cent), had known three languages (96 per cent), farming as an occupation (44 per cent), family income between 1 to 3 lakh (44 per cent), respondent's father and mother were graduate and primary school level qualification (40 and 18 per cent) respectively, had medium reading habit (52 per cent), risk taking (66 per cent) and agri-business anxiety (48 per cent).

**Key words :** attitude, entrepreneurship

### INTRODUCTION

India, predominantly an agro based country. It has vast potential for giant leap into agri- business. The agricultural universities in the country including the affiliated colleges of the state agricultural universities are annually producing about 11,900 graduates , out of which only around 2000 are able to avail employment opportunities in various public and private sector agencies. The remaining man power remains either under utilized or unutilized. So, there is corresponding lack of employment opportunities for agricultural professional in public sector. Rising unemployment among agricultural graduates and market forces unleashed by the phenomenon of globalization and opening of world economics has necessitated that agricultural graduate should not be mere degree holders but must be professional who can measure the employment issues and concerns.

There is a tremendous scope for empowerment of agricultural graduates through establishment of dairy, poultry, fishery, green house, poly house enterprises etc; and thus they can even become employment generator. But, it has been many a times reported that, only few students want to

become entrepreneurs. This emphasizes the need of creating an aptitude among the students for taking up entrepreneurship which will enable them to become employment providers rather than employment seekers. Entrepreneurship is important for modernization, improvement, development and assets establishment.

### OBJECTIVES

- (a) To study the personal, social, economical and psychological characteristics of post graduate students
- (b) To study the attitude of post graduate students towards agriculture entrepreneurship

### METHODOLOGY

Anand agricultural university was selected for the study. A sample of 50 respondents were selected from the college randomly. An interview schedule based on objective of the study was developed and respondents were personally interviewed for collection of information. The respondents were asked to mention their attitude towards agricultural entrepreneurship. Based on the frequencies and

intensity attitude was converted in percentage. Frequency and percentage were used to analyze the data to draw the meaningful conclusion.

**RESULTS AND DISCUSSION**

An attitude is often defined as a tendency to react favorable or unfavorable towards a designated class of stimuli such as a national or racial group a custom or an institution. Attitude of Post graduate students were categorized into five groups viz. very low, low, medium, high and very high.

**Table 1: Distribution of post graduate students according to their attitude n=50**

Sr. No.	Category	Frequency	Percent
1	Very low (27- 48.60)	0	0
2	Low (48.70- 70.20)	01	02
3	Medium (70.30- 91.80)	07	14
4	High (91.90- 113.10)	32	64
5	Very high (113.20- 135)	10	20

Table 1 indicates that around three- fourth post graduate student (64 per cent) had high level of attitude whereas very high, medium and low were 20, 14 and 2 per cent respectively. Most of the post graduate students were from family having high to moderate literacy level, medium economic condition and agri-business anxiety. All of these would have created moderate condition for higher education. After having been admitted to post graduate, they might come to know the importance of post graduation and their role in development of the country and on other hand, they also aware about the vast area of agriculture to develop a positive attitude towards agricultural entrepreneurship.

**Table 2 : Distribution of post graduate students according to their personal, social, economical and psychological characteristics**

Sr. No.	Variables	Frequency	Percent
1	<b>Academic achievement</b>		
	Third class (5.00 to 5.9)	01	02
	Pass class (6.0 to 6.9)	10	20
	Second class (7.0 to 7.9)	27	54
	First class (8.0 to 8.9)	11	22
	Distinction (above 9)	01	02

2	<b>Knowledge of language</b>		
	4 languages	02	04
	3 languages	48	96
	2 languages	-	-
3	<b>Family occupation</b>		
	Farming	22	44
	Business	06	12
	Govt. services	11	22
	Private service	03	06
	Labour	01	02
	Multi occupation	07	14
4	<b>Family income</b>		
	< 50,000	13	26
	50,000 – 1 lakh	03	06
	1 lakh – 3 lakh	22	44
	3 lakh – 5 lakh	06	12
5	<b>Father's education</b>		
	Illiterate	03	06
	Primary school	07	14
	High school	10	20
	Higher secondary	07	14
	Graduate	20	40
	Above graduate	03	06
6	<b>Mother's education</b>		
	Illiterate	10	20
	Primary school	18	36
	High school	07	14
	Higher secondary	05	10
	Graduate	09	18
7	<b>Reading habit</b>		
	Low (0– 2.67)	12	24
	Medium (2.68 – 5.34)	26	52
	High (5.35 – 8)	12	24
8	<b>Risk orientation</b>		
	Low (6 – 10)	14	28
	Medium (11 – 14)	33	66
9	<b>Agri- business anxiety</b>		
	Very low (18 – 32.4)	00	00
	Low (32.5 – 46.8)	04	08
	Medium (46.9 – 61.2)	24	48
	High (61.3- 75.6)	17	34
	Very high (75.7 – 90)	05	10

Looking the data presented in table 2 shows that among various characteristics of post graduate students: (1) more than half of the post graduate students (54 per cent) were in the second class category whereas post graduate students in first class, pass class, distinction and third class were 22, 20, 2 and 2 per cent respectively. (2) more than three- fourth of the post graduate students (96 per cent) were knows 3 languages and remaining post graduate students knows 4 languages (4 per cent). (3) more than one- third students family were engaged in farming (44 per cent) whereas govt. service, multi-occupation, business, private service and labour were 22, 14, 12, 6 and 2 per cent, respectively. (4) one- third post graduate students father's were graduate (40 per cent) whereas high school, primary school, higher secondary, illiterate and above graduate had 20, 14, 14, 6 and 6 per cent respectively. (5) one – third (18 per cent) post graduate student's mother were primary school level educational qualification whereas illiterate, graduate, high school, higher secondary and above graduate had 20, 18, 14, 10 and 2 per cent, respectively. (6) more than half post graduate students (52 per cent) had medium level of reading habit whereas 24 and 24 per cent had low and high level of reading habit respectively. (7) majority post graduate student (66 per cent) whereas 28 and 6 per cent had low and high risk taking ability respectively. (8) majority of post graduate students (48 per cent) had medium level of anxiety whereas 34, 10, and 10 per cent had high, very high and low respectively.

## CONCLUSION

It could be inferred that majority of post graduate students had high level of attitude towards agricultural entrepreneurship. Looking to the personal, social, economical, psychological variables majority of respondents had second class level of academic achievement, known three languages, had farming as an family occupation, had 1 to 3 lakh family income, had fathers' education of graduate level and mothers' had primary level of education. Majority had medium level of reading habit, risk orientation and agri- business anxiety respectively.

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