

**ENTREPRENEURIAL ATTITUDE OF UNDER GRADUATE AGRICULTURE STUDENTS****L. S. Rathod<sup>1</sup>, V. M. Patel<sup>2</sup> and J. K. Patel<sup>3</sup>**

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**ABSTRACT**

*Indian agriculture is known for multi-functionaries of providing employment, livelihood and ecological securities. Unemployment rising particularly among educated people is alarming for the governments. Total 160 third and final year students of B.Sc. (Horns) Agriculture were selected in academic year 2021-22 by proportionate stratified random sampling from two Colleges viz. C.P. College of Agriculture, Sardarkrushinagar Dantiwada Agricultural University and College of Agriculture, Tharad. It was observed from the study that majority of the under graduate students belonged to the age group of less than or equal to 20 years, belonged to medium size of family, belonged to rural background, students father had farming and government service as their occupation, had medium level of family income, had small and medium size of family land holding, students father had Primary school, high school and under graduate/post graduate level of education, were found having below average and poor level of participation in extracurricular activities, had medium and high level use of source of information, had medium level of achievement motivation. The majority of the under graduate students had favourable entrepreneurial attitude. Out of ten independent variables, three variables viz., family land holding, participation in extracurricular activities and source of information were positively and significantly correlated with entrepreneurial attitude of under graduate students further, family income and achievement motivation had positive and highly significant relation with attitude .*

**Keywords:** *entrepreneurial attitude, unemployment, achievement motivation***INTRODUCTION**

The prosperity and progress of nation depends on the entrepreneurial quality of its people. If they are enterprising, ambitious and courageous enough to bear entrepreneurial risk, the community/society will develop quickly. Entrepreneurial potential can be found and developed anywhere irrespective of age, qualification, experience or socio-economic background. Entrepreneurs are people who realize new opportunities and channelize effort in the proper direction (Herrington et al., 2008). Entrepreneurs also played a significant role by providing technical guidance of the students and to improve their attitude towards agricultural entrepreneurship. Besides technical knowledge and guidance of agricultural entrepreneurs, certain attitudes in agricultural entrepreneurs like high level of education to understand modern technology to get latest information, economic motivation to get scientific orientation for scientific consideration, high level of achievement to achieve high status. it is necessary before any action, that we evaluate attitude towards entrepreneurship particularly from educated people for offering strategies to enhance this. It will be helpful for economic development, job creation, and prosperity. Consequently, it is necessary for

encouraging university graduates to become entrepreneurs, ready for making decision processes and factors that lead to the entrepreneurship. Willingness of individuals to start a business or want to start a business can show level of entrepreneurship (Engle et al., 2010).

**OBJECTIVES**

- (1) To study the profile of under graduate agriculture students
- (2) To study the entrepreneurial attitude of under graduate agriculture students
- (3) To study the relationship between profile of under graduate agriculture students and their entrepreneurial attitude
- (4) To obtain suggestions from the under graduate agriculture students for entrepreneurship development

**METHODOLOGY**

The study was confirmed to 'Ex-post facto' research design as the independent variables have already operated in the study area. Among four agricultural universities of

Gujarat state, this study was conducted in Sardarkrushinagar Dantiwada Agricultural University, Sardarkrushinagar. Total two Colleges of Agriculture were selected purposively from Sardarkrushinagar Dantiwada Agricultural University viz. C. P. College of Agriculture, Sardarkrushinagar Dantiwada Agricultural University and College of Agriculture, Tharad due to convenient to researcher for study. From total number of students registered for third year and fourth year of the

academic calendar during 2021-22 in these two agriculture colleges, total of 160 third and last year students were selected by proportionate stratified random sampling technique, in the proportion of 60:40 (final year : third year) from each college. The appropriate statistical tools viz; mean, standard deviation, correlation-coefficient, percentage were used for the study

**Table 1. Selection of under graduate students by proportionate sampling procedure**

Sr. No.	Name of college	No. of students registered		No. of students selected	
		Third year	Fourth year	Third year	Fourth year
1	C.P.College of Agriculture, SDAU, Sardarkrushinagar	153	105	62	63
2	College of Agriculture, SDAU, Tharad	47	28	18	17

## RESULTS AND DISCUSSION

### Profile of under graduate agriculture students

Keeping in the view the objectives of study, the relevant variables were selected on the basis of an extensive review

of literature related to the study, in consultation with experts and members of advisory committee. Only those variables which are found most relevant to the present investigation were finally selected. The results of the same are presented in Table.2

**Table 2: Profile of under graduate agriculture students**

(n=160)

Sr. No.	Selected characteristics of muskmelon growers	Frequency	Percent
1	<b>Age</b>		
	Less than or equal to 20 years (up to 20 year)	65	40.62
	Above 20 years	95	59.38
2	<b>Family size</b>		
	Small (Up to 4 members) 22 13.75	22	13.75
	Medium (5 to 9 members) 124 77.50	124	77.50
	Big (10 & above members) 14 08.75	14	08.75
3	<b>Family background</b>		
	Rural	122	76.25
	Urban	38	23.75
4	<b>Father's occupation</b>		
	Labour	06	03.75
	Private service	19	11.87
	Business	10	06.25
	Independent Profession	14	08.75
	Farming	81	50.63
5	<b>Government service</b>	30	18.75
	<b>Family income</b>		
	Low (Up to Rs.1,04,601)	19	11.88
	Medium (Rs. 1,04,602 to Rs.6,71,528)	116	72.50
High ( Above Rs. 6,71,528)	25	15.62	
6	<b>Family land holding</b>		
	Marginal (Up to 1.00 ha)	27	16.87
	Small (1.01 to 2.00 ha)	64	40.00
	Semi medium (2.01 to 4.00 ha)	29	18.12
	Medium (4.01 to 10.00 ha)	31	19.38
	Large (Above 10.00 ha)	09	05.63

Sr. No.	Selected characteristics of muskmelon growers	Frequency	Percent
7	<b>Parent's education</b>		
	Illiterate	06	03.75
	Functionally Literate	11	06.88
	Primary school (Up to 8 <sup>th</sup> standard)	53	33.12
	Middle school (9 <sup>th</sup> to 10 <sup>th</sup> standard)	22	13.75
	High school (11 <sup>th</sup> to 12 <sup>th</sup> standard)	29	18.12
	Under Graduate and Post Graduate (UG/PG)	39	24.38
8	<b>Participation in extracurricular activities</b>		
	Poor (Up to 36 score)	47	29.38
	Below average (37 to 72 score)	52	32.50
	Average (73 to 108 score)	35	21.88
	Above average (109 to 144 score)	14	08.74
	High (Above 144 score)	12	07.50
9	<b>Sources of information</b>		
	Low (less than 19.69 scores)	15	09.37
	Medium (19.69 to 23.93 scores)	118	73.75
	High (More than 23.93 scores)	27	16.88
	Mean = 22.31 S.D = 2.62		
10	<b>Achievement motivation</b>		
	Low (Less than 17.76 score)	16	10.00
	Medium (17.76 to 21.84 score)	111	69.38
	High (More than 21.84 score)	33	20.62
	Mean = 19.80 S.D = 2.03		

The data presented in Table.2 indicates that 59.38 per cent students had above 20 year of age, having medium size family (77.50%), belongs to rural background (76.25%), half (50.63%) of the students father had farming occupation, had medium family income (72.50%), had small to marginal land holding (56.87%), student parent's education had primary to college level (89.37%), had poor to average participated in extracurricular activities (83.76%), having medium level utilization of sources of information (73.75%) and had medium achievement motivation (69.38%).

This finding is in line with the finding of Haseena *et al* (2017), Patel *et al* (2020) and Thakur *et al* (2017) and Zala *et al.* (2024).

**Entrepreneurial attitude of the under graduate agriculture students**

Attitude towards agricultural entrepreneurship was operationalised as an affect or feeling favourable or unfavourable towards the agricultural entrepreneurship which is imparted through the agricultural colleges. The investigator has standardized an attitude scale to measure attitude of the respondents towards agriculture entrepreneurship, while constructing a scale the investigator has resorted the methodology suggested by Meenaben Patel (2009). The scale consists of fourteen statements (items), out of which 1, 3, 6, 9, 10, 12 and 13 were positive statements and remaining were negative statements.

**Table 3 : Distribution of the students according to their overall entrepreneurial attitude**

(n=160)

Sr. No.	Levels of attitude	Frequency	Percentage
1	<b>Unfavourable</b> (Less than 50.49 score)	28	17.50
2	<b>Favourable</b> (50.49 to 57.55 score)	105	65.63
3	<b>Highly favourable</b> (More than 57.55 score)	27	16.87
	Mean = 54.025		S.D = 3.53

The data given in Table 3 revealed that in respect of entrepreneurial attitude of the students, nearly three fifth of the students (65.63%) were having favourable attitude followed by highly favourable (16.87%) and unfavourable (17.50%) attitude.

This finding more similar with the finding of Priyanka (2019), Jagadeeswari *et al.* (2019), Gade (2020) and Jaisuddha and Shantha (2020) and Patel *et al.* (2023).

**Relationship between selected characteristics of the under graduate students and their Attitude**

To ascertain the relationship between profile of under graduate students and their entrepreneurial attitude,

the co-efficient of correlation was worked out. Total ten personal, socio-economic, communication and psychological characteristics of the under graduate students were studied. The zero order correlations are presented in Table 4

**Table 4 : Correlation coefficient of selected characteristics with their entrepreneurial attitude (n=160)**

Sr. No.	Independent variables	Correlation Coefficient ('r' value)
X <sub>1</sub>	Age	0.114 <sup>NS</sup>
X <sub>2</sub>	Size of family	0.066 <sup>NS</sup>
X <sub>3</sub>	Family background	0.108 <sup>NS</sup>
X <sub>4</sub>	Father's occupation	0.023 <sup>NS</sup>
X <sub>5</sub>	Family income	0.209**
X <sub>6</sub>	Family land holding	0.184*
X <sub>7</sub>	Parent's education	0.141 <sup>NS</sup>
X <sub>8</sub>	Participation in extracurricular activities	0.175*
X <sub>9</sub>	Sources of information	0.160*
X <sub>10</sub>	Achievement motivation	0.233**

\* = Significant at 0.05 level \*\*= Significant at 0.01 level  
NS = Non significant

The data in the Table.4 shows that out of ten independent variables, three variables viz., family land holding, participation in extra-curricular activities and source of information were positively and significantly correlated

with entrepreneurial attitude of under graduate students. Further, family income and achievement motivation had positive and highly significant relation with attitude while, rest five viz., Age, size of family, family background, parents' education and fathers' occupation had failed to establish significant relationship with entrepreneurial attitude of under graduate students. The finding is in line with Priyanka (2019)

#### **Suggestions from the under graduate agriculture students for entrepreneurship development**

An attempt was also made to ascertain suggestions from the under graduate students to develop entrepreneurship in India and become a successful entrepreneur. The suggestions given by the under graduate students were collected, summarized and presented in Table 5

As seen from Table 5 that major suggestions given by students were; amendments should be made in legal procedure for agro based enterprise (60.63%), university should organize seminars to provide proper guidance to students about entrepreneurship (40.00%) and various business models should be developed to encourage entrepreneurship in India (31.88%). The suggestion offered by less number of students were; government should provide easy ways to get initial financial support for start-up (21.25%), more exposures of agro-based industries and entrepreneurs is required (18.13%) and in agriculture there is wide range of ideas and concepts to start a business and become an entrepreneur (11.25%).

**Table 5: Distribution of the under graduate students according to the suggestions given by them (n=160)**

Sr. No	Suggestions	Frequency	Percentage	Rank
1	Amendments should be made in legal procedure for agro based enterprise.	99	60.63	I
2	University should organize seminars to provide proper guidance to students about entrepreneurship.	64	40.00	II
3	Various business models should be developed to encourage entrepreneurship in India.	51	31.88	III
4	Government should provide easy ways to get initial financial support for start up	34	21.25	IV
5	More exposures of agro-based industries and entrepreneurs is required.	29	18.13	V
6	In agriculture there is wide range of ideas and concepts to start a business and become an entrepreneur.	18	11.25	VI

#### **CONCLUSION**

The results of the study revealed that majority of students had above 20 year of age, having medium size family, belongs to rural background,, half of the students father had farming occupation, had medium family income, had small to marginal land holding, student parent's education had primary to college level, had poor to average participated in extracurricular activities, having medium level utilization of sources of information and had medium achievement motivation. while in respect of entrepreneurial

attitude of the students, nearly three fifth of the students were having favourable attitude followed by highly favourable and unfavourable attitude. Out of ten independent variables, three variables viz., family land holding, participation in extra-curricular activities and source of information were positively and significantly correlated with entrepreneurial attitude of under graduate students. Further, family income and achievement motivation had positive and highly significant relation with attitude. The major suggestions of students were; amendments should be made in legal procedure for agro based enterprise, university should

organize seminars to provide proper guidance to students about entrepreneurship and various business models should be developed to encourage entrepreneurship in India.

### RECOMMENDATIONS

- (1) Teachers and educationalist should help to change the attitude of the students from favorable to highly favorable by wide publicity of the course knowledge, market oriented knowledge and maximum numbers of visits/tours for students to various enterprises.
- (2) Motivational aspects of the students contribute heavily for the intension to become successful entrepreneur, for that arranging the different motivational lecture and seminar in the college.

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### CONFLICT OF INTEREST

This is declare that there is “No Conflict of interest” among researcher.

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