



AWARENESS AND ACCEPTANCE LEVEL OF POST – GRADUATE STUDENTS TOWARDS AGRIPRENEURSHIP

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ABSTRACT

Young and aspirational, the millennial generation that makes up about 40 percent of India's population has long been regarded as the saviours and drivers of future economic growth. But their negligence towards agricultural sector is a major reason for youth employment crisis. There emerges the significance of a profitable marriage between agriculture and entrepreneurship – Agripreneurship. It converts normal farming activities into agribusiness activities with greater value. Agripreneurship have the potential to contribute towards various aspects of development such as employment generation, upliftment of agricultural sector, income generation and thereby economic development. This study is intended to understand the awareness, and acceptance of youth, especially post-graduate students towards agripreneurship. Non-probability sampling technique was used to reach 100 respondents. Percentage analysis is used in the current study to explore the underlying dimensions of the measured items and each dimension were suitably labelled based on the awareness, attitude and acceptance level towards agripreneurship. One-way Anova is used to understand the relationship between various demographic factors and awareness and acceptance level of respondents.

Key words: Agripreneurship, Awareness, Youth, Acceptance, Opportunities in agripreneurship.

INTRODUCTION

A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship have the potential to

contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvements in nutrition, health and overall food security in the national economy.

New business creations in the agriculture sector can present an important and viable opportunity to earn a decent living and this can be made possible through agripreneurship. As we know that, agriculture is the mainstay of India, hence the good promotional strategies for agriculture is must to ensure the well-being of farmers and also contribution of agripreneurs would count on India's economy as a whole. Therefore, in this study an attempt is made to understand the awareness, attitude and acceptance of youth, especially post graduate students towards agripreneurship.

RESEARCH GAP

Young people perceive agriculture as a profession of intense labour, not profitable and unable to support their livelihood, without an economic pay off and little room for career advancement as compared to white collar jobs, which is more intellectual rather than physical labour. There are numerous studies related to the contribution of agripreneurship towards the economic development of the country. Surprisingly, there is not much research focusing on the awareness, attitude and acceptance level of post graduate students towards agripreneurship.

As per the need of India, we need good agripreneurs to stay with the world pace as far economy is concerned. So, it is very important to promote agripreneurship, by creating an awareness and understanding the acceptance level among the young generation specifically post graduate students.

OBJECTIVES

- To study the awareness of students towards the opportunities offered by agripreneurship.
- To evaluate the ability of present curriculum to promote agripreneurship among students and to understand the acceptance level of students towards agripreneurship as a profession.
- To analyse the association between gender and satisfaction level of subjects included in the curriculum.

THEORETICAL FRAMEWORK

Devi (2015) in her article tried to identify the factors that influence the youth's intention to become agricultural entrepreneur, and to analyse the relationships of the various factors with the intention of youth to become an entrepreneur. Agricultural sector of Indian economy is

one of the most significant aspect of India. However, it was never seen as an attractive option to the working class as well as to the educated youth of today. Findings of this study provides insight to the government officials in the ministry of agriculture to resolve employment issues and achieve successful economic growth to the agricultural sector. **Yadav (2016)** focused on the attitude of young agricultural graduates towards agriculture as a profession. This study indicates that majority of students were male and maximum number of students had their residence located in some rural area. Majority of students covered out of sample had neutral attitude towards agriculture as a profession. This study highlights that poor image of persons involved in agriculture needs to be changed and the young people are the ideal catalysts for such change by giving greater propensity and willingness to adopt new ideas, concepts and technology which are all critical to changing the way agriculture is practiced and perceived. **Abdullah et al (2013)** in his article described that in ancient times agriculture has been considered as a backward sector. Hence it was not viewed as an attractive alternative to other work sectors such as manufacturing, private and public-sector employment. The primary purpose of this research was to identify the factors that influence youth to become an agricultural entrepreneur and to investigate the relationship of factors with the interest of youth to become an entrepreneur. The major findings are, all respondents agreed that attitude, acceptance and knowledge are the factors that influence youth to become agricultural entrepreneur. **Mohammad Nor et al (2015)** says that agricultural entrepreneurship can generate income, especially for the youth and is also perceived as a dimension which offers agricultural sustainability. Youth involvement in agricultural entrepreneurship can reduce unemployment, improve food supply and overcome poverty. This study also states that, it can reduce the country's reliance on food imports and ensure food security. This study examined the factors of inclination of Malaysian youth towards agricultural entrepreneurship. The variable "knowledge" has the most statistically significant relationship on youth inclination towards agricultural entrepreneurship. Therefore, dissemination of information, particularly through education is important to increase the knowledge of youth towards agricultural entrepreneurship.

HYPOTHESIS

1. **Ho1:** There is no significant difference between awareness level of respondents regarding agripreneurship and their Post-graduation course.
2. **Ho2:** There is no significant difference between gender and subjects included in the curriculum.

MATERIALS AND METHOD USED

The study is solely based on primary data collected from 100 post graduate students from different collages through a structured questionnaire. A pilot study was conducted on 10 randomly selected PG students to fine-tune the questionnaire. The 100 sample respondents were chosen by Convenience sampling method. Statistical calculations have been made making extensive use of Microsoft Excel and SPSS Software Packages on the computer. Hypotheses are tested using one-way ANOVA.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

Like all studies, this study also has certain limitations. This study is carried out mainly in Kottayam, and Idukki districts of Kerala, with limited number of respondents and therefore the results obtained from the analysis of awareness, attitude and acceptance of students towards agripneurship may not be applicable to the whole country or the result cannot be generalized. The present study has been conducted by taking a sample of 100 post graduate students, by ignoring the other category of students. Therefore, the findings of this research work are conclusive for only PG students. All the respondents were all most same age group and came from almost same background, which is one of the limitations. Agripneurship is a fresh concept; so, the non-availability of sufficient information is a major constraint.

Profile of respondents

GENDER OF RESPONDENTS		
Gender	No. of respondents	Percent
Male	64	64.0
Female	36	36.0
AGE OF RESPONDENTS		
Age	No. of respondents	Percent
20-22 years	79	79.0
23-25years	17	17.0
26-28years	1	1.0
28-30years	0	0
Above 30 years	3	3.0
HOME DISTRICT		
Home district	No. of respondents	Percent
Kottayam	43	43.0

Idukki	49	49.0
Ernakulam	2	2.0
Alappuzha	3	3.0
Others	3	3.0
COURSES		
Courses	No. of respondents	Percent
M.com	53	53.0
MA	8	8.0
MBA	19	19.0
MCA	4	4.0
MSc	6	6.0
MSW	1	1.0
Others	9	9.0

Considering the results of profile analysis altogether it can be seen that majority of the respondents are male and most of the respondents are included in the age category of 20 – 22 years. A remarkable proportion of respondents are from the district of Kottayam and majority of them are pursuing M.com as their post-graduation course.

2. Awareness level regarding various aspects of agriprenuership

Table 3. 1: Awareness level regarding agriprenuership

Factors	Highly aware	Aware	Neutral	Unaware	Highly unaware	Total
Initial expenses	20	49	23	6	2	100
Expected return	12	53	26	5	4	100
Marketing techniques	16	37	31	11	5	100
Foreign trade opportunities	7	27	45	16	5	100
Supporting agencies	9	34	41	13	3	100

Schemes offered by government	7	35	43	12	3	100
Assistance given by banks	17	35	38	7	3	100
Staffing alternatives	10	27	40	18	5	100
Legal compliances	11	30	34	18	7	100
Working capital needed	23	36	25	10	6	100

Source: Primary data

Regarding the above table showing the awareness level it is clear that respondents are not much aware about different aspects of agripreneurship. Most of the respondents are aware about the **Working capital** needed for agripreneurship and they are highly unaware about the **Legal compliances** to be followed.

3. Acceptance level of respondents regarding agripreneurship

Table 3.2: Acceptance level

Sl. No	Statements	SA	A	N	D	SA	Total
Statement 1	It offers a successful career for young generation.	20	54	18	6	2	100
Statement 2	Rate of return is justifiable to the investment	13	36	35	13	3	100
Statement 3	Advisable career option	14	36	38	8	4	100
Statement 4	Innovation is possible in this area	38	44	13	3	2	100
Statement 5	Regular return can be assured.	10	32	39	14	5	100
Statement 6	Societal recognition is less	19	43	18	15	5	100

Statement 7	It can be considered as only a side business.	10	27	34	22	7	100
Statement 8	Status of job is a matter	12	38	33	14	3	100
Statement 9	Agripreneurship possess high rate of risk.	15	40	33	5	7	100
Statement 10	Agripreneurship is an area of prominence to the government.	20	47	25	6	2	100

Source: Primary

As a conclusion regarding the acceptance level, it is clear from the above table that, agripreneurship offers a successful career for the young generation but the respondents are not much satisfied about the status of job and societal recognition.

4. Satisfaction regarding the ability of present curriculum to promote agripreneurship among students.

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Entrepreneurship	20	46	23	8	3	100
Marketing	17	45	26	11	1	100
Finance	14	45	31	7	3	100
Business Management	22	40	27	10	1	100
Accounting	19	44	28	3	6	100

Table 3.3: Satisfaction level

Source: Primary

The above table depicts that, most of the respondents are satisfied with the subjects included in the present curriculum in promoting agripreneurship among students.

HYPOTHESIS TESTING

Hypothesis is tested with the help of parametric test ANOVA (Analysis of Variance). ANOVA is a statistical technique that assesses the potential differences in a scale-level dependent variable by a nominal-level variable having two or more categories.

Testing of relation between courses and awareness level of respondents

Ho: There is no significant difference between awareness level of respondents regarding agripreneurship and their Post-graduation course.

H₁: There is significant difference between awareness level of respondents regarding agripreneurship and their Post-graduation course.

Table 3.4:One-way ANOVA on courses and awareness level of respondents

Descriptives				One-way ANOVA		
Courses	No. of respondents	Mean	Std. Deviation	Sum of square	F	Sig.
M.com	53	3.4340	.74497	Between Group .408 Within Group 52.409 Total 55.908	3.498	1.035
MA	8	3.5250	.80312			
MBA	19	3.6368	.60755			
MCA	4	3.0750	.49917			
MSc	6	3.0167	1.11250			
MSW	1	2.4000	.			
Others	9	3.3778	.82580			
Total	100	3.4250	.75148			

The above table shows the impact of courses selected over the awareness level of respondents regarding agripreneurship. Here, the significant value is .408. So, we accept the null hypothesis. That is, there is no association between Post graduation courses selected by respondents and their awareness level.

Testing of relation between gender and courses selected by respondents

H₀:There is no significant difference between gender and subjects included in the curriculum.

H₁: There is significant difference between gender and subjects included in the curriculum.

Table 3.5: One-way ANOVA on gender and satisfaction level in curriculum

Descriptives				One-way ANOVA		
Gender	No. of respondents	Mean	Std. Deviation	Sum of square	F	Sig.
Male	64	3.6625	.73279	Between Group .849	.024	.037
Female	36	3.6944	.91150	Within Group	62.909	
Total	100	3.6740	.79730	Total	62.932	

Considering the above table that explains the effect of gender on the satisfaction level of respondents regarding the various subjects in curriculum, the significant level is .849. So, we accept the null hypothesis. That means, there is no significant difference between gender and satisfaction level of respondents regarding curriculum.

CONCLUSION

Agripreneurship is the process of injecting entrepreneurial culture in farming. New business creations in the agriculture sector can present an important and viable opportunity to earn a decent living and this can be made possible through agripreneurship. This improvement in agrarian sector is possible only if the people are aware about upcoming opportunities in agripreneurship and they have an attitude to accept it.

The study is conducted to understand the awareness and acceptance level of PG students towards agripreneurship. It is made clear through the study that youngsters are ready to accept agriculture as their mode of living but they do not possess a good attitude toward the same. This is because of the lack of awareness about scope and opportunities of being an agripreneur.

The study reveals that, respondents are not much aware about various aspects of agripreneurship. As they are not much aware, their acceptance level is also less towards agripreneurship. To make the youngsters aware about agripreneurship, the government should implement appropriate agripreneurship development programmes and should try to include more subjects in curriculum that promotes agripreneurship. Thus, by involving youth into agripreneurship we can establish and develop new, vibrant and successful agriculture based commercial enterprises in our country.

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