CHAPTER III
THEORETICAL ORIENTATION

This chapter is devoted to the development of the theoretical orientation for the study. The review of literature related to the study is given in the preceding chapter helped in formulating theoretical orientation and guidance for selection of variables for the study and operationalization of the concepts. The chapter has been sub divided into the following major heads.

3.1 Conceptual framework of the study
3.2 Identification of variables
3.3 Definition of some common terms
3.4 The paradigm

3.1 CONCEPTUAL FRAMEWORK OF THE STUDY

ICAR has played a pioneering role in ushering green revolution and subsequent development in agriculture in India through its research and technology development that has enabled the country to increase food grain production by 5 times, horticultural production by 9.5 times, fish by 12.5 times, milk 7.8 times and eggs 39 times since 1951 to 2014, thus making a visible impact on the national food and nutritional security.

In India, the percentage of people employed in agriculture has been consistently declining from around 60.00 per cent in 1999-2000 to 49.00 per cent in 2011-12. India has been experiencing a similar trend in its workforce movement. But the trend has not been limited to just declining share of agriculture in total employment but also has led to a significant decline in absolute number of people employed in the agricultural sector. Job creation in the primary and secondary sector is likely to slow down as a result of lower growth expectations in the sectors. As a result, the exodus from agricultural workforce is expected to slow down in the coming years till 2019-20 compared to the earlier six year period in consideration. Nevertheless, size of the work force in this sector is expected to shrink by another 23 million in the next eight years till 2019-20 and will
form only 41.00 per cent of the total workforce and this trend calls for immediate steps to improve labour productivity in agriculture sector (Anonymous, 2015).

3.2 IDENTIFICATION OF VARIABLES

The main objective of conceptual framework being developed in this study is to provide an abstract view to the attitude and aspiration level of the post graduate students of Junagadh Agricultural University towards agricultural entrepreneurship and their interaction with personal, socio- economic, communication, psychological and situational characteristics. The framework is expected to facilitate theoretical and empirical analysis of the attitude and aspiration of respondents (Fig. 1 & 2).

Majority of the post graduate students were from age group of 22-24 years according to Dahake (2009), Dobariya (2011), Pattar (2011) and Chamela (2016); were having academic achievement of first class according to Sathyan (2008), Dahake (2009), Dobariya (2011), Khole (2011), Pattar (2011), Divya (2013), Donald (2014) and Uhre (2015); had medium level participation in extracurricular activities according to Dahake (2009), Bhosale (2011), Pattar (2011), Uhre (2015) and Chamela (2016); had higher secondary level of education according to Patel (2005), Dahake (2009), Aher (2010), Dobariya (2011), Pattar (2011) and Dhakre (2014); had agriculture farming as occupation according to Ganvir et al. (2004), Zala (2008), Jyothi et al. (2009), Dobariya (2011), Gadhvi (2012) and Kawale (2013) and according to Dahake (2009), Bhati and Ram (2011) and Chamela (2016) had medium level of family occupation; had family income above 1 lakh according to Patel (2005), Dahake (2009), Aher (2010), Divya (2013), Kawale (2013) and Beniwal (2016); were having medium level of overall modernity according to Patel (2005), Shingare (2005), Dahake (2009), Chamela (2016); had medium level of reading habit according to Patel (2005), Shingare (2005), Dahake (2009), Chamela (2016); had medium level of self confidence according to Patel (2007), Christian (2010), Pattar (2011), Gadhvi (2012), Hase and Deshmukh (2012) and Chamela (2016); had medium level of agricultural business anxiety according to Dahake (2009), Gadhvi (2012), Chamela (2016); had medium level of risk orientation according to Patel (2005), Thorat (2005), Aher (2010), Gadhvi (2012), Satarupa (2014) and Harisha et al. (2015); had medium level of knowledge about government projects about
agri-business according to Jayalekshmi and Shobhana (1994), Maduri and Kamini (2003) and Chamela (2016); had medium level of cosmopoliteness according to Nagesha (2005), Sharma (2008), Badhe (2009) and Sangada (2015).

3.2.1 Dependent variable

3.2.1.1 Attitude

Attitude refers to the degree of positive or negative feeling associated with some psychological object. Attitude towards agricultural entrepreneurship was operationalised as an affect or feeling favourable or unfavourable towards the agricultural entrepreneurship which has been imparted through the agriculture colleges. In the present investigation, attitude was conceptualized as positive or negative feelings or reactions of the respondents towards agricultural entrepreneurship. For measuring the attitude of post graduate students towards agricultural entrepreneurship scale developed by Ajit (2004) was used with slight modifications.

Majority of the post graduate students had favourable attitude towards agricultural entrepreneurship according to Ajit (2004), Patil et al. (2006), Uddin et al. (2008), Aher (2010), Bhosale (2011), Kanwat et al. (2011), Ramjiyani (2013), Chamela (2016); some of post graduate students had neutral attitude according to Patel (2005), Dahake (2009), Yadav (2016).

3.2.1.2 Level of Aspiration

Aspiration is defined as the ‘Level of standard of achievement which an individual sets for oneself and which one expects to attain’. Aspiration is defined as desired future state of being such as living level, social status, education and occupation. A scale for measuring occupational aspiration level was developed on the basis of prestige rating of occupation. For this purpose Haller and wolf (1962) concept of level of occupational aspiration’ was used.

In the present study, aspiration was operationally defined as the standard of achievement set by a student with regard to job, self employment, earnings and the society. For measuring the aspiration level of the students, suitable procedure was
developed. On the basis of review of past literature, specific aspirations under each of the major area were listed.

Majority of the post graduate students had medium level of aspiration towards agricultural entrepreneurship according to Ajit (2004), Patel (2005), Dahake (2009), Tayade et al. (2010) and Bhosale (2011); some of post graduate students had high level of aspiration according to Misal et al. (2013) and Arabiun et al. (2014).

3.2.3 Relationship between Dependent and Independent variables

3.2.3.1 Attitude and independent variables

It was envisaged that the relationship between two variables (independent and dependent) provide the strength, direction and effect of one variable on the other included in the present study. Attempt was made to ascertain the extent of association between the variables and their direction.

As regards to relationship between selected characteristics of the respondents and their attitude, it was observed that age had non-significant relationship with attitude according to Ajit (2004), Shingare (2005), Patel (2005), Patel (2007), Christian (2010), Pattar (2011), Kawale (2013) and Chamela (2016); academic achievement had positive and significant relationship according to Ajit (2004), Patel (2005), Aher (2010) and Chamela (2016); participation in extracurricular had positive and non-significant relationship according to Shingare (2005), Dahake (2009), Divya (2013) and Chamela (2016); father’s education was positive and significant according to Ajit (2004), Patel (2005) and Satarupa (2014); family occupation was positive and non significantly related according to Dahake (2009), Kawale (2013), Ramjiyani (2013), Lennyric (2014) and Chamela (2016); family income was positive and significantly related according to Ajit (2004), Zala (2008), Pattar (2011), Ramjiyani (2013), Boruah et al. (2014) and Lennyric (2014); overall modernity had positive and significant relation according to Shingare (2005) and Dahake (2009); reading habit had positive and non-significant according to Patel (2005), Dahake (2009) and Chamela (2016); self confidence was positive and significant according to Parimaladevi, et al. (2006), Christian (2010), Pattar (2011), Kawale (2013) and Khadayata (2013); agricultural business anxiety had positive and non
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significant according to Gajanana (2002), Chamela (2016); risk orientation was positive and significantly related according to Prasad and Sundaraswamy (2000), Temkar (2000), Kumar (2013) and Satarupa (2014); knowledge about projects of government about agri-business was non-significant according to Maduri and Kamini (2003), Dahake (2009) and Chamela (2016); cosmopoliteness was positive and significant according to Vinkare (2002) and Lahoti et al. (2011).

3.2.3.2 Aspiration and independent variables

As regards to association between selected characteristics of the respondents and their aspiration, it was observed that age had positive and non-significant association with aspiration according to Dahake (2009), Dhakre (2014); academic achievement had non-significant relationship according to Sarita (2000), Dahake (2009), Gadhvi (2012), Pakale (2016); participation in extracurricular activities had non-significant relationship according to Waman et al. (2000), Bhosale (2011), Pakale (2016); father’s education had significant relationship with aspiration according to Bhosale (2011), Dhakre (2014), Lukngam and Tekale (2014); family occupation had positive and significant relation with aspiration according to Dhakre (2014), Lukngam and Tekale (2014), Pakale (2016); Family income showed positive and non-significant relationship with aspiration according to Iswalkar (2001), Misal et al. (2013), Dhakre (2014), Lukngam and Tekale (2014); overall modernity showed non-significant relation with aspiration according to Patel (2005), Dahake (2009); reading habit had non-significant relation with aspiration according to Patel (2005), Dahake (2009); self confidence had positive and significant relation with aspiration according to Rao (2004), to Parimaladevi et al. (2006); agricultural business anxiety had positive and significant relation with aspiration according to Parimaladevi et al. (2006); risk orientation had positive and significant relationship with aspiration according to Satyanarayana and Rao (2013), Satarupa (2014), Zakaria et al. (2014); knowledge about government projects about agri-business had positive had significant relation with aspiration according to Parimaladevi et al. (2006) and non-significant relation according to Dahake (2009); cosmopoliteness had positive had significant relation with aspiration according to Lawrence and Ganguli (2012).
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3.2.4 Constraints

The difficulties or problems faced by the post graduate students to start an agri-business were considered as constraints. This refers to the item of difficulties faced or perceived by the post graduate students while starting the agri-business.

The major constraints faced by the agricultural post graduate students were; bank loan procedure is extensive, lack of consciousness to have agribusiness, inadequate technical knowledge regarding agri-business, the dominant logic that only experienced person can run the agri-business and lack of support from the family, huge risk involved in establishment of agri-business and lack of confidence to succeed in agri-business, lack of decisiveness to start agri-business, lack of positive mindset regarding agri-business, lack of awareness regarding various key agricultural business supporting services not having any specific training regarding agri-business and lack of scholarship, lack of qualified and experienced teachers in colleges, no concession in farm produce for students, biased evaluation in examinations, lack of guidance for cocurricular activities.


3.2.5 Suggestions

The ways and means or opinions as suggested by the post graduate students to overcome the constraints to start an agri-business were considered as the suggestions in this study.

The suggestions to overcome the constraints were; course must be more practical and market oriented, maximum number of visits/tours for students should be kept to various enterprises, there should be more extracurricular activities related to entrepreneurship, more practical knowledge about entrepreneurship should be given, knowledge about policy of government about agri-business should be given, courses should be completed within 2 years and provision of campus interview of different Agril. enterprises need to conduct survey to know attention of students for investigation of agricultural enterprise, Need to provide right approaches to get in touch with various key agricultural enterprise supporting services, need to disseminate knowledge by showing
potentiality of opportunities of emerging agricultural enterprise market, etc. according to Patel (2005), Dahake (2009), Gadhvi (2012), Satarupa (2014).

3.3 OPERATIONAL DEFINITIONS

3.3.1 Attitude:

It is feelings of like, dislike, attraction, repulsion, interest or apathy of post graduate students towards other persons, objects, situations or ideas.

3.3.2 Aspiration:

The standard of achievement set by the student with regard to job, self employment, earnings and the society.

3.3.3 Age:

It is defined as the number of years completed by post graduate students at the time of enquiry was considered as their age for this study.

3.3.4 Academic achievement:

It is defined as average of the Over All Grade Point (OGPA) obtained by the post graduate students in all examinations from secondary to his last semester examination of his/her present degree.

3.3.5 Father’s education:

It refers to the formal education attained by the father of the post graduate students.

3.3.6 Family income:

It is defined as the total amount in rupees earned in a year from the farm and non-farm sources of all earning members of the post graduate student’s family.
3.3.7 Family occupational status:

It is defined as the occupation of family members and their total earning from different sources of post graduate’s family members.

3.3.8 Participation in extracurricular activities:

It refers to the participation of post graduate students in extracurricular activities like games, debate, N.C.C., N.S.S., drama, music etc.

3.3.9 Overall modernity:

It is operationalized as extent to which how a post graduate students were modernized in thinking and outlook.

3.3.10 Reading habit:

It is operationalized as the extent to which post graduate students devote time in reading course contents, periodicals, newspapers and general knowledge magazines etc.

3.3.11 Agricultural business anxiety:

It is the degree of eagerness of post graduate students regarding to achieve knowledge, ideas, position in agricultural business.

3.3.12 Self confidence:

It is the degree to self-dependence of any individual on his/her own abilities, talent, capability and understanding to accomplish desired outcome.

3.3.13 Knowledge about policy of government about agri-business:

It is the information regarding intervention of government in various activities such as subsidy, credit facilities in agri-business etc.

3.3.14 Risk orientation:

It is the degree to which post graduate students is oriented towards encountering risks and uncertainty in adopting any new idea or innovation.
3.3.15 Enterprise:

A new organization, particularly new business generally in response to identified opportunities which involves main factors of production i.e., land, labour, capital and entrepreneurship.

3.3.16 Entrepreneur:

A person, who organizes, operates and assumes the risk for a business venture.

3.3.17 Entrepreneurship:

Entrepreneurship is a process of discovering, evaluating and exploiting opportunities which form new business ventures.

3.3.18 Agricultural Entrepreneurship:

Agricultural entrepreneurship can be defined as a person who creates something new, undertakes risk, organizes production and handles the economic uncertainty in agricultural enterprise.

3.3.19 Agripreneur:

Agripreneur is defined as “entrepreneur whose main business in agriculture or agriculture related” Agriculture + entrepreneur = Agripreneur.

3.3.20 Agri-clinics:

These are envisaged to provide expert advice and services to farmers on technology, cropping practices, protection from pests and diseases, market trends, prices of various crops in the markets and also clinical services for animal health which would enhance productivity of crops/animals and increased income to farmers.

3.3.21 Agri-business centre:

These are envisaged to provide farm equipments on hire, sale of inputs and other services. This centre will provide a package of input facilities; consultancy and other
services with the aim of strengthening transfer of technology and extension services and also provide self employment opportunities to technically trained persons.

### 3.3.22 Constraints:

This refers to the item of difficulties faced or perceived by the post graduate students while starting the agri-business.

### 3.3.23 Suggestions to make post graduate students to start agri-business

This refers to the opinion, ways or means the constraints faced by respondents could be solved thereafter increasing the attitude and aspiration of post graduate students.

### 3.3.24 Schedule:

The schedule is the form, containing some questions or blank tables which are to be filled by the researcher/worker after getting response from the respondents.

### 3.3.25 Questionnaire:

It is a set of questions typed or printed and sent to the respondents through mail or post which is to be returned back after answering by the respondents.

### 3.3.26 Measurement:

The general definition of measurement is “Assigning numbers to objects or events according to rules”.

### 3.3.27 Respondent:

A person whose responses, feelings and opinion is used to fill the schedule by the investigator. It is the individual who supplies information for drawing conclusion about the study.

### 3.3.28 Variable:

A variable is a trait or characteristics with two or more categories.
3.3.29 Dependent variable:

The dependent variable is the presumed effect. It is consequent.

3.3.30 Independent variable:

An independent variable is the presumed cause of the dependent variable. It is antecedent.
3.4 THE PARADIGMS

The conceptual framework given in the preceding section was presented paradigmatically which has been developed during the course of study. The models shown in figure 1 and figure 2 were tentative and generalized. The final form of such model has been suggested at the end of this thesis in the chapter of summary and conclusion, when the investigation provides information about post graduate students characteristics, their attitude and aspiration of starting an agricultural enterprise.

In the tentative models presented in figure 1, there were thirteen characteristic of post graduate students, which may be associated with their attitude. In the tentative models presented in figure 2, there were thirteen characteristic of post graduate students, which may be associated with their level of aspiration.