ATTITUDE AND ASPIRATION OF POST GRADUATE STUDENTS OF JUNAGADH AGRICULTURAL UNIVERSITY TOWARDS AGRICULTURAL ENTREPRENEURSHIP

A B S T R A C T

Key words: Post graduate students, Attitude, Aspiration.

India, predominantly an agro based country with about 58 per cent population living in more than five lakh villages. The agricultural situation in India has undergone a rapid change in last two decades. Agricultural entrepreneurship plays a very important role in improving food and nutrition security, reducing poverty and in accelerating economic growth in a predominantly agricultural and rural economy like India. The interest of youngsters in agriculture is reducing day by day. Their interest needs to be rejuvenated to take up agriculture as profession, business and way of earning for better livelihood. It is possible only through adaptation of modern technologies of precision farming, polyhouse, green house, hydroponics, modern diary and fishery enterprises. With this consideration, the problem entitled “Attitude and Aspiration of Post Graduate Students of Junagadh Agricultural University towards Agricultural Entrepreneurship” was undertaken.

A study was conducted in Junagadh Agricultural University, Junagadh of Gujarat state. Five colleges from Junagadh Agricultural University were selected randomly. Total 120 students from registered students of first year and second year post graduate study were selected by the proportionate random sampling method.

In respect to characteristics, majority of the post graduate students belonged to 22-24 years, while 46.67 per cent of post graduate students belonged to first class category. Whereas, participation in extracurricular activities (61.67 per cent), father’s education above high school level (45.83 per cent), family occupation status (68.33 per cent), family income above 2 lakh (65.84 per cent), overall modernity (65.00 per cent), reading habit (65.00 per cent) and agricultural business anxiety (60.00 per cent), self confidence (60.84 per cent), knowledge about government projects (67.50 per cent), risk orientation (70.84 per cent) and cosmopolitaness (62.50 per cent) were found in medium level of group.

Majority (73.34 per cent) of the post graduate students had most favourable attitude followed by 15.00 per cent and 11.66 per cent of had favourable and less favourable attitude towards agricultural entrepreneurship.

Majority (58.34 per cent) of the post graduate agricultural students had medium level of aspiration. Whereas, 26.66 per cent had high level and 15.00 per cent had low level of aspiration towards agricultural entrepreneurship.
Out of thirteen independent variables; academic achievement, agricultural business anxiety, self confidence, risk orientation and cosmopoliteness had positive and significant relationship with the attitude. Whereas, overall modernity had positive and highly significant relationship. The age, participation in extracurricular activities, father’s education, family occupation status, family income, reading habit and knowledge about government projects about agri-business had non-significant relationship with the attitude of the post graduate students towards agricultural entrepreneurship.

The independent variables were correlated with aspiration. The independent variables *viz.*, academic achievement, father’s education, family occupational status, self confidence and cosmopoliteness had positive and significant relationship with the aspiration. Whereas, family income and risk orientation had positive and highly significant relationship. The age, participation in extracurricular activities, overall modernity, reading habit, agricultural business anxiety and knowledge about government projects about agri-business had non-significant relationship with the aspiration of post graduate students towards agricultural entrepreneurship.

The important constraints faced by respondents were; less practical knowledge about entrepreneurship, lack of positive mind set to have own agricultural enterprise, lengthy procedures for getting a bank loan, less no. of visits / tours to various enterprises, limited extracurricular activities related to entrepreneurship and lack of confidence to succeed in agricultural enterprise.

In case of suggestions, practical oriented and skill based entrepreneurial activities should be imparted, training and demonstrations related to modern technology should be conducted, visits to various enterprises should be undertaken from time to time, procedures for obtaining loan should be shortened and knowledge about policy of government about agri-business should be given were most important suggestions expressed by the respondents.