

PROBLEMS FACED BY THE POSTGRADUATE STUDENTS IN ACCEPTANCE OF AGRICULTURAL ENTERPRISE AND SUGGESTIONS TO OVERCOME THOSE PROBLEMS

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ABSTRACT

The students are regarded as the useful human resources for the overall development of agrarian country like India, but in acceptance of agricultural business as an enterprise, many problems were perceived by the postgraduate students. A study was conducted in three colleges of Anand Agricultural University, Anand of Gujarat state. A sample of 150 postgraduate students, were selected for the study. Foremost problems perceived by postgraduate students in acceptance of agricultural enterprise were; lack of positive mind set to have own agricultural enterprise, not enough practical knowledge to start the enterprise and lack of dynamic managerial ability of agricultural enterprise. Need to conduct survey to know attention of agricultural students for investigation of agricultural enterprise, need to provide right approaches to get in touch with various key agricultural enterprise supporting services and need to disseminate knowledge by showing potentiality of opportunities of emerging agricultural enterprise market, etc. were most important suggestions offered by postgraduate students to overcome the problems perceived by in acceptance of agricultural enterprise.

KEYWORDS: Agri Enterprise, Agri Business, Entrepreneurship

INTRODUCTION

Entrepreneurship development is concerned with the growth and development of people towards high level of competency, creativity and fulfilment. This approach helps people to grow in self control, responsibility and other abilities and then try to create a climate in which all clients may contribute to the limits of their improved abilities. The students are regarded as the useful human resources for the overall development of agrarian country like India. They are recognized as the engineers to develop rural India. There is a growing demand for training and educational programs for entrepreneurship, as evidenced by the growing number of academic programme offered in entrepreneurship. Graduates holding agricultural degrees may not be getting enough of the tools and capability needed by entrepreneurs to reach their full potential. College graduates often possess a relatively narrow, but high amount of knowledge in given subject area, but they may lack more general information when it comes to securing loans managing people, understanding the legal process of running a business, or how to segment and target a given market. Resource appraisal is very significant for micro-enterprise development. A developing economy like India needs entrepreneurs who are competent to perceive new opportunity and are willing to incur the necessary risks in exploiting them. Agricultural students must be prepared for the management environment they will face in agricultural enterprise, including management of technology, team building and decision making in an information-incentive field. Gadhvi and Patel (2013) studied that major constraints perceived by

agricultural postgraduates in acceptance of agribusiness were; bank loan procedure is extensive, lack of consciousness to have agribusiness, inadequate technical knowledge regarding agribusiness, the dominant logic that only experienced person can run the agribusiness and lack of support from the family. Gadhvi (2012) studied that major suggestions offered by post graduates to overcome constraints perceived by them in acceptance of agribusiness were need to promote link between the training institutes with financial institutions, need to provide right approaches to get in touch with various key agricultural business supporting services, need to organize area specific agribusiness training on technical knowhow, need to disseminate knowledge regarding potentiality of emerging agribusiness market and need to promote implant training of agribusiness during study for imperative experience.

OBJECTIVES

- To identify problems perceived by postgraduate students in acceptance of agricultural enterprise.
- To analyse suggestions offered by postgraduate students to overcome the problems in acceptance of agricultural enterprise.

RESEARCH METHODOLOGY

The present study was carried out among 150 postgraduate students studying either in the final year of Masters or in any year of PhD in Agriculture, Dairy science and Veterinary science faculties of Anand Agricultural Universities of Gujarat. The students were selected by proportional random sampling. The data were collected through interview schedule contacting postgraduates personally. A set of closed questionnaire was formulated based on past review and discussion with experts. The responses were recorded on a three point ordinal scale, i.e., most important, important and least important, which was assigned 3, 2 and 1 scores, respectively.

Mean score was calculated as the weighted mean value for each problem and suggestions. To find out the priority of each problem frequencies of the respondents under different categories of response were calculated and multiplied with the respective scores. The sum of score under each category of response gave overall score and on the basis of which all the problems were arranged in descending order and ranked accordingly, on the basis of mean value. Same procedure was followed in case of suggestions also.

FINDINGS AND DISCUSSIONS

The establishment of agribusiness requires various techno managerial abilities and respondents might have perception of problems occurred in the establishment of agribusiness. Thus in acceptance of agricultural business as an enterprise, many problems were perceived by the postgraduate students. Table- 1 presence the

Table 1: Problems Perceived by the Postgraduate Students in Acceptance of Agricultural Enterprise. n=150

Sr. No.	Problems	Mean score	Rank
1.	Lack of positive mind set to have own agricultural enterprise.	2.78	I
2.	Not enough practical knowledge to start the enterprise	2.52	II
3.	Lack of assurance against uncertainty of risk found in establishment of an enterprises	2.18	IX
4.	Do not receiving any specific training regarding agricultural enterprise.	2.31	V
5.	Difficult to have legitimate return of agricultural enterprises	2.47	III
6.	Lack of confidence to succeed in agricultural enterprise.	2.20	VII

7.	Difficult to manage fluctuation of market in agricultural enterprises	2.30	VI
8.	Lengthy procedures for getting a bank loan	2.31	IV
9	A dominant logic that only experienced person can run the agricultural enterprise,	2.12	VIII
10	Lack of dynamic managerial ability of agri enterprise.	2.52	II
11	Lack of confidence to compete experienced agricultural entrepreneur	2.47	III

From the above is seen that major problems perceived by postgraduate students in acceptance of agricultural enterprise were; lack of positive mind set to have own agricultural enterprise. (rank I), not enough practical knowledge to start the enterprise and lack of dynamic managerial ability of agri enterprise both (rank II), difficult to have legitimate return of agricultural enterprises and lack of confidence to compete experienced agri entrepreneur both (rank III), lengthy procedures for getting a bank loan (rank IV), do not having any specific training regarding entrepreneurship (rank V), difficult to manage fluctuation of market in agricultural enterprises (rank VI), lack of confidence to succeed in agricultural enterprise. (rank VII), a dominant logic that only experienced person can run the agricultural enterprise (rank VIII) and lack of assurance against uncertainty of risk found in establishment of an enterprises rank IX).

Table 2: Suggestions to Make the Postgraduate Students in Acceptance of Agricultural Enterprise. n=150

Sr. No.	Suggestions	Mean score	Rank
1.	Need to conduct survey to know attention of students for investigation of agricultural enterprise.	2.80	I
2.	Need to provide right approaches to get in touch with various key agricultural enterprise supporting services.	2.63	II
3.	Need to disseminate knowledge by showing potentiality of opportunities of emerging agricultural enterprise market.	2.59	III
4.	Need to promote link between the training institutes with financial institutions for financial support.	2.54	V
5.	Required to organize area specific training on various agricultural enterprises to gain knowledge technical knowhow.	2.38	VII
6.	Need to build up thrust to develop entrepreneurship and self employment among students by visualizing success of agro entrepreneurs.	2.56	IV
7.	Need to promote implant training of agricultural enterprise for imperative experience.	2.32	IX
8.	Need to generate self employable abilities among students.	2.49	VI
9.	Need to include more practical exercises in the course curriculum to improve adequate skill of viable agro ventures among students.	2.54	V
10.	Need to improve clear-cut strategies for better marketing of agricultural products.	2.34	VIII

From the above Table-2 it was depicted that most valuable suggestions offered by agriculture, dairy and veterinary postgraduate students to overcome their problems; need to conduct survey to know attention of students for investigation of agricultural enterprise (rank I), Need to provide right approaches to get in touch with various key agricultural enterprise supporting services (rank- II), need to disseminate knowledge by showing potentiality of opportunities of emerging agricultural enterprise market (rank- III), need to build up thrust to develop entrepreneurship and self employment among students by visualizing success of agro entrepreneurs (rank- IV), need to promote link between the training institutes with financial institutions for financial support and need to include more practical exercises in the course curriculum to improve adequate skill of viable agro ventures among students both (rank- V). Other suggestions were need to generate self employable abilities among students (rank- VI), required to organize area specific training on various

agricultural enterprises to gain knowledge technical knowhow. (rank- VII), need to improve clear-cut strategies for better marketing of agricultural products. (rank- VIII), need to promote implant training of agricultural enterprise for imperative experience (rank- IX).

CONCLUSIONS

Major Problems perceived by postgraduate students in acceptance of agricultural enterprise were; lack of positive mind set to have own agricultural enterprise. not enough practical knowledge to start the enterprise and lack of dynamic managerial ability of agri enterprise, difficult to have legitimate return of agricultural enterprises and lack of confidence to compete experienced agricultural entrepreneur, lengthy procedures for getting a bank loan, do not having any specific training regarding entrepreneurship. And major suggestions offered by postgraduates to overcome the problems perceived by them were; need to conduct survey to know attention of agricultural 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, need to build up thrust to develop entrepreneurship and self employment among students by visualizing success of agricultural entrepreneurs, need to promote link between the training institutes with financial institutions for financial support and need to include more practical exercises in the course curriculum to improve adequate skill of viable agricultural ventures among students, etc. so, it is recommended that to make the postgraduate students undertake entrepreneurship, a balanced practical oriented syllabus with psychological motivational and entrepreneurial skill training should be developed.

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