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Expectations of agriculture students in accepting entrepreneurship as carrier options

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Abstract

In the verge of privatization, globalization and liberalization, entrepreneurship development is one of the ways for overcoming unemployment among graduates. By taking above sentence as a base the present study has been undertaken during the year 2019-20 in four agriculture colleges of Karnataka state which are coming under four farm universities viz., university of agricultural sciences Bangalore, Dharwad, Raichur and one more university of agricultural and horticultural sciences Shimoga by taking 50 as respondents size from each college. The study revealed that initial financial hurdles to start an enterprise was experienced by majority (94.50%) of the students as the major constraint to accept entrepreneurship as carrier options and majority (94.00%) of the students said that, the students should be encouraged by the parents, relatives, teachers and friends towards entrepreneurship, followed by 92.00 per cent of the students expected that, practical knowledge must be given to students rather than theoretical knowledge and 86.50 per cent of the students said financial support should be provided to the interested students by various financial agencies were the major expectations of the students to accept entrepreneurship as carrier options.

Keywords: Entrepreneurship, agriculture students, constraints and expectations

Introduction

Increase in the education level increases unemployment among the young age groups in India (Anonymous, 2014) [1]. Hence, Rapid economic development of a nation depends much on employment rate. In the light of privatization and liberalization, entrepreneurship development is one of the ways for overcoming unemployment among graduates. Even in agriculture sector, agricultural graduates play a crucial role in agriculture development and farm universities have greater responsibility in building the quality man power. Even then it is difficult to find job opportunities in public sector and private sector for all the agricultural graduates. Hence, there is a need to develop entrepreneurial behaviour and impart required skills to students. So that they can become entrepreneurs and earn their livelihoods and strengthen rural economy. Further, there is a need to build confidence among agricultural graduates and prepare their mindset to become entrepreneurs. In this direction ICAR and SAU's are giving lot of importance to entrepreneurship through hands on training. In spite of all these efforts, hardly few students show interest to become entrepreneurs.

Hence, there is a need to understand the mindset and difficulties of the agriculture students to move towards the entrepreneurship and become self sufficient. With this background the study was conducted to assess the constraints and expectations of the agriculture students in accepting entrepreneurship as carrier options.

Methodology

An ex-post facto research design was employed for the study to assess the constraints and expectations of the agriculture students in accepting entrepreneurship as a future carrier option. Four agriculture colleges namely college of agriculture Bengaluru, Dharwad, Raichur and Shimoga were selected for the study. The data was collected from the fifty final year agriculture students from each college, thus forming 200 as a sample size for the study. The data was collected through offline survey method. Offline data collection in the form of Google form was used due to the physical distance and incidence of COVID-19 during the data collection. Collected data was analysed based on the mean score and frequency.

Results and Discussion

Constraints faced by agriculture students in opting future carrier

Table 1 reported that constraints faced by agriculture students in opting future carrier. Initial Financial hurdles to start an enterprise was experienced by majority (94.50%) of the students as the students were not independent in their economic decisions and majority of them were from poor economic background. This was ranked first among the

thirteen constraints faced by agriculture students in opting future carrier.

Followed by lack of business orientation was opined by 92.50 per cent of the students as they were not exposed to the business aspects and they wanted to acquire skills in business operation so that they can prepare to run a enterprise. This was ranked second among the thirteen constraints faced by agriculture students in opting future carrier.

Table 1: Constraints faced by agriculture students in opting future carrier

(n=200)

| Sl. No. | Constraints | students | | |
|---------|---|----------|-------|------|
| | | f* | % | Rank |
| 1. | Lack of business orientation | 185 | 92.50 | II |
| 2. | Initial Financial hurdles to start an enterprise | 189 | 94.50 | I |
| 3. | Lack of Information regarding entrepreneurship policies and programmes | 136 | 68.00 | VII |
| 4. | Less skill oriented/based trainings are provided at college level | 105 | 52.50 | IX |
| 5. | Inadequate subsidy provided by government | 98 | 49.00 | X |
| 6. | Lack of entrepreneurial career counseling at the college level | 165 | 82.50 | V |
| 7. | Peer group pressure to go for salaried jobs in public or private sectors | 93 | 46.50 | XI |
| 8. | Lack of interaction with entrepreneurs | 169 | 84.50 | IV |
| 9. | Inadequate marketing facilities at village level and uncertainty in the market | 85 | 42.50 | XIII |
| 10. | Lack of motivation and encouragement by the parents, relatives, teachers and friends to establish an enterprise | 156 | 78.00 | VI |
| 11. | Lack of communication skills | 177 | 88.50 | III |
| 12. | Lack of self-confidence about future income and sustainability of the enterprise | 108 | 54.00 | VIII |
| 13. | Lack of social recognition for young entrepreneurs | 89 | 44.50 | XII |

*- Multiple responses

Then lack of communication skills was the problem encountered by 88.50 per cent of the students due to the poor exposure of them to the outside world and the shyness which was still persisting among the students (Rank III). Lack of interaction with entrepreneurs was another problem experienced by 84.50 per cent of the students as they were not given an opportunity to have an interaction with the entrepreneurs (Rank IV).

The other problems were lack of entrepreneurial career counselling at the college level (82.50%, Rank V), lack of motivation and encouragement by the parents, relatives, teachers and friends to establish an enterprise (78.00%, Rank VI), lack of Information regarding entrepreneurship policies and programmes (68.00%, Rank VII), lack of self-confidence about future income and sustainability of the enterprise (54.00%, Rank VIII), less skill oriented/based trainings are provided at college level (52.50%, Rank IX), inadequate subsidy provided by government (49.00%, Rank X), Peer group pressure to go for salaried jobs in public or private sectors 46.50 per cent (Rank XI). Lack of social recognition for young entrepreneurs was the opinion of 44.50 percent

(Rank XII) of the students as any business to get recognition need to attract the consumers by the wide varieties of the products, trust and confidence in satisfying the needs of the consumers. Inadequate marketing facilities at village level and uncertainty in the market was expressed by 42.50 per cent of the students as the agricultural commodity experiences seasonality and the lack of consumer base for certain commodities lead to inadequate market (Rank XII). Dilip (2017)^[5] also noted almost near kind of results in his study.

Expectations of agriculture students in accepting entrepreneurship as carrier options

Table 2 indicate the expectations of agriculture students in accepting entrepreneurship as carrier options and it was observed that, majority (94.00%) of the students said that, the students should be encouraged by the parents, relatives, teachers and friends towards entrepreneurship, this was because the students were completely dependent on their parents for financial support and the guidance. This was ranked first among the fifteen expectations of agriculture students in accepting entrepreneurship as carrier options.

Table 2: Expectations of agriculture students in accepting entrepreneurship as carrier options

(n=200)

| Sl. No. | Expectations | students | | |
|---------|--|----------|-------|------|
| | | f* | % | Rank |
| 1. | Practical knowledge must be given to students rather than theoretical knowledge | 184 | 92.00 | II |
| 2. | Financial support should be provided to the interested students by various financial agencies | 173 | 86.50 | III |
| 3. | Regular Information should be provided regarding entrepreneurship policies, programmes, schemes and Incubation facility available | 166 | 83.00 | IV |
| 4. | Skill oriented/based training should be organized in every semester apart from curriculum | 155 | 77.50 | V |
| 5. | Subsidy on industrial units should be increased for all categories from the government | 108 | 54.00 | IX |
| 6. | Entrepreneurial career counseling should be done at college level | 115 | 57.50 | VII |
| 7. | Family/parents of students may be counseled by experts so that they don't pressurize their children to go for salaried jobs in public or private sectors | 56 | 28.00 | XIV |
| 8. | Need to establish exclusive agri incubation centres | 75 | 37.50 | XIII |

| | | | | |
|-----|--|-----|-------|------|
| 9. | Marketing facilities should be enhanced to minimize the Risk | 91 | 45.50 | XI |
| 10. | The students should be encouraged by the parents, relatives, teachers and friends to towards entrepreneurship. | 188 | 94.00 | I |
| 11. | Develop new schemes to support agri-entrepreneurs | 77 | 38.50 | XII |
| 12. | Provide more information about agricultural produces and their prices, demand and supply. | 122 | 61.00 | VI |
| 13. | Loss can be compensated by the government for startup enterprises | 112 | 56.00 | VIII |
| 14. | Seed money need to be provided for new enterprises | 98 | 49.00 | X |
| 15. | Take startup ideas from each and every student and venture their ideas in future courses. | 45 | 22.50 | XV |

*- Multiple responses

Followed by 92.00 per cent of the students expected that, practical knowledge must be given to students rather than theoretical knowledge as the entrepreneurship is more of practical oriented and requires practical experience than the theoretical aspects, the agricultural students learn entrepreneurship course and they are aware of the concepts, types, characteristics and opportunities but the hands on training of the same is required for them to practically experience. This was ranked second among the fifteen expectations of agriculture students in accepting entrepreneurship as carrier options. Then the majority (86.50%) of them also expected that, the financial support should be provided to the interested students by various financial agencies, this would be because the initial investment for any venture requires huge capital and the fresh graduates will not be economically sound enough to implement their thoughts practically and as the students were from rural background and economically poor. This was ranked third among the fifteen expectations of agriculture students in accepting entrepreneurship as carrier options.

Thereafter, 83.00 per cent of the students also expected regular Information should be provided regarding entrepreneurship policies, programmes, schemes and Incubation facility available, this will help the students to update themselves with the reformed policies and the facilities which enable them to get motivated and avail the facilities (Rank IV). Skill oriented/based training should be organized in every semester apart from curriculum was expected among 77.50 per cent as the students during their degree programme will be exposed to various courses and based on the particular courses the students should be oriented towards the entrepreneurial opportunities and trained to improve the skills among the students (Rank V).

Whereas, 61.00 per cent of them expected to provide more information about agricultural produces and their prices, demand and supply (Rank VI). Almost similar proportion of the students expected that, entrepreneurial career counselling should be done at college level (57.50%, Rank VII) and need to establish exclusive agri incubation centres (56.00%, Rank VIII). Expectation on subsidy of industrial units should be increased for all categories from the government (54.00%, Rank IX). The other expectations were seed money need to be provided for new enterprises (49.00%, Rank X), marketing facilities should be enhanced to minimize the Risk (45.50%, Rank XI), develop new schemes to support agri-entrepreneurs (38.50%, Rank XII) and need to establish exclusive agri incubation centres (37.50%, Rank XIII).

While, 28.00 per cent of the students expected that, family/parents of students may be counselled by experts so that they don't pressurize their children to go for salaried jobs in public or private sectors, this was because of the fact that, the parents expectations immediately after completion of the degree, their son/daughter should start earning in private or government sector. This will de-motivate the students' ideas of their own entrepreneurship dream and forcibly need to go for job. This was ranked XIV among the fifteen expectations

of agriculture students in accepting entrepreneurship as carrier options. Finally 22.50 per cent were of the expectations that, take start-up ideas from each and every student and venture their ideas in future courses this was because the ideas of each individual differs and it is practically not possible to venture all the ideas. This was ranked XV among the fifteen expectations of agriculture students in accepting entrepreneurship as carrier options. Dhiman *et al.* (2010) ^[4], Shiri *et al.* (2013) ^[6], Chaudhari (2013) ^[2] and Chidi (2014) ^[3] have also noted similar findings in their study.

Conclusion

Based on the result of the study it showing that the most of the agriculture students expecting parents, peers and family support to enter into a entrepreneurship and also universities or agriculture colleges should adopt more and more practical curriculum rather than theoretical, so that students can get firsthand experience. Hence more entrepreneurship development and management courses should be incorporated in bachelor degree programme. More exposure visits, experience sharing by the successful young entrepreneurs' classes and on and off field activities should be increased in their regular course curriculum.

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