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Attitude to entrepreneurship: What do IVth year Agriculture graduates think

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ABSTRACT

Entrepreneurship which can be understood as the mind set and process to create and develop economic activities. In today's economic entrepreneurship is seen as vital source for economic growth and competitiveness, job creation as well as wealth creation and providing societal interest. The present study was an attempt to assess the attitude of B.Sc. (Agri.) VIIIth semester agricultural students towards entrepreneurship at College of Agriculture in Parbhani. The study has conducted within a surveying methodology by using questionnaire. Statistical population of the study consisted of 20 students of each Experiential Learning Module, i) Ground nut Production Technology-Agronomy, ii) Milk and Milk Products- Dairy, iii) Mushroom Production Technology- Plant Pathology, iv) Commercial Vegetable Production-Horticulture, v) Soil Water Plant and Fertilizer Analysis Laboratory- Soil Science vi) Commercial Sericulture, thus 120 agricultural graduating students samples were selected randomly. A five point Likert scale questions (Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree) was used. More than half of the respondents (51.66 %) was having medium annual family income (Rs. 60001 to 2,00,000), maximum number of respondents (57.50 %) had medium level social participation, with regards to gender, it was observed that more than two third (76.67 %), of the respondents were male. Majority of the respondents (62.50 %) had living in joint type of family.Near about thirty per cent (29.17 %) of the respondent had semi medium land holding, majority of respondents (82.50 %) had belong to rural back ground, majority respondents (61.67 %) had medium family size, (5 to 7 members), Academic performance (CGPA) of majority (64.17 %) of the respondents had possessed second class. As for as scholarship holding by the respondent is concerned majority (55.83 %) respondents reported that they got GOI scholarship. It was noticed that majority of the respondents (64.16 %) were agreed that they know the techniques for findings out what the market wants. As for as the sensitization of respondents towards entrepreneurship is concern, it is observed that more than forty per cent of the respondents (41.67 %) have agreed and 31.66 per cent strongly agreed that they clearly followed or assisted friends who have started entrepreneur. It was delineated that majority (65.00 %) and (49.17 %) of the respondents were strongly agreed that entrepreneurship improves individual and social growth and entrepreneurship results in employability & income generation, respectively. It is observed that majority (72.50 %) of the respondents had favourable attitude towards the entrepreneurship.

Key Words : Entrepreneurship, Attitude, Students, Sensitization, Tendencies

INTRODUCTION

The role of education has been conformed as a important component in the creation and continuing development of entrepreneurial attitude. In this context students are seen as the primary

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resource of future entrepreneur. However there is a need to understand how to develop and nurture potential entrepreneur further while continuing to grow in entrepreneurship education, our understanding of students in respect to entrepreneurial education is still lacking.

There are numerous interconnections between attitudes and various interrelated objects. Attitudes would measure the extent of individual values positively or negatively. Generally, the behaviour of an individual is greatly determined by his/her attitude.

Further attitude has been defined as a feeling or evaluative reaction to an idea, object or situation. It depicts how positive or negative, favourable or unfavourable a person feels towards that particular idea, object, or situation in question. Accordingly, the positive or negative attitude of the students towards entrepreneurial activities is a function of his / her held beliefs on those attributes associated with entrepreneurship. In other words for entrepreneurship program to be implemented successfully, there is a need to determine the attributes associated with entrepreneurship and the attitude towards them.

METHODOLOGY

The present study was an attempt to assess the attitude of B.Sc. (Agri.) IVth year agricultural students towards entrepreneurship at College of Agriculture in Parbhani. The study has conducted within a surveying methodology by using questionnaire. Statistical population of the study consisted of 20 students of each Experiential Learning Module i) Ground nut Production Technology-Agronomy, ii) Milk and Milk Products- Dairy, iii) Mushroom Production Technology- Plant Pathology, iv) Commercial Vegetable Production-Horticulture, v) Soil Water Plant and Fertilizer Analysis Laboratory-Soil Science vi) Commercial Sericulture, thus 120 agricultural graduating students samples were selected randomly.

Data gathering tool was a questionnaire a paper based survey was used in order to allow the survey to achieve high coverage as the questionnaires could be given directly to students and collected at the same time, which was structured around two parts. The first part was related to personal characteristics such as gender, Annual family income, social participation, family type, land holding, family size, family background, academic performance and scholarship. In the second part, as the most important section of the questionnaire. In particular, the research question for this study includes:

i) Personal entrepreneurship capability
ii) Sensitization of respondents towards Entrepreneurship
iii) Interest in studying Entrepreneurial concepts
iv) Tendencies for becoming self employed v/s being an employee

A five point Likert scale questions (Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree) was used by above four sub head questions. Finally, with regard to positive response coding was done like Strongly Agree-5, Agree-4, Undecided-3, Disagree-2, and Strongly Disagree-1 or for negative questions reverse coded.

The data were subjected to statistical analysis with the help of frequency, percentage, mean, and standard deviation and co-efficient of correlation.

RESULTS AND DISCUSSION

The data with regards to profile of the respondents are presented in Table 1. More than half of the respondents (51.66 %) was medium (Rs. 60001 to 2,00,000) Annual Family Income, while 26.67 per cent and 21.67 per cent respondents were found in low (Up to Rs. 60,000) and high (above Rs. 2,00,000) annual family income category , respectively.

Maximum number of respondents (57.50 %) had medium level social participation, while 31.67

per cent and 10.83 per cent respondents had low and high social participation, respectively.

With regards to gender, it was observed that more than two third (76.67 %), of the respondents were male and (23.33 %) respondents were female.

Majority of the respondents (62.50 %) had living in joint type of family while 37.50 per cent of

Table 1: The profile of the respondents

Sr. No.	Characteristics	Respondents (N=120)	
		Frequency	Per cent
1.	**Annual family income (Rs.)**		
	Low (up to Rs. 60,000)	32	26.67
	Medium (60,001 to 2,00,000)	62	51.66
	High (above 2,00,000)	26	21.67
2.	**Social participation**		
	Low (up to 2)	38	31.67
	Medium (3 to 5)	69	57.50
	High (6 and above)	13	10.83
3.	**Gender**		
	Male	92	76.67
	Female	28	23.33
4.	**Family type**		
	Joint	75	62.50
	Nuclear	45	37.50
5.	**Land holding (ha.)**		
	Landless	16	13.33
	Marginal(up to 01)	08	6.67
	Small (1.01 to 02)	25	20.83
	Semi-medium (2.01 to 4)	35	29.17
	Medium (4.01 to 6)	17	14.17
	Big (above 6.1)	19	15.83
6.	**Family background**		
	Rural	99	82.50
	Urban	21	17.50
7.	**Family size**		
	Small (up to 4)	26	21.67
	Medium (5 to 7)	74	61.67
	Big (7 and above)	20	16.66
8.	**Academic performance (CGPA)**		
	First with distinction (Above 8.50)	00	00.00
	First (7.50 to 8.49)	43	35.83
	Second (6.00 to 7.49)	77	64.17
	Pass (5.50 to 5.99)	00	00.00
9.	**Scholarship**		
	GOI	67	55.83
	Free ship	06	5.00
	Other (NTS)	11	9.17

them had belongs to nuclear family.

Near about thirty per cent (29.17 %) of the respondent had semi medium land holding, followed by small land holding (20.83 %), big (15.83 %) while 14.17 per cent were medium and 13.33 per cent landless whereas 6.67 per cent of the respondents were marginal land holder.

Large majority of respondents (82.50 %) had belonged to rural back ground, while 17.50 per cent of them had urban background.

Majority respondents (61.67 %) had medium family size, (5 to 7 members) while 21.67 per cent and 16.66 per cent of the respondents had small (Upto 4 members) and big family size (more than 7 members) , respectively.

Academic performance (CGPA) of majority (64.17 %) of the respondents had possessed second class while 35.83 per cent respondents had first class, whereas none of the respondents was found pass class and first class with distinction.

As for as scholarship holding by the respondent is concerned majority (55.83 %) respondents reported that they got GOI scholarship, while 9.17 per cent and 5.00 per cent respondents holding other (NTS) and freeship, respectively.

The data regarding entrepreneurship capability of the respondents were collected under four sub areas, which are presented in table 2. It was noticed from table 2 that majority of the respondents (64.16 %) were agreed that they know the techniques for findings out what the market wants and more than fifty per cent of the respondents (58.34 %) understand the types of issues that confront an entrepreneur in taking an idea to market, while 34.17 per cent of respondents were strongly agreed that they can create a business plan and business concept. However, 55.00 per cent respondents agreed that they know how to legally finance a new business concept, 25.00 per cent respondents were strongly agreed that they understood the type of issues that confront an entrepreneur in taking an idea to market, 40.33 per cent respondents agreed that they can create a business plan and a business concept.

Over and above 24.17 per cent of respondents were undecided to know how to legally finance a new business, followed by equal percentage *i.e.* 11.67 per cent respondents were undecided that they can create a business plan and business concept and understand the type of issues that confront an entrepreneur in taking an idea to market.

As for as the sensitization of respondents towards entrepreneurship is concern, it is observed from table 3 that more than forty per cent of the respondents (41.67 %) have agreed and 31.66 per cent strongly agreed that they clearly followed or assisted friends who have started entrepreneur. Near about half of (49.00 %) respondents agreed that they regularly read books / articles about entrepreneurship. While 44.16 per cent respondents were agreed that they were closely followed or

Table 2 : Personal entrepreneurship capability

Sr. No.	Statements	Response				
		SA	A	UD	DA	SDA
1.	I know techniques for finding out what the market wants	27 (22.5)	77 (64.16)	08 (06.66)	05 (04.16)	03 (02.50)
2.	I understand the type of issues that confront (face to face) an entrepreneur in taking an idea to market	30 (25.00)	70 (58.34)	14 (11.67)	06 (05.00)	--
3.	I can create a business plan and a business concept	41 (34.17)	58 (40.33)	14 (11.67)	07 (05.83)	--
4.	I know how to legally finance a new business concept.	11 (09.17)	66 (55.00)	29 (24.17)	09 (07.50)	05 (04.16)

assisted family members who have started enterprise and 41.67 per cent respondents have agreed that they participate regularly in conference / lectures / workshop on entrepreneurship. However, 38.33 per cent respondents agreed that they have been a freelancer or self employed, followed by 30.00 per cent respondents agreed that one should not start a business when there is risk it might fail and meagre per cent that is 1.66 per cent respondents agreed that entrepreneurship has no scope in India.

Moreover, 27.50 per cent respondents were strongly agreed about participation in conference / lecture / workshop on entrepreneurship followed by 25.84 per cent respondents strongly agreed that they regularly read books / articles about entrepreneurship and 25.00 per cent respondents have strongly agreed that they have closely followed or assisted friends who have started entrepreneurship

Table 3 : Sensitizations of respondents towards entrepreneurship

Sr. No.	Statements	Response				
		SA	A	UD	DA	SDA
1.	I regularly read books / articles about entrepreneurship.	31 (25.83)	59 (49.16)	23 (19.16)	07 (05.83)	--
2.	I participate regularly in conferences / lectures/ workshops on entrepreneurship	33 (27.50)	50 (41.67)	18 (15.00)	15 (12.50)	04 (03.33)
3.	I have been a freelancer or self employed	38 31.67	46 38.33	17 14.17	09 07.50	10 08.33
4.	I have closely followed or assisted family members who have started enterprise.	30 (25.00)	53 (44.16)	19 (15.84)	14 (11.66)	04 (03.34)
5.	I have closely followed or assisted friends or acquaintances who have started enterprise.	32 (26.66)	50 (41.67)	22 (18.33)	11 (09.17)	05 (04.17)
6.	One should not start a business when there is a risk it might fail.	19 (15.84)	36 (30.00)	16 (13.33)	31 (25.83)	18 (15.00)
7.	Entrepreneurship has no scope in India	05 (04.16)	02 (01.66)	05 (04.16)	30 (25.00)	78 (65.00)

Table 4 : Interest in studying entrepreneurial concepts

Sr. No.	Statements	Response				
		SA	A	UD	DA	SDA
1.	Starting a new enterprise from an idea	52 (43.33)	60 (50.00)	04 (03.33)	01 (00.84)	03 (02.50)
2.	Entrepreneurship using research	33 (27.50)	67 (55.83)	10 (08.34)	09 (07.50)	01 (00.83)
3.	Entrepreneurship within an existing enterprise.	19 (15.84)	53 (44.16)	32 (26.67)	12 (10.00)	04 (03.33)
4.	Entrepreneurship result in economic growth	56 (46.66)	48 (40.00)	09 (07.50)	04 (03.33)	03 (02.50)
5.	Entrepreneurship results in employability and income generation	59 (49.17)	49 (46.83)	08 (06.67)	01 (00.83)	03 (02.50)
6.	Entrepreneurship improves individual and social growth	78 (65.00)	41 (34.16)	--	--	01 (00.83)
7.	Entrepreneurs are rich as compare to other	39 (32.50	49 (40.83)	15 (12.50)	13 (10.83)	04 (03.33)

while, 15.84 per cent and 4.16 per cent respondents strongly agreed that one should not start a business when there is risk it might fail and entrepreneurship has no scope in India, respectively.

While 19.16 per cent respondents un decided regarding regularly reading books / articles about entrepreneurship, followed by 18.33 per cent and 15.84 per cent respondents were undecided about having closely followed or assisted friends who have started enterprise and having closely followed or assisted family members who have started enterprise, respectively.

Regarding disagreement of respondents to the statement was concern 25.83 and 25.00 per cent respondents were disagreed that one should not start a business when there is a risk it might fail and Entrepreneurship has no scope in India, respectively.

It was delineated from table 4 that majority (65.00 %) and (49.17 %) of the respondents were strongly agreed that Entrepreneurship improves individual and social growth and Entrepreneurship results in employability and income generation, respectively. Where as 55.83 and 50.00 per cent respondents were agreed that Entrepreneurship using research and Starting a new enterprise from an idea, respectively. However, 46.66 per cent of respondents were strongly agreed that entrepreneurship result in economic growth. Followed by 44.16 per cent respondents were agreed that entrepreneurship within existing enterprise. While 40.83 per cent respondents were agreed that entrepreneurs are rich as compare to other.

Moreover, 26.67 per cent respondents were undecided and 10.00 per cent respondents were

Table 5: Tendencies for becoming self employed v/s being an employee

Sr. No.	Statements	Response				
		SA	A	UD	DA	SDA
1.	Personal independence / Managing own time	62 (51.66)	49 (40.83)	08 (06.67)	01 (00.84)	--
2.	Family / friends are self-employed	22 (18.34)	69 (57.50)	15 (12.50)	11 (09.16)	03 (02.50)
3.	I have an idea that can be a business opportunity	35 (29.16)	65 (54.16)	10 (08.34)	05 (04.17)	05 (04.17)
4.	It is a 'normal thing to do'	15 (12.50)	54 (45.00)	13 (10.84)	33 (27.50)	05 (04.16)
5.	No need to adapt to a business environment	10 (08.33)	29 (24.17)	28 (23.33)	39 (32.50)	14 (11.67)
6.	More interesting work	45 (37.50)	63 (52.50)	08 (06.67)	04 (03.33)	--
7.	Possibilities for self-fulfilment	39 (32.50)	64 (53.33)	09 (07.50)	04 (03.33)	04 (03.33)
8.	More prestigious than being an employee	37 (30.83)	56 (46.67)	14 (11.67)	09 (07.50)	04 (03.34)
9.	Better income prospects and good family life.	47 (39.16)	57 (47.50)	08 (06.67)	05 (04.16)	03 (02.50)
10.	Lack of attractive employment opportunities	25 (20.83)	42 (35.00)	09 (07.50)	31 (25.84)	13 (10.83)
11.	To avoid uncertainties related to employment (e.g. being unemployed)	26 (21.66)	62 (51.66)	15 (12.50)	16 (13.33)	01 (00.83)
12.	Having own business is the most suitable option for me.	66 (55.00)	33 (27.50)	10 (08.33)	08 (06.67)	03 (02.50)

Table 6 : Overall attitude of the respondents towards entrepreneurship

Attitude	Frequency	Percentage
Unfavourable (Upto 102)	07	05.83
Favourable (103 to 127)	87	72.50
Highly favourable (128 and above)	26	21.67
Mean = 115	SD: 12	

disagreed that Entrepreneurship within an existing enterprise. Followed by 12.50 per cent respondents were undecided and 10.83 per cent were disagreed that entrepreneur are rich as compared to other.

The data presented in table 5 indicates that more than half of (57.50 %) the respondents were agreed that family/ friends are self employed, followed by 55.00 per cent respondents were strongly agreed that having own business is the most suitable option for them . While 54.16 per cent and 53.33 per cent respondents agreed that they have an idea that can be business opportunity and have possibilities for self fulfilment.

However, 52.50 per cent respondents were agreed that becoming self employment is more interesting work. While equal percentage *i.e.* 51.66 respondents were agreed that becoming self employed mean to avoid uncertainties related to employment and strongly agreed with becoming self employed mean a personal independence / managing own time, followed by 47.50 per cent and 46.67 per cent respondents were agreed that becoming self employed lead better income prospects and food family life and more prestigious than being employee, respectively.

It was further observed that 32.50 per cent and 27.50 per cent of the respondents were disagreed that for becoming self employed there is no need to adopt to business environment and it is normal thing to do, respectively, 25.84 per cent respondents also disagreed that lack of attractive employment opportunities. While 23.33 per cent respondents were undecided on there is no need to adopt two adopted to a business environment. Equal percentage of respondents 12.50 per cent was undecided about family / friends are self employed and avoid uncertainties related to employment.

The data with regard to respondent's overall attitude towards entrepreneurship are presented in Table 6.

It is observed from table 6 that majority (72.50 %) of the respondents had favourable attitude towards the entrepreneurship, while 21.67 and 5.83 per cent respondents had highly favourable and unfavourable attitude towards entrepreneurship, respectively. It means majority of the respondents were having favourable attitude regarding entrepreneurship in future.

Conclusions :

The Respondents had predominantly the profile as they were male, having rural background, medium annual family income, social participation, semi medium land holding belonging to joint and medium size family, sought GOI scholarship and possessed second class in academic performance.

Results revealed that agricultural students have a considerable high intention to entrepreneurship; this positive attitude can assist to formation new business for agricultural students as the potential entrepreneurs.

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