

## Attitude of Farmers towards Agro Based Enterprise

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### ABSTRACT

*Agriculture is the cornerstone of most developing countries' economics. Unfortunately, agriculture alone is no longer able to provide a reliable livelihood for the growing populations in these countries. Alternative or additional income generating opportunities are needed to support the millions of farmers who can no longer support their livelihoods from the land alone. As increased agricultural production is envisaged, there is need to have proportionate improvement in the value addition and self-employment in agro-based enterprise. Looking to this present study was undertaken to measure attitude of randomly selected 100 farmers from Anand district of middle Gujarat, who had at least five years of experience of farming. Attitude of the farmers towards Agro based enterprise was measured with the help of reliable, valid and scientifically developed scale consist of fourteen statements. More than 90.00 per cent of the farmers were either strongly agreed or agreed with the statement that agro based enterprise is useful in solving unemployment problem, agro based enterprise helps in creating job opportunities and agro based enterprise can be a good source of income for low invertors. Over all 46.00 per cent of the farmers had positive attitude towards agro based enterprise.*

**Keywords:** Attitude, Agro based enterprise

### INTRODUCTION

Agro-based enterprises refer to those enterprise that transform agricultural commodities into different forms that add value to the product. The agro based enterprise is regarded as an extended arm of agriculture. The development of the agro based enterprise can help stabilize and make agriculture more lucrative and create employment opportunities both at the production and marketing stages. The broad-based development of the agro-products industry will improve both the social and physical infrastructure of India. Since it would cause diversification and commercialization of agriculture, it will thus enhance the incomes of farmers and create food surpluses ([www.agriculturalproductsindia.com/agro/agro-scenario.html](http://www.agriculturalproductsindia.com/agro/agro-scenario.html)).

Any person who starts and operates a business is an entrepreneur. Farmer is a creative and resourceful person who initiates agri production from cultivation to market. Favorable attitude of them is essential for acceptance of any scientific innovation to add value to the production and maximize his profit by adopting innovations.

### METHODOLOGY

The present study was conducted in randomly selected 100 farmers from Anand district of middle Gujarat, who had at least five years of experience of farming. To measure level of attitude, reliable and valid scale, developed and standardized with 14 statements by Patel Meena (2008) was used.

**RESULTS AND DISCUSSION**

**Table 1 : Level of attitude of the farmers towards agro based enterprise**

n=100

Sr. No.	Types of Attitude	Categorization	Range	Frequency	Per cent
1	Negative	Below mean - 0.5 SD	Below 47.93	20	20.00
2	Neutral	Between mean $\pm$ 0.5 SD	between 47.93 to 52.65	34	34.00
3	Positive	Above mean + 0.5 SD	Above 52.65	46	46.00

The data given in Table 1 indicate that almost half (46.00 per cent) of the farmers had positive attitude of the farmers towards agro based enterprise, followed by 34.00 and 20.00 per cent of the respondents had neutral and negative attitude of the farmers towards agro based enterprise.

half of the respondents had positive feeling towards based enterprise. It is understood that the practicability of taking up agro based enterprise techniques in the field which would harness the best of the available resources and acquired agricultural post product expertise of the farmers and also the sense of agricultural entrepreneurial development through the agro processing concepts.

From the above discussion it was observed that less than

**Table 2 : Attitude of the farmers towards agro based enterprise**

n=100

Sr. No.	Statements	SA	A	UN	DA	SDA
		Per cent				
1	Agro based Enterprise helps in creating job opportunities. (+)	79.00	13.00	5.00	3.00	0.00
2	The creation of new agro based enterprise is very risky. (-)	13.00	20.00	10.00	56.00	1.00
3	I like to start agro based enterprise understanding the creation of self employment. (+)	21.00	60.00	11.00	8.00	0.00
4	It is not advisable to spend money on agro based enterprise. (-)	6.00	11.00	14.00	64.00	5.00
5	I feel that there is not a good future of agro based enterprise in our country. (-)	20.00	69.00	1.00	6.00	4.00
6	Agro based Enterprise is useful in solving unemployment problem. (+)	12.00	82.00	5.00	1.00	0.00
7	I prefer to have service but not own agro based enterprise. (-)	12.00	10.00	6.00	70.00	2.00
8	I don't like to advise anyone to become entrepreneur. (-)	5.00	14.00	8.00	72.00	1.00
9	I prefer to be a part of agro based enterprise than other enterprise. (+)	7.00	80.00	9.00	4.00	0.00
10	Agro based enterprise is a best source of employment for irrespective level of educated rural youth. (+)	32.00	52.00	6.00	9.00	1.00
11	I feel that establishment of agro based enterprise is unproductive. (-)	11.00	9.00	8.00	64.00	8.00
12	I think that agro based enterprise can be a good source of Income for low invertors. (+)	21.00	71.00	4.00	4.00	0.00
13	Agro based enterprise is a best option to earn money for landless rural people. (+)	19.00	67.00	11.00	3.00	0.00
14	I think that it is difficult to follow legal procedure for agro based enterprise. (-)	7.00	18.00	22.00	52.00	1.00

The data presented in the Table 2 revealed that more than 90.00 per cent of the farmers were either strongly agreed or agreed with the statement that agro based enterprise is useful in solving unemployment problem, agro based enterprise helps in creating job opportunities and they were think that agro based enterprise can be a good source of income for low invertors. At the same time, it was noticed that

more than 80.00 per cent of them felt that there is not a good future of agro based enterprise in our country, agro based enterprise is a best source of employment for irrespective level of educated rural youth, farmers like to start agro based enterprise understanding the creation of self employment and they prefer to be a part of agro based enterprise than other enterprise.

It was also revealed that slightly more than seventy 70.00 per cent of the farmers were disagreed with the statement that they don't like to advise anyone to become entrepreneur and also they prefer to have service but not own agro based enterprise and 67.00 per cent of them agro based enterprise is a best option to earn money for landless rural people.

Respondents with same (64.00 per cent) of them felt that it is not advisable to spend money on agro based enterprise and establishment of agro based enterprise is unproductive. More than half 50.00 per cent of the farmers felt that the creation of new agro based enterprise is very risky and it is difficult to follow legal procedure for agro based enterprise.

## **CONCLUSION**

More than 90.00 per cent of the farmers were either strongly agreed or agreed with the statement that agro based enterprise is useful in solving unemployment problem, agro based enterprise helps in creating job opportunities and agro based enterprise can be a good source of income for low invertors. Almost half of the farmers had positive attitude of the farmers towards agro based enterprise.

## **REFERENCES**

Patel Meena (2008). In 5<sup>th</sup> Agresco Subcommittee Meeting of Social Science Group of AAU, Anand.

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