

ATTITUDE OF GIRL STUDENTS TOWARDS AGRICULTURAL ENTREPRENEURSHIP

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ABSTRACT

India is one of the most populated country in the world. It has third largest entrepreneurial ecosystem in the world. Agricultural entrepreneurship has wide scope in India. India has around 63 million enterprises, of which 11.4% are agricultural enterprises. Out of total enterprises, only 20% are women-owned. Entrepreneurial activities related to food processing, value addition, custom hiring services can generate employment for youth and reduce unemployment. Agricultural entrepreneurship provides huge scope to women to tap their entrepreneurial potential. It is crucial to enhance their attitude towards entrepreneurship to mainstream them in this sector. With this consideration, the present study was undertaken to investigate the attitude of girl students towards the agricultural entrepreneurship. It was conducted in Anand Agricultural University. 50 final year undergraduate girl students were randomly selected for the study. The responses were collected using specially designed interview schedule. It is found that majority of the girl students had highly favorable attitude towards agricultural entrepreneurship. Academic performance, Annual family income, Family type, agricultural entrepreneurship workshop was found positively significant. Locality was found positively related and academic performance was found negatively significant with the attitude of girl students towards entrepreneurship.

Keywords : agricultural entrepreneurship, attitude, employment, innovation, startups

INTRODUCTION

Agriculture and allied activities engage around 54.60% of Indian population and contributes around 18% to India's GDP. The agricultural domain, encompassing crops, livestock, fisheries have experienced the emergence of numerous startups commonly referred to as 'agri-startups'. The attitude of female students towards agricultural entrepreneurship represents a pivotal aspect of both the agricultural sector's future and gender dynamics within entrepreneurship. As the agricultural landscape evolves, there's a growing recognition of the vital role women play in driving innovation and sustainability within this sector. Understanding the attitudes of girl students towards agricultural entrepreneurship offers insights into their perceptions, aspirations, and the potential barriers they face in entering this domain.

Traditionally, agriculture has been perceived as a male-dominated field, with women often relegated to supporting roles. However, this narrative is shifting as more women actively engage in agricultural activities, not only as laborers but also as entrepreneurs and leaders. Despite this progress, disparities persist, and the entrepreneurial landscape within agriculture still reflects gender imbalances.

Exploring the attitudes of girl students towards agricultural entrepreneurship unveils a spectrum of motivations, challenges, and aspirations. Some may view agriculture as an opportunity to contribute to food security, environmental sustainability, and rural development. They may be inspired by the prospect of leveraging technology and innovation to transform traditional farming practices into profitable ventures. Conversely, others may encounter cultural or societal barriers that discourage their involvement in agricultural entrepreneurship. Gender stereotypes, unequal access to resources and opportunities, and limited representation of women in leadership positions can undermine their confidence and deter them from pursuing entrepreneurial endeavours in agriculture. Moreover, the intersectionality of gender with factors such as socioeconomic status, geographic location, and educational background further shapes girls' attitudes towards agricultural entrepreneurship. While some may have access to supportive networks, mentorship programs, and educational initiatives that foster their entrepreneurial spirit, others may face systemic barriers that hinder their participation and advancement. Understanding and addressing these dynamics are crucial for fostering an inclusive and sustainable agricultural sector. By empowering girl students with the necessary skills, resources, and support

systems, we can cultivate a new generation of agricultural entrepreneurs who are equipped to tackle global challenges, drive innovation, and promote gender equality within the agricultural landscape. Considering the above factors, the present study was undertaken to investigate the attitude of girl students towards agricultural entrepreneurship.

OBJECTIVES

- (1) To study the profile of girl students
- (2) To study the attitude of girl students towards agricultural entrepreneurship
- (3) To assess correlation between the profile and attitude of girl students towards agricultural entrepreneurship

METHODOLOGY

The present study was conducted in the Anand Agricultural University. Two colleges namely, B. A. College of Agriculture and College of Horticulture were selected from the university. Sample comprised of girl students studying in the final year of graduation. Sample were selected proportional to the total population of girl students studying in the final year of graduation. 30 girl students from agriculture faculty and 20 from horticulture faculty were selected. Total 50 girl students were selected as respondent. Ex-Post Facto research design was used in the present study (Kerlinger, 1976). The data were collected through pre-tested Gujarati interview schedule and investigator contacted all the data

personally. The data were gathered, processed and analysed to draw the meaningful conclusion. The statistical tools used for the analysis of the data were percentage, mean, standard deviation, correlation coefficient.

The attitude of girl students towards agricultural entrepreneurship was measured using the scale developed by Bai (2016) with due modifications. In this total 14 statements were kept to elicit the attitude of girl students towards agricultural entrepreneurship with five-point continuum of strongly agree, agree, undecided, disagree and strongly disagree carrying the scores of five (5), four (4), three (3), two (2) and one (1), respectively and the reverse scoring for negative statements. The respondents were grouped into three categories based on their attitude scores by using mean. The collected data were analyzed using statistical tools viz. percentage method, mean score and Pearson coefficient correlation to study the demographic characteristics and attitude of the students.

RESULTS AND DISCUSSION

It is observed from Table 1, that majority (48.00 per cent) respondents came from rural background which made them more interested in agricultural entrepreneurship and they had basic knowledge about it. Nearly half (48.00 per cent) of the respondents had OGPA between 6 to 6.999 and nearly half (46.00 per cent) of the respondents’ parents had agriculture as an occupation followed by agriculture + animal husbandry (20.00 per cent) which made them interested towards agricultural entrepreneurship.

(n=50)

Table 1: Profile of the girl students

Sr. No.	Variable	Categories	Frequency	Percentage (%)
1	Locality	Rural	24	48.00
		Semi urban	12	24.00
		Urban	14	28.00
2	Academic performance (OGPA)	5 to 5.999	0	00.00
		6 to 6.999	24	48.00
		7 to 7.999	15	30.00
		8.000 and above	11	22.00
3	Parents’ occupation	Agriculture	23	46.00
		Agriculture + Animal husbandry	10	20.00
		Farming + agro-based enterprise	9	18.00
		Farming + business	6	12.00
		Others	2	04.00
4	Family type	Joint	31	62.00
		Nuclear	19	38.00

Sr. No.	Variable	Categories	Frequency	Percentage (%)
5	Annual family income	Less than one lakh	20	40.00
		1 to 2 lakhs	17	34.00
		2 to 3 lakhs	08	16.00
		Above 3 lakhs	05	10.00
6	Agricultural entrepreneurship workshop	Yes	35	70.00
		No	15	30.00

Majority (62.00 per cent) of the students came from joint family and 40.00 per cent of respondents had annual family income of less than one lakh. This might be the reason for constraint in financial investment. 70.00 per cent of the respondents had attended the entrepreneurship workshop. The results confirm with line of Thakur (2017), Rai *et al.* (2022), Patil *et al.* (2010), and Patel *et al.* (2023).

Table 2: Statement-wise attitude of girl students towards agricultural entrepreneurship

(n=50)

Sr. No.	Statement	Mean Score	Rank
1	Agricultural graduates have better conditions for entrepreneurship compared with other graduates	4.24	I
2	There is potential for the agriculturally based entrepreneurship in India	4.14	II
3	Agricultural entrepreneurship is the right career choice for the younger generation	4.12	III
4	Agricultural entrepreneurship requires a measured vision and mission	4.10	IV
5	Lack of employment opportunities in the public sector has doubled necessity of entrepreneurship	4.08	V
6	An agri-clinic or agri-business training can create confidence to accept agricultural entrepreneurship as a profession	4.06	VI
7	Agricultural entrepreneurship should be given top priority for development	4.02	VII
8	Agricultural graduates have necessary skills for entrepreneurship	4.00	VIII
9	Agricultural graduate can earn more than other professional graduates	3.96	IX
10	Agricultural entrepreneurship has easy market access	3.80	X
11	Agricultural entrepreneurship does not provide good employment opportunity	3.42	XI
12	Agricultural entrepreneurship does not help in developing good personality	3.34	XII
13	Agricultural entrepreneurship does not provide maximum net profit and income	2.84	XIII
14	Entrepreneurship in agriculture is more difficult than other sectors	2.68	XIV

Table 2 indicates the statement-wise attitude of the girl students towards agricultural entrepreneurship. The Mean score was calculated by dividing the total score given by all the respondents to each of the statement by the total number of respondents. Based on the mean score value, the ranking was given. Most of the respondents had expressed that agricultural graduates have better conditions for entrepreneurship compared with other graduates (4.24) and they believed that there is potential for the agriculturally based entrepreneurship in India (4.14). They felt that agricultural entrepreneurship is the right career choice for the younger generation (4.12) and that agricultural entrepreneurship requires a measured vision and mission (4.10). They also revealed that lack of employment opportunities in the public sector has doubled necessity of entrepreneurship (4.08) and an agri-clinic or agri-business training can create confidence to accept agricultural entrepreneurship as a profession (4.06). Some of the respondents expressed negatively such

as agricultural entrepreneurship does not provide good employment opportunity (3.42), does not provide maximum net profit and income (2.84) and entrepreneurship in agriculture is more difficult than other sectors (2.68).

Table3 : Distribution of girl students according to their attitude towards agricultural entrepreneurship

(n=50)

Sr. No.	Category	Frequency	Per cent (%)
1	Unfavourable (up to 32)	0	00.00
2	Favourable (33 to 50)	13	26.00
3	Highly favourable (above 50)	37	74.00

Table 3 indicates that majority (74.00 per cent) of the respondents had highly favourable attitude, followed by favourable (26.00 per cent) and 0 per cent with unfavourable

attitude towards agricultural entrepreneurship. These findings were similar as Gadhvi and Patel (2013), Jayasudha (2021).

Table 4 indicates that locality is positively correlated with the attitude of girl students towards agricultural entrepreneurship. Parents' occupation, family type, and attending entrepreneurship workshop were found positively significant with the attitude of the girl students at 1% level of significance. Annual family income was found positively significant with the attitude of the girl students at 5% level of significance. Only academic performance was found negatively significant with the attitude of girl students towards agricultural entrepreneurship at 5% level of significance. This might be because with increased academic performance they may want to go for competitive exams for job or higher education.

Table 4: Relationship between the profile and attitude of the girl students towards agricultural entrepreneurship

Sr. No.	Variable	Attitude
X ₁	Locality	0.169
X ₂	Academic performance	-0.318*
X ₃	Parents' occupation	0.369**
X ₄	Family type	0.501**
X ₅	Annual family income	0.287*
X ₆	Did you attend any agricultural entrepreneurship workshop?	0.390**

CONCLUSION

The study concluded that majority of the girl students had a highly favourable attitude towards agricultural entrepreneurship. Majority of the girl's students belonged to rural areas, had good academic performance, joint family, agriculture as parents' occupation, annual family income less than one lakh. Majority of them had attended agricultural entrepreneurship workshop. The study showed that the girl students felt that the agricultural graduates have better conditions for entrepreneurship compared with other graduates, there is potential for agricultural entrepreneurship in India and that the lack of employment opportunities in the public sector has doubled necessity of entrepreneurship. The variables like parents' occupation, family income, entrepreneurship workshop and family type were found positively significant with the attitude of the girl students towards agricultural entrepreneurship. Based on the result of the study, girl students can be encouraged to attend entrepreneurial workshops, training programmes and create awareness about government schemes like Start-

up India, Pradhan Mantri Formalisation of Micro Food Processing Scheme, etc. to enable their maximum inclusion in entrepreneurship as a career.

CONFLICT OF INTEREST

This is to declare that there is "No conflict of interest" among researcher.

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