

## AGRIPRENEURSHIP ATTITUDE AMONG COLLEGE STUDENTS

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### Abstract

Entrepreneurship in agriculture plays a vital role in the implementation of various technology in the agriculture field to improve the quality of products. Agripreneurship indicate an opportunities for social development and improve the quality growth of life. It also has a large potential to contribute to the national income while at the same time providing direct employment and income to the numerically large and vulnerable section of the society. Agripreneurship not only an opportunity, but also a necessity for improving the production and profitability in agriculture and allied sector. It develops a sound relationship between social entrepreneur efforts and agricultural development of a nation all around the world. The main objective of the present study was to find the agripreneurship attitude among college students in Tirunelveli district. Survey method was adopted in this study. The sample consists of 250 college students in Tirunelveli district. Agripreneurship Attitude Scale (AAS) was developed by Gnana Kamali, M & Michael Jeya Priya, E (2019) for collecting data. Mean, SD, 't' test and  $\gamma$  were the statistical technique used for analyzing the data. The present study revealed that there was a significant difference among college students in their agripreneurship attitude.

**Keywords:** Entrepreneurship, Agripreneurship and Innovation

### Introduction

Entrepreneurship is a source of new ideas or innovation which bring new ideas in the market by replacing old with a new invention. Agricultural development is a key pillar of national building in India. Almost one third of our rural population are depend on agriculture and allied sectors which provides live hood to them. Approximately 53% of the country's total employment is in Agriculture, the contribution of GDP (Gross Domestic Product) is only 17% by the agriculture sector (Mohapatra, S., Khadanga, G.S., & Majhi. 2018). According to Marshall "An entrepreneur is a person who does managerial work to bear risk, bring labor and capital, initiates and execute plans". Agripreneurship plays various roles in the growth and development of national economy through entrepreneurship. They increase the income level and employment opportunities in rural as well as urban areas (Bairwa et al., 2014). Agripreneurship program is necessary to develop entrepreneurs and management workforce to cater agriculture industry across the world.

### Significance of the study

There is a great scope for entrepreneurship in agriculture. The potentiality of the country can be tapped only by effective management of agri elements such as soil, seed, water and market needs

(Alsos et al.,2003). Enterpreunership equip farmers with skills which enable them to increase productivity. These entrepreneurial strategies acts as a regulatory mechanism which enables the farmers to adopt methods which will lead to an increase in productivity(Capitanio & Adnolfi, 2010).It is a dynamic business in which manager who performs various agri-based activities using different resources such as physical , financial human and information resource in order to accomplish a certain goal.

Participation in agricultural practices lead to an increased productivity. It promotes family dignity that is the family will be able to meet its day to day needs for survival. Increased agricultural productivity instill the spirit of harmony and togetherness within the family (Chandramouli et al., 2004). So the present study aim to find the aripreunership attitude among college students in Tirunelveli district.

### Objectives of the study

- To assess the agripreneurship attitude among college students
- To find whether there is any significant difference between college students in their agripreneurship attitude with reference to the following background variables
  - (i)Gender (ii) Nature of college (iii) Location of college
  - (v) Fathers' educational qualification (vi) mothers' educational qualification
- To find out whether there is any significant association among college students in their agripreneurship attitude with reference to the following background variables
  - (i) fathers' occupation (ii) mothers' occupation

### Hypotheses of the study

- Agripreneurship attitude among college students are moderate
- There is no significant difference between college studetns in their agripreneurship attitude with reference to the following background variables
  - (i)Gender (ii) Nature of college (iii) Location of college (iv) Fathers' educational qualification (v) mothers' educational qualification
- There is no significant association among college students in their agripreneurship attitude with reference to the following background variables
  - (i) fathers' occupation (ii) mothers' occupation

### Methodology

The investigators used Simple random sampling technique and randomly selected 250 college students in Tirunelveli district. Agripreneurship Attitude Scale(AAS) was developed by Gnana Kamali,M.,& Michael Jeya Priya, E.(2019).Mean, Standard deviation and 't ' test were the statistical technique used for carrying out the analysis and interpretation of the data collected.

## Data Analysis and Interpretation

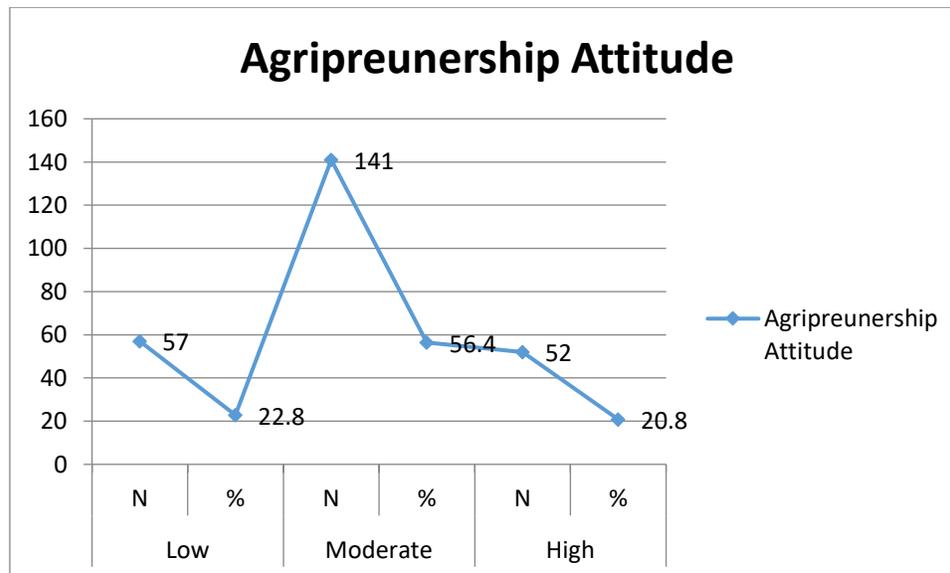
**Table.1. Showing the level of agriprenurship attitude among college students**

Variables	Low		Moderate		High	
	N	%	N	%	N	%
Agriprenurship Attitude	57	22.80	141	56.40	52	20.80

### Interpretation of table.1

The table 1 reveals that the levels of agriprenership attitude among college students of Tirunelveli District range from low to high. Out of 250 college students ,57 co;;ege students (22.80%) have low level of Agriprenurship Attitude ,141 college students (56.40%) have an Moderate level of Agriprenurship Attitude , 52 college students(20.80 %) have high level of Agriprenurship Attitude .it is important note that a maximum number of college students 141-56.40% )have moderate level of Agriprenurship Attitude .Hence it is cocluded that the college students of tirunelveli district have moderate level of Agriprenurship Attitude.

**Figure.1. Showing the percentage level of agriprenurship attitude among college students**

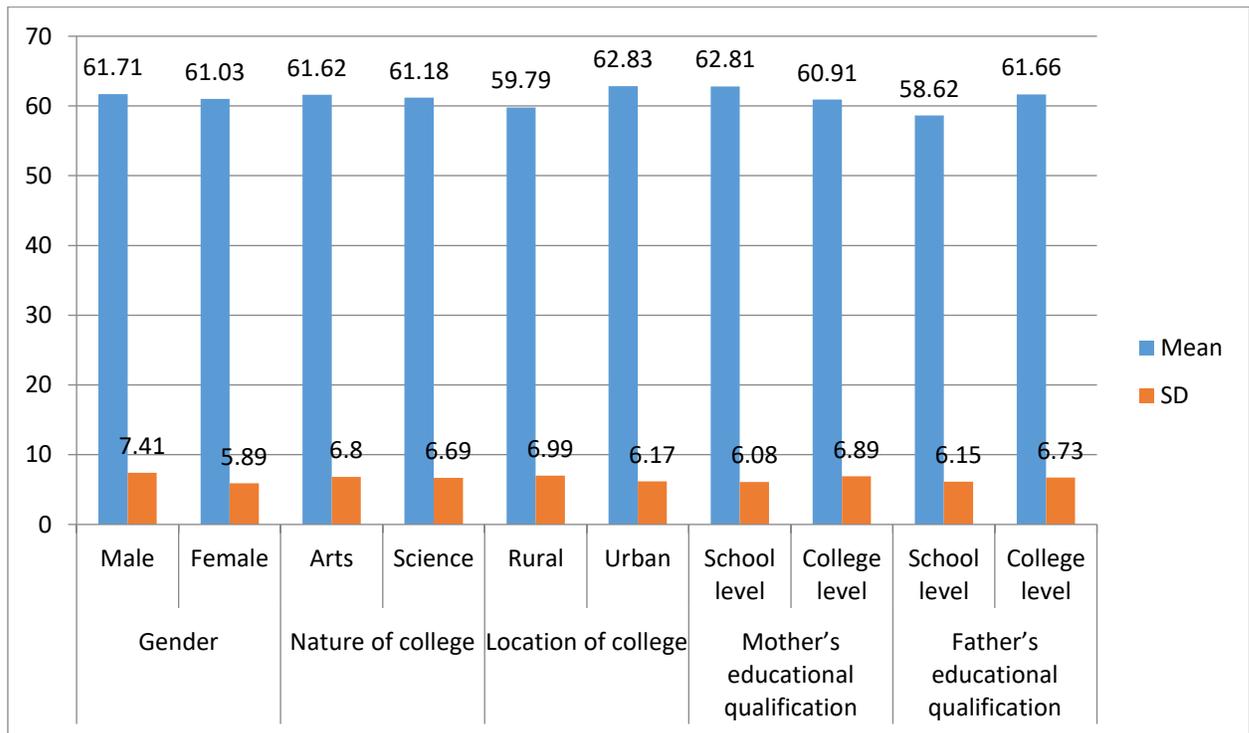


**Table.2. Distrubution of number, mean, SD, 't' ratio and significance level of agriprenurship attitude among college students**

Variables	Categories	N	Mean	SD	Calculated 't' value	Remarks
Gender	Male	133	61.71	7.41	0.80	NS
	Female	117	61.03	5.89		
Nature of college	Arts	120	61.62	6.80	0.51	NS
	Science	130	61.18	6.69		
Location of college	Rural	118	59.79	6.99	3.62	S
	Urban	132	62.83	6.17		
Mother's educational qualification	School level	63	62.81	6.08	2.07	NS
	College level	187	60.91	6.89		
Father's educational qualification	School level	21	58.62	6.15	2.21	S
	College level	229	61.66	6.73		

(at 5% level of significance the table value of 't' is 1.96)

**Figure.2. Showing the distrubution of number, mean, SD, 't' ratio and significance level of agriprenurship attitude among college students**



### Interpretation of table.2

It is inferred from the above table that the calculated 't' value for the variables Gender, Nature of College, Mother's Educational qualification are less than the table value 1.96 at 5% level of significance. Hence the respective null hypothesis is accepted. Thus, the result shows that there is no significant difference between Gender, Nature of College, Mother's Educational qualification of agripreneurship attitude among college students.

It is inferred from the above table that the calculated 't' value for the variables Location of college and Father's educational qualification greater than the table value is 1.96 at 5% level of significance. Hence the respective null hypothesis is rejected. Thus, the result shows that there is a significant difference between. Location of college and Father's educational qualification of agripreneurship attitude among college students.

**Table.3. Showing the association among college students in their agripreneurship attitude**

Variables	Mean	df	Calculated $\chi^2$ value	Table value	Remarks
Fathers's occupation	61.10	4	13.40	9.49	S
	62.36				
	59.83				
Mother's occupation	61.66	4	7.60	9.49	NS
	62.36				
	60.49				

### Interpretation of table.3

It is inferred from the above table that the calculate ' $\chi^2$ ' value for the variable is greater than the table value (9.49) for the df 4 at 5% level of significance. Hence the respective null hypothesis is rejected. Thus the result shows that there is a significant association between father's occupation and agripreneurship attitude among college students.

It is inferred from the above table that the calculate ' $\chi^2$ ' value for the variable is less than the table value (9.49) for the df 4 at 5% level of significance. Hence the respective null hypothesis is accepted. Thus the result shows that there is no significant association between Mother's occupation and agripreneurship attitude among college students.

### Findings and Discussion

#### The following are the major findings of the study

- Recording urban college students have more agripreneurship attitude. This may be due to that urban students have desirable social recognition this motivate them to focus towards self-employment.

- Father's educational qualification show high influence in student's attitude towards agripreneurship. This may due to that educated parents support and provide good platform for their children's.
- Father's occupation plays vital role to create self-esteem and desire for self-recognition. They motivate them towards self-growth and self-employment

### Conclusion

The role of social entrepreneur is important for social and economic development of the country. They play an important role in employment generation, economic development, innovation, social and financial capital information. The students always see the problem that is prevalent in the society they often try to find the causes of the problem through their innovative and creative ideas. Thus agripreneurship is the need of the hour in India to make agriculture a more attractive and profitable venture.

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