

## JOB ASPIRATION OF AGRICULTURE EDUCATION FOR ACHIEVING MILLION DEVELOPMENT GOALS IN ODISHA AS A STUDY

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**Abstract:** The Present study entitled "A study on the Job Aspiration of the Agricultural Education by agriculture Students of OUAT, Bhubaneswar for achieving MDG in Odisha was under-taken with a view to find out the personal and socio-economic profile of Graduate and Post graduate agriculture students, their job aspiration and find out the relationship between the personal and socio-economic characteristics of the respondent with their job aspiration. Further an attempt was made to identify the constraints that hinder to self employment in Agriculture. Likert-type scales were used to measure perceptions regarding support for and barriers to achieving their goals. Tenets of achievement motivation theory were observed in the rural students. Town and farm students alike had diverse educational and occupational aspirations. A high level of congruence was observed between the students' occupational aspirations and their educational goals, revealing that many students were following career paths. Students perceived that the environment provided by their colleges was supportive of their aspirations. Barriers to achieving their goals were perceived as minimal the respondents of the study were confined to 50 Agriculture Students of OUAT Bhubaneswar during the Session 2010-2012. The data were collected through a pre-tested structured Interview Schedule with employment of appropriate Statistical Measures for Analysis and interpretation of the data. The major findings of the study were a majority of the respondents secured first division in their academic career. Majority (42 %) belonged to general category, Majority of the respondents (56%) were from medium size family followed by high education status (42%) with medium mass media exposure (50%) and most of the students were from semi urban areas. The academic performance, family education status, parents main occupation, mass media exposure, size of holding and annual income of family of the respondents were positive, and highly significant association with the job aspiration. The respondents were of view that natural calamities, lack of processing industries, lack of cold storage, inadequate government support and lack of training for entrepreneurship development were the major constraints that hinders for self employment in agriculture. Here the researcher mentioned about the sole development of Agriculture Students by their job satisfaction, Aspiration, Employability & as well as Entrepreneurship which is one of the important Objective of Million Development Goals for Odisha Condition, hence be justified.

**Keywords:** MDG, Job Aspiration, Constraints, Agriculture Education, Socioeconomic.

**Introduction:** "Agriculture" is considered to be the back-bone of Indian Economy. In some Quoted terms from Jawaharlal Lal Nehru envisages that. "Every thing stops, but not Agriculture". In India we always listen two names in terms of country's Protection i.e. "Jay Jawan" & "Jay Kishan". The Jawan (soldiers) protect our country from Enemy & The Kishan (Farmers) protect our self from hunger and also made supplement to soldiers for the protection of our country indirectly. Now -a-day's population explosion yield more pressure on "Food Supply" which is directed towards Agriculture. In order to minimize this upcoming pressure the New Agricos should join in Agricultural sector to act as activist cum Warriors for future benefit & sustainability. Present era in Agriculture sector enlisted with 1, 10000 Extension workers but for India like a Sub-continent needs 2 times more than present figure. So in this context suggestion for Agriculture students to join promptly in this emerging dynamic sector to be a part of "Evergreen Revolution" and aides for Vision-2020.

Education, Research and Extension system adopted there under land grant pattern had a clear goal of achieving self-sufficiency in agriculture. In spite of this, Indian agriculture is tending to stagnate as the productivity of principal crops has slowed down, which is a cause of serious concern to planners. Agriculture Education is the prelude for research which generates technology for correct use by farmers. Hence the changed focus on research, education, technology (RET), planning and execution and Human Resource Development (HRD) in agriculture will be driving force to trigger the second or ever green revolution in Agriculture. Now the job opportunities for agricultural students are many, varied and chosen based. The students going out of the college after graduation avail employment opportunities in central and state department of Agriculture, irrigation, SAU, Pvt. firms, Companies, NGOs, Nationalized banks and related line Departments etc. Besides this, very few students also prefer to go for private farming who have the facilities. Against this background, it is a matter of interest to study the job preference of agriculture

graduates and the reasons that account for such preference.

The College of Agriculture in Odisha is one of the Oldest Agriculture College of the country which was established in the year 1954 with intake capacity of only 32 students. The Orissa University of Agriculture and Technology (OUAT) came into existence in the Year 1962 and Agriculture college was integrated with it in the same year. Now it has facilities for Undergraduates, Post graduate & Doctorate studies. At present there are three agriculture colleges in our state. The all Agricos who are selected to this University via Written exam and Career Assessment after a rigorous sieving from All Odisha Basis. So in this case following comments should be presented is "Limited seats, & Unlimited Jobs". Being an Oldest University after GBPUAT & present Ranking as Per ICAR is 7<sup>th</sup> in Quality Education and Placement, hence Job aspiration of the students of this University is termed as "Sky is Limit For Agricos".

#### **Objectives of the study**

1. To study the personal and socio-economic profile of the agriculture graduates.
2. To study the job aspiration of the agriculture graduates.
3. To find out the relationship between the personal and socio-economic characteristic with their job aspiration.
4. To identify the constraints for self employment in agriculture. Scope and importance of the study

The present study was conducted to study the "Job Aspiration of Agriculture Education for Achieving Million Development Goals in Odisha as a Study at OUAT, Bhubaneswar.

The Agriculture graduates are expected to be well acquainted with modern agricultural knowledge and skill required for employment in various sectors in the country in general and in the state in particular. For the development of the farmers and to boost up agricultural production, the role of agriculture graduate is of paramount importance. In the modern era, the agriculture graduates are more preferred in agriculture, public and private sectors etc. Therefore, an attempt has been made in the study to know the job aspirations of agriculture graduate students - and their job preference in various sectors.

Further, the study will reveal the relationship between personal and socio-economic factors that are associated with the job aspiration of the graduates. Now a day, the state as well as the Central Government gives more emphasis on self employment. Keeping that in view, the study can depict the number of agriculture graduates preferred for self employment in agriculture in one hand and the constraints that hinder for self employment in agriculture on the other hand.

The findings of the study would be a great help to the administrators, planners, policy makers and researcher of the state, centre and private sectors in identifying the inadequacies and constraints for self employment in agriculture. Thus the findings of the study would be of immense value for the administrators, planners and policy makers to modify and tackle the prevailing problem that hinders for self employment in agriculture.

#### **Limitation of the study:**

- The study suffers from the following limitations.
- Though all possible precautions were taken to make the study precise, meaningful and reliable yet because of limited time and resources at the disposal of the investigator for which only limited respondents were included. This has been serious handicap in generalizing the findings. As it is a student project the time and money did not permit this study of a large sample.
- The findings of study are based on the ability of the recall and on the verbal opinion expressed by the respondents. Hence, the objectivity of the study is related to their ability to recall and also to their honesty in furnishing the required information.
- The entire investigation is based on Individuals perception and expressed opinion of the respondent under study.
- Though utmost efforts were made to make best use of standardized tools and techniques data collection, yet accuracy may not be guaranteed.

#### **Presentation of The Study:**

The entire research study has been presented in five chapters which are as follows

**Chapter I. Introduction:** consists the lead of the thesis, statement of problem, specific objectives taken for the study, scope and importance of the study and limitations.

**Chapter II. Review of literature** deals with a brief review of available literature on objective wise related to the present investigation.

**Chapter III. Research methodology** entails the various research procedure followed and presented in detail under the heading such as problem and procedure, variable and their measurement, tools and technique and statistical analysis of data.

**Chapter IV. Results and discussion** describe the finding of the study objective wise and discussion on the basis of finding.

**Chapter V. Summary, conclusion and recommendation summaries** in brief about the total manuscript followed by Bibliography and appendices.

#### **Review of Literatures:**

**Concept of aspiration and job aspiration:** Rogers and Svening (1969) Aspiration as the desired feature

states of being such as living level, social status, education and occupation.

**Personal and socio-economic profile of the agriculture graduates:** Jirapure (1991) revealed that 61 percent of the Post graduate students' families were nuclear whereas 39 percent had joint family system.

**Job aspiration of agriculture graduates:** Kaur and Shukla (1989) revealed that 94 percent of the under graduate students preferred to serve in state department of Agriculture followed by 67 percent preferred for service in private commercial firm's and 37 percent preferred to do service in other departments that are not related with agriculture development.

**Relationship between personal and socio-economic characteristics agriculture graduate with their aspiration:** Biradar and Sundraswamy (1994) reported that there was positive and significant relationship of aspiration found with variables like family size number of earning members of the family and annual income of the family of the women workers.

**Constraints hindering for self employment in agriculture:** Gupta et al. (2003) reported that untimely availability of production technology (33.33 percent) followed by unavailability of the finance (35 percent), lack of irrigation facility (33.33 percent), high input cost (30 percent), lack of Training facility (18.33 percent) were the major constraint which affected adoption of technology by the beneficiaries.

**Research Methodology:** It describes how the research had been done, number of respondents, method of selection of samples out of population, etc.

#### **Problem & Procedure**

- Selection of problem
- Plan of work
- Research design
- Locale of study
- Sampling procedures

#### **Variables & their measurements**

- Measurement procedure
- Independent & dependent variables & operationalization

#### **Tools & Techniques**

- Pilot study
- Pre-testing of interview schedule
- Interviewing
- Processing of data

#### **Statistical tools:**

Mean value, %, etc.

In this study 50 respondents were interviewed. They were selected by using simple random variable method, both dependents & independent variables are considered & statistics used are ranking, mean score, percentage, tally, etc.

#### **Problem And Procedure:**

**Selection of problem:** The most important factor in social research is selection, defining and conceptualising the problem. Therefore, research worker should pay utmost attention towards the proper formulation of problem since its formulation is often more essential than its solution. It encouraged the researcher to undertake a study entitled "A study on the job aspiration of agriculture students in OUAT, Bhubaneswar" with an aim that this work will be the first of its kind in this state, which will explore the choice of careers among the graduates undergoing agriculture education with many job opportunities. This will lead plan and choose their career and avoid frustration in life. The findings of the study will serve as a valuable guidance for the policy makers, Administrators, Executives, Planners and Researchers.

**Plan of work:** Before actual investigation, efforts were made to conduct a detailed survey of all related aspects the study. As it was a student project and a part of course curriculum, it was needed to complete the research project within the stipulated academic period. Hence in the area of investigation, sample size, method of analysis of data etc., were chalked out in detail keeping a number of limitation in view.

**Research Design:** The present study comes within the preview of survey research mainly of "ex-post-facto" in nature. In the light of the objectives and scope of the study, decision on the techniques of investigation, research materials and tools to be used and patterns of statistical analysis to be incorporated were decided upon.

**Locale of Study:** The study was conducted by taking C.A. Bhubaneswar & C.A. Chiplima for effective comparative study, which was selected purposively to undertake study. The Orissa University of Agriculture and Technology (OUAT) is the second oldest University of the country came in to existence on 24<sup>th</sup> August 1962 at Bhubaneswar, the capital and temple city of Orissa. Some parts of Research was made at IAS, SOA University and CUTM University for Future prospects of Private Agriculture Students.

**Sampling Procedure:** At present there are three agriculture colleges under OUAT located at Bhubaneswar in Khurda Dist., Chiplima in Sambalpur Dist., and Bhawanipatna in Kalahandi Dist. Of Odisha. Out of three C.A. Bhubaneswar & C.A. Chiplima were selected purposively considering the time and resource of the researchers. The respondents of the study was confined to the 50 B.Sc(Ag) students passed from C.A. Bhubaneswar & C.A. Chiplima during the year 2009 onwards upto 2012 were selected purposively. The total sample size was taken 50 for easier and timely analysis.

**Variables And Their Measurement:** The social scientists view that there exists a sizable gap between

theory and empirical research. The way in which social scientists perceive and analyse the social phenomenon and the type of scientific methods used often make it difficult to wipe off gap completely. Theorists concurrently use conceptual variables that are formulated at a rather high level of abstraction. The generalization of these concepts in order to fit them in the theoretical frame work on the basis of empirical evidences becomes a major task. The social scientists are confronted with the problems of measurement and try to solve with in the available means. Lundberg(1939) opined that measurement was not a way of defining things but it was a process which could be carried out only after the thing to be measured had been defined. While Blalock(1968) emphasized that there were two distinct ways of defining what may be the same concept. Thus he called the operational and theoretical definition.

A common practice in social research is to refer underlying or measured concept on one hand and indicators of composite measures on the other, with a view of minimize the error in measurement. Unfortunately measurement error can seldom be known quantities and can only be estimated by working into reliability and validity. The concept of reliability of a measure relates to getting similar results independent of researchers variation and validity of a measure to the relative degree with which it measures what is intended to measure. Most of the social researchers try to solve measurement problem first by operationally defining the conceived variable and then either using one of the available measures provided they suit to their purpose or by way of designing ones own measures.

A number of terms and variables have been used in the present study with a specific meaning, obviously, this terms require operationalization. Kerlinger (1965) called the operational definition as specification of activities of the researchers in measuring a variable. He further viewed that operational definition is a vivid manual of instructions to the researcher. Rogers and Shoemaker (1971) were of the view that the measuring instrument could be a scale, index observation or answer to a question.

The operational definition makes the meaning of term of variable explicit. It is an empirical referent of a concept and suggests what actions and behaviour, the term or variable expresses or implies.

On the lines suggested by social scientists, a smaller procedure has been followed in this study.

**Measurement Procedure:** The variables have been measured on the basis of specifically designed instrument for the purpose of the study on the basis of recall data by the respondents and personal observations of the researcher. The operationalisation of the variable in the study and their measurement

procedures are presented under the heads-independent and dependent variables.

**Independent variables, dependent variables and their operationalisation and Measurement:** An independent variable also known by the nomenclature as the antecedent variable is primary a stimulus variable or inputs, which operates either within a portion or within his environment to affect the response or behaviour.

Roger(1969) called independent variables as these variable which precede other variables in order of time and which theoretically are expected to lead to or are followed by certain other variables. These variables may be situational or personal in nature. Tuckman(1971) viewed independent variable as those factors which are measured, manipulated or selected by the researcher to determine its relationship with the observed phenomenon. Kerlinger(1973) viewed independent variable as the presumed cause of the dependant variable, the presumed effect.

**Independent variable and Their operationalisation and measurement:** Keeping proceeding discussion in view, the variable included in the study were collected on the basis an extensive review of literature, discussion with experts and pilot study conducted in the area of investigation. The selected variables were operationalised and measured as mentioned below.

**Academic Performance(x<sub>1</sub>):** Academic performance has been operationalised in the study as division/class obtained by an individual respondent in different qualifying examinations i.e. from matriculation to graduation level for the purpose. The following parameters were adopted to measure the academic performance of the respondents as developed for the study.

Sl.NO.	Division/class	Score
1	1st	3
2	2nd	2
3	3rd	1

**Caste(x<sub>2</sub>):** The term caste has been conceived as the endogamic, exclusive and functional group to which and individual respondents belongs. The method of the scoring for caste adopted by Haque(1981) as given below was followed.

SL.No.	Caste/Category	Score
1	S.C.	1
2	S.T.	2
3	OBC	3
4	General	4
5	Others	5



**Size of family(X<sub>3</sub>):** The variable, size of family relates to the family members (Both males and Females) housed under one roof and having a common mode of cooking and eating. The family size was measured by enumerating the members in the family right at the time of interview. Irrespective of the age scoring procedure developed by Bawajir and Nandapurkar (1985) was used to measure these variables.

S.L.No.	Size of family	Score
1	Small (up to 4 members)	3
2	Medium (5-6 members)	2
3	Big (7 Members)	1

**Family type(X<sub>4</sub>):** Family type has been operationalised as single nuclear or joint on the basis of either separate or common kitchen, respectively. A family is considered as nuclear or single when it consisted of husband, wife and unmarried children. Joint family consisted of other blood relations also. To quantify the family type the scoring system developed by G.L. Ray and et al. (1994) was followed.

S.L. No.	Type of family	Score
1	Single/nuclear	1
2	joint	2

**Family Background(X<sub>5</sub>):** It is operationalised as top which area does the respondents belong to i.e. urban, semi urban and rural areas. The following scoring pattern was developed for the study

Sl.No.	Family background	Score
1	Urban	3
2	Semi Urban	2
3	Rural	1

#### **Family education status(X<sub>6</sub>)**

It refers to the formal education obtained from school to college level and above by the individual family members of respondents. To measure this variable the method followed by G.L. Ray (1967) was adopted.

Sl.No.	Family education status	Score
1	Illiterate	1
2	Up to ME standard	2
3	Up to intermediate	3
4	Graduation	4
5	Post graduation	5

Further it was categorized into a low, medium and high family education group on the basis of mean score and standard deviation.

**Parents main occupation(X<sub>7</sub>):** It is operationalised as the primary mode of earnings or relatively continuous pattern of activities that provide the parents of the respondents a livelihood and define their general social status. The variable was quantified on the basis of scoring system used by Bawajir and Nandaprakar (1985).

Sl.No.	Parents Occupation	Score
1	Labour	1
2	Farming	2
3	Caste occupation	3
4	Business	4
5	Service	5

**Mass media exposure(X<sub>8</sub>):** This variable refers to the degree of exposure of an individual respondent to various sources of mass media such as Radio, T.V, Newspaper, Magazine/Journal to seek information regularly. The following scoring pattern was developed to measure the variable.

Sl.No.	Category	Score
1	Most often	3
2	often	2
3	Sometimes	1
4	Never	0

Further the respondents were categorised into low, medium and high mass media exposure group category on the basis of mean score and standard deviation.

**Size of holding(X<sub>9</sub>):** The variable size of land holding refers to total number of hectares of land under cultivation or used in allied productions by the respondents family. This was ascertained by making enquiry directly from the respondents. The variable was quantified on the basis of scoring system used by The variable was quantified on the basis of scoring system used by Bawajir and Nandaprakar (1985).

Sl.No.	Category	Score
1	Landless	0
2	Upto 1 ha	1
3	1.1 to 2 ha	2
4	2.1 to 4 ha	3
5	Above 4 ha	4

**Annual income of family(X<sub>10</sub>):** It has been operationalised as the gross income received by the parents of the respondents per annum or the money

regularly earned by the parents of the respondents from main and subsidiary occupations annually. The response were categorised according to annual income slabs and scores were assigned as suggested by Bawajir and Nandaprakar(1985). Which are as follows.

Sl.No.	Income slabs	Score
1	Upto 1 lakh	1
2	1 lakh to 2 lakh	2
3	2 to 3 lakh	3
4	Above 4 lakh	4

Dependent variable their operationalization and measurement

**Job Aspiration(Y):** It is defined as the hope and ambitions of the educated individual to choose their carrier and seek job opportunities for employment in a particular sector for their economic as well as lively hood security and self actualization (Pandy.1995). To measure the job Aspiration of the agriculture graduates, they were exposed to ten different types of job to indicate their job preference for each category. The responses were collected in a 3 point continuum such as Highly Aspired, Aspired and Least. Following scoring pattern was followed to measure the job aspiration of the individual respondents.

Categories	Scores
Highly Aspired	3
Aspired	2
Least Aspired	1

#### Tools And Techniques:

**Pilot study:** Pilot study was conducted to have preliminary information about the respondents, their socio personal and economic conditions, various job opportunities available as per their educational level of the respondents etc.

The data collection devices were later constructed on the basis of the preliminary information.

A schedule was specifically designed keeping in view the objectives of the programme. Information gained in the field study, consultation with literature and experts helped to prepare a tentative schedule. Care was taken to avoid ambiguous and vague items that may distort the information inflow. Most of the questions were close ended and as such care was taken to encompass all possible responses, whether prevalent to that condition or not. The first part of the interview schedule deals with personal and socio-economic profile of the respondents. The second part of the interview schedule deals with the job aspiration of the agriculture graduate students. The

third part deals with the constraints hindering self employed in agriculture.

**Pre-testing of interview schedule:** The draft interview schedules were first pre-tested with a sample of 10 percent randomly selected respondents other than those included in the final study. On the basis of pre-test, necessary additions, deletions and alterations were made in the interview schedule. Thus a correct and most appropriate schedule was developed and finally used for collecting information. In order to assess the reliability of the instrument, a test-retest method of reliability was used. For the purpose the same group of respondents selected for pre-testing of the schedule were re-interviewed using the same schedule after four weeks. There was no difference in the answers of the respondents. This proved that the instrument was sufficiently reliable for the purpose of data collection.

**Interviewing:** The interviewer first of all introduced himself and gave a clear picture of the subject and purpose of survey. The interviewer made the respondent felt that his answers were important. Systematically, the questions were asked as specified in the questionnaire and an informal discussion was made to collect that data. Investigation was continued from last week of May 2009 to 1<sup>ST</sup> week of July 2009. The data thus collected were tabulated and subjected for empirical measurement and analyses.

**Processing of data:** The data collected from the respondents were manually processed. Each respondent was serialised and information received from them were tabulated on a master table sheet. Weightage was given to different items with regard to their relative position in the scale and scoring was done accordingly.

**Statistical Measures:** The following statistical methods were used in this study depending on the nature of data and inference required.

**Percentage(%):** Percentages were used in the descriptive analysis for making simple comparisons, in order to calculate percentage, the frequency of a particular cell was divided by the total number of respondents in that particular category to which the cell belong and multiplied with hundred (100). Percentages were calculated up to two places after a decimal point. This has been used in the thesis and proved helpful in organizing the data with clarity and precision.

Percentage were calculated to find out distribution of respondents accordingly to different independent and dependent variable

**Mean score:** It is also another simple comparison which was calculated by using the formula.

$$M.S = (\sum FX) / N$$

M.S. = Mean score

$\Sigma FX$  = Sum of the total scores obtained by the individual

$N$  = Total number of respondents

Mean score was used to categorised the respondents.

**Average means score:** Average means score = Total score / No. Of items

Average mean score was used for ranking various broad groups

**Rank order:** On the basis of average mean score, the rank orders were made. The item scoring the highest mean was given first rank and the next highest was given the second rank and so on.

**Standard deviation (S.D.):**

**Persons coefficient of correlation:** The test was used to find out the relationship between independent variable and dependent variable. The following formula used for computation of 'r' values

**Summary, Conclusion and Recommendation:**

Agriculture is considered to be a primary sector of Indian Economy which determines the viability & sustainability of countries population economy. A vast proportion of the countries population is engaged in agriculture, for the development of the farmer and boost of agricultural production, the role of agriculture students is of paramount importance. Now a days the state as well as central government gives more emphasis on self employment in agriculture. There are many job opportunities open for agriculture graduates both in public & private sectors. The nationalized banks & input sector units are knocking the door at SAUs/CUs level for hiring agricos every year. There for it is imperative to know the choice of career of Agriculture students & to prepare them for a better satisfied living in the society as well as to avoid frustration in future. Keeping these in view the present study entitled "A study on the job aspiration of agriculture students of OUAT, Bhubaneswar" had been planned and undertaken with the following specific objectives.

To study the personal and socio-economic profile of the agriculture graduates.

To study the job aspiration of the agriculture graduates.

To find out the relationship between the personal and socio-economic characteristic with their job aspiration.

To identify the constraints for self employment in agriculture. Scope and importance of the study

The study was conducted in the Orissa University Of Agriculture & Technology, Bhubaneswar by taking two colleges (C.A, Bhubaneswar & C.A., Chiplima, Sambalpur) which was selected purposively. The respondents of the study were confined to Agriculture students those who have passed from 2009 onwards upto 2012. The total

sample size of the study was 50. From Private Universities the respondents were taken 50.

For the purpose of the study 10 independent personal 7 economic variable such as academic performance, caste, size of family, family back ground, family education status, type of family, sex, parent's main occupations, mass media expenditure, size of land holding and annual income of family and one dependent variable i.e. job aspiration of agriculture students selected for study. For measuring the variables certain instruments were developed and some of the valid scale designed by earlier workers were also used directly and some with little modifications.

For the collection of primary data & specifically designed interview primary data, a specially designed interview schedule was developed & data were collected by the researcher himself by personal interviewing the respondent with the help of interview schedule.

The data were collected, processed and analysed. The statistical methods employed were frequency, percentage, mean, rank, standard deviation & co-relation co-efficient.

The major findings enating out the study are summarized below.

**Summary of findings:**

1. Personal and socio-economic profile of the agriculture students.

1.1 A majority (100 percent) of the respondent secured first division at H.S.C, followed by (74 percent) secured first division at plus two level (+2) along with 26 percent and cent percent secured first division at graduate level.

1.2 Majority of the respondent belongs General caste (42) percent, followed by other backward class (OBC) (40 percent), Schedule caste (12) percent and schedule tribe (6) percent respectively.

1.3 The family size of the majority of the respondents (56 percent) was medium, (22 percent) having small and (22) percent had big size family.

1.4 majority (54 percent) of the respondents families was joint, whereas (46) percent had nuclear family system.

1.5 (48) percent of the respondents were from semi urban areas followed by (26) percent from urban areas and (26) percent were from rural areas.

1.6 majority (42 percent) of the respondents families has high family education status followed by (36) percent and (22) percent family and medium and low family education status respectively.

1.7 majority (54 percent) of the respondents parents were having farming as their main occupation followed by (26) percent business as parents main occupation, whereas only (14) percent of the parents main occupation having service occupation as their main occupation.

1.8 majority (50) of the respondents had medium mass media exposure while (14) percent of respondents had low mass media exposure while, (36) percent respondents had high mass media exposure.

1.9 It is found that (16) percent respondents have no land of their own and are categories under land less, whereas (26) percent had land holding up to 1 ha, whereas (36) and (22) percent had land holding up to 1 to 2 ha and 2 to 4 ha respectively.

1.10 majority (36 percent) of the respondents families had annual income Rupees 1 lakh to 2 lakh, whereas (26) percent respondents family income ranged from Rs 2lakh to 3 lakh and (20) percent respondents family had annual income ranges up to 1 lakh.

#### 2. Job aspiration of agriculture students

Out of twelve categories of jobs that an agriculture student can aspire to start his employment career in any of these it is observed that agriculture graduates (60) percent are highly aspired to secure job in administrative sectors in state/ central level which occupied the top most position in order of job aspiration followed by to secure job in state department of agriculture sector/central sector services (44) percent are highly aspired about SAU/CU services (24 percent), to be an entrepreneurship (34) percent are highly aspired "To secure prestigious position in national beaurex/KVK/ICAR," To secure job in private under taking (28) percent respectively. It is observed that respondents are least aspired (12) percent to serve in organization like NGOs etc.

#### 3. Relationship between personal and socio economic characteristics of the respondents with their aspirations

The personal and socio economic characteristics i.e., academic performance, family education status, parents main occupation, mass media exposure, size of holding and annual income of family of the respondent showed positive and highly significant association with job aspiration. These variables highly inspired to motivate respondents for higher job aspiration.

#### 4. Constraints hindering for self employment in agriculture

4.1 Majority (28) percent of the respondents expressed natural calamities as the top most constraints followed by other constraints like high risk (26) percent, lack of self confidence (20) percent, lack of social change (16 percent) and uncertainty in fulfilling social obligations (8 percent) respectively under personal and socio-psychological constraints.

4.2 under economic constraints the perceived constraints in order to importance were lack of financial support (26) percent, risk of payment of loans (18 percent), lack of immediate return (18 percent), high initial investment (10 percent), labour

problem (10) percent, problem in marketing (6) percent and small fragmented farming (6) percent respectively.

4.3 The perceived major organizational constraints reported by the respondents are in adequate government support/guidance (42) percent followed by lack of Processing industries facilities (28) percent and lack of cold storage/go down facility 18 percent respectively.

4.4 Among the technical constraints, lack of information regarding entrepreneurship development in agriculture and lack of training for entrepreneurship in agriculture and allied sectors are perceived as major constraints by (38) percent and (62) percent respondents which ranked second and first respectively in order of importance.

#### Recommendation:

On the basis of findings of the study the following recommendations are suggested to motivate the agriculture students for self employment in Agriculture.

1. Efforts need to be made to increase mass-media exposure regarding entrepreneurship development in agriculture & allied sectors.
2. There should be adequate training facilities for entrepreneurship development in agriculture and allied sectors.
3. In Undergraduate level in agriculture, veterinary, agriculture engineering, horticulture, home science & fishery, there should be a course on entrepreneurship development for self employment. Hence there should be clear cut idea about "Rural Entrepreneurship in Agriculture Development Yojana" i.e. READY concept based on ICAR, Govt. Of India.
4. The state government should provide minimum five Acres of land as incentive to the agricultural graduates those who are interested for self employment in agriculture.
5. In rural areas establishment of cold storage and godown are highly essential. So proper ware housing should be made by Central Ware Housing Corporation (CWC), Govt. of India.
6. Market structure is to be well established in rural areas for sell of various farm produce. Regarding this "Rural mart", "Tribal Mart", & "Forest Mart" should be taken as major initiative.
7. The crop insurance scheme should also cover orchard crops & all horticultural crops (Vegetable & Fruit crops) in order to avoid risk of entrepreneurs.
8. Attention must be given by banks for simplification of loan produce for self employed in agricultural graduates. Govt. should take priority in the term of "Earn while You Learn"/ "Hunar se Rojgar" scheme being implemented by Central Govt.



9. Subsidy should be provided on various infrastructural development of farms.
10. There should be better communication and transport facilities in rural areas.
11. Like Medical practitioners, Agriculture students should have a paid internship of 1 & ½ Years which is counted as Experience excluding RAWE for refinement of agriculture knowledge & innovative entrepreneurship in rural sector before joining in this sector as employee.
12. There should be effective capacity building training, & counseling based on agriculture & allied subjects at University level in order to encourage the students for research & higher study. So, for Career Advancement the student Exchange Programme in this sector should be made w.r.t. State, Central, National & International Level. This may add quality in Aspiration.
13. There should be adequate provision of pre placement training(PPT) which is being run at University level with the assistance of University grant commission and A.I.C.T.E New Delhi.
14. There should be formulation of hi-tech education methodology, which may yield cent percent result than traditional teaching method via ICT mediated education, pod casting and vod casting .
15. The objectives, goals, vision & mission should be fit to the realm of Employability, development, holistic & sustainable approach for Agriculture Students in Agriculture academia.
16. There should be Equivalency for both Government and Private Agriculture Students in Job, Higher Study and Research must be affiliated with ICAR or Agriculture Council India.
17. There should be Formation of Agriculture Education Research & Extension Consortium for Private ,Govt. and deemed university system.

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