



## Research Article

# CONSTRAINTS PERCEIVED BY THE POSTGRADUATE STUDENTS OF SAUs OF GUJARAT IN ACCEPTANCE OF AGRIBUSINESS

GADHVI B.G.<sup>1</sup>, DHANDHUKIA R.D.<sup>2</sup> AND SANGADA B.J.<sup>3\*</sup>

<sup>1</sup>B.A. College of Agriculture, Anand Agricultural University, Anand, 388001, Gujarat

<sup>2,3</sup>Polytechnic in Agriculture, Navsari Agricultural University, Navsari, 396450, Gujarat

\*Corresponding Author: Email-bs5462@live.com

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**Abstract-** The important dimensions for agro-enterprise promotion are the technological backstopping, required support system, marketing, finance, credit systems, quality control etc. Lack of self-confidence and knowledge regarding these aspects make graduates less conscious towards agribusiness. Hence, present study was conducted to identify constraints perceived by post graduate students of SAUs of Gujarat in acceptance of agribusiness. Major constraints which perceived by the agricultural postgraduates, 1. bank loan procedure is extensive, 2. lack of consciousness to have agribusiness, 3. inadequate technical knowledge regarding agribusiness and 4. The dominant logic that only experienced person can run the agribusiness and lack of support from the family.

**Keywords-** Constraints and Agribusiness.

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## Introduction

During the past two decades, the agribusiness sector has undergone overwhelming changes that have affected every phase of industry. Some of these changes are: the liberalization of global market, changing technological and regular settings, international competition, organized marketing, modern processing, and pickier consumer [1]. Agricultural production also is changing from family based, small scale and relatively independent firms to larger firms that are more tightly designed across the production and distribution value chain. In addition to this, there has been a marked change in make-up of inputs used in agriculture, concentration and vertical integration and effective utilization of new production processing, distribution and information technologies. Agriculture has evolved into agribusiness and has become a vast and complex system that reaches far beyond the farm gate to include those who are involved in bringing food and fiber to consumers [2]. Of all kinds of resources; physical, natural and economic resources are important for facilitating development of any nation but the most important are the human resources. Human resources are the most significant of all the resources to convert all other resources into production and economic entities. Capable, efficient, and motivated human resources can bring about the tremendous positive change towards progress [3,4]. The higher educational programme in a variety of disciplines has been running under different universities. Till date most of the educated graduates are seeking services in their related field. In this context agribusiness is evolving to address the needs of youth, thereby providing avenues for revitalizing agriculture. The time is thus for SAUs to identify the constraints perceived by postgraduate students in acceptance of agribusiness. Thus, present study was conducted with specific objective to identify constraints perceived by the postgraduate students in acceptance of agribusiness.

## Methodology

The present study was carried out on a random sample of proportionally selected

total 120 postgraduate students, studying either in the final year of Masters or in any year of PhD in Agriculture faculty of State Agricultural Universities of Gujarat. To find out the priority of each constraint frequencies of the respondents under different categories of response were calculated and ranked accordingly, on the basis of mean value.

## Result

**Table-1** Constraints perceived by postgraduates in acceptance of agribusiness.

Sr. No.	Constraints perceived by postgraduates	Mean score	Rank
1	Bank loan procedure is extensive.	1.66	I
2	Lack of consciousness to have agribusiness.	1.65	II
3	Inadequate technical knowledge regarding agribusiness.	1.56	III
4	The dominant logic that only experienced person can run the agribusiness.	1.49	IV
5	Lack of support from family.	1.39	V
6	Huge risk involved in establishment of Agribusiness.	1.34	VI
7	Lack of confidence to succeed in agribusiness.	1.34	VII
8	Lack of decisiveness to start agribusiness.	1.20	VIII
9	Lack of positive mindset regarding agribusiness.	0.98	IX
10	Lack of awareness regarding various key agricultural business supporting services.	0.92	X
11	Not having any specific training regarding agribusiness.	0.90	XI
12	Difficult to get expected number of consumers.	0.90	XII

From the table major constraints faced by agricultural postgraduates were; bank loan procedure is extensive (rank I), lack of consciousness to have agribusiness (rank II), inadequate technical knowledge regarding agribusiness (rank III), the dominant logic that only experienced person-

can run the agribusiness (rank IV ) and lack of support from the family (rank V ), Constraints like huge risk involved in establishment of agribusiness (rank VI) and lack of confidence to succeed in agribusiness (rank VII ), lack of decisiveness to start agribusiness (rank VIII), lack of positive mindset regarding agribusiness (rank IX), lack of awareness regarding various key agricultural business supporting services (rank X) not having any specific training regarding agribusiness (rank XI) and difficult to get expected number of consumers (rank XII). Similarly, Karjagi *et al.*, (2009) [4] also reported that major constraints faced by students of agriliclinics and agribusiness centers in starting their agri ventures were the high rate of interest, lack of hand holding support from training institutes, banker's resistance to finance, NABARD and other commercial banks will not give correct pictures about rate of interest, subsidy and collateral security.

## Conclusion

All the possible efforts regarding consciousness towards agribusiness, training, personal visits, effective communication through mass media, awareness regarding support based services and demonstrations should be made to overcome the major constraints related in acceptance of agribusiness by government or universities.

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**Application of research:** Identification constraints perceived by post graduate students of SAUs of Gujarat in acceptance of agribusiness

**Research Category:** Agribusiness

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## Abbreviations:

NABARD : National Bank for Agriculture and Rural Development

**Ethical approval:** This article does not contain any studies with human participants or animals performed by any of the authors.

**Conflict of Interest:** None declared

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