

PROBLEMS FACED BY THE POSTGRADUATE STUDENTS IN ACCEPTANCE OF AGRICULTURAL ENTERPRISE AND SUGGESTIONS TO OVERCOME THOSE PROBLEMS

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ABSTRACT

The students are regarded as the useful human resources for the overall development of agrarian country like India, but in acceptance of agricultural business as an enterprise, many problems were perceived by the postgraduate students. A study was conducted in three colleges of Anand Agricultural University, Anand of Gujarat state. A sample of 150 postgraduate students, were selected for the study. Foremost problems perceived by postgraduate students in acceptance of agricultural enterprise were; lack of positive mind set to have own agricultural enterprise, not enough practical knowledge to start the enterprise and lack of dynamic managerial ability of agricultural enterprise. Need to conduct survey to know attention of agricultural students for investigation of agricultural enterprise, need to provide right approaches to get in touch with various key agricultural enterprise supporting services and need to disseminate knowledge by showing potentiality of opportunities of emerging agricultural enterprise market, etc. were most important suggestions offered by postgraduate students to overcome the problems perceived by in acceptance of agricultural enterprise.

KEYWORDS: Agri Enterprise, Agri Business, Entrepreneurship