

Aspirations of bachelor of business management (Agriculture) students

P.V. GADE, M.D. JAGTAP, S.R.BENKE AND V.B. GHOLAP

Received : April, 2011; Revised : July, 2011; Accepted : September, 2011

ABSTRACT

The study was conducted in Pune and Sangli district of western Maharashtra. The sample constituted 150 students from three colleges having the degree programme of BBM Agriculture. The students were interviewed with the help of well designed and pre tested questionnaire. The outcome revealed that 55.33% students aspired become successful Agri-business manager and only 10.00 per cent students aspired to become innovative farmer, one third (35.33 per cent) of the students aspired to secure executive position in corporate sector and one fourth (23.33 per cent) in private organization. The data further exhibited that 55.33 per cent students aspired to complete M.B.A in Agribusiness Management, one third (30.00) per cent of the students had aspiration to earn monthly income Rs.25000 and above. Only 10 per cent students want to start their own farming business and very few students wants to work for development of own village and the farming community working in rural area.

Gade, P.V., Jagtap, M.D., Benke, S.R. and Gholap, V.B. (2011). Aspirations of bachelor of business management (Agriculture) students. *Internat. J. Com. & Bus. Manage.*, 4(2): 365-367.

Key words : Aspiration, Agri-business management, Self-employment

Agri-business in India is destined to become the next big thing in the surging Indian economy. Today the doors of many sectors are opened exclusively to the agri-business graduates. Depending upon own abilities and capabilities one can target to reach the top management position in companies in generating self agri-business. Hence, the study was undertaken to know the aspiration of BBM (Ag.) students.

METHODOLOGY

This study was conducted during October 2010 in three different colleges of Agricultural Business Management which are affiliated to Mahatma Phule Krishi Vidyapeeth, Rahuri in Western Maharashtra. From each college, 50 students were selected. Thus total 150 students were selected for this study. The data were collected through personnel interview by using the pre-

tested and well designed interview schedule and aspirations were regarded as professional aspirations, Economic, social, political, job aspirations, and aspirations for self-employment were studied and scoring 1, 2, 3, 4 were given as per the list importance to most importance of the aspirations.

ANALYSIS AND INTERPRETATION

It is observed from Table 1 that 55.33% students aspired to become successful Agri-business manager and only 10.00 per cent students aspired to become innovative farmer. About job aspiration, it was found that one third (35.33 per cent) of the students aspired to secure executive position in corporate sector and one fourth (23.33 per cent) in private organization.

It was observed that 7.33 per cent students were interested in other disciplines and 6.00 per cent in PGDBM. It was also observed from Table 1 that about one third (30.00) per cent of the students had aspiration to earn monthly income of Rs. 25000 and above. About social aspiration, it was found that very few students wanted to work for development of own village and the farming community working in rural areas. Regarding the political aspiration, 8 per cent and 4 per cent students want to become member of Panchayat Samiti and Grampanchayat, respectively.

From Table 1 it was also observed that only 10 per cent and 16.67 per cent students wanted to start their own farming business and other business, respectively.

Correspondence to:

M.D. JAGTAP, Agricultural Economics Section, Pad. Dr. D.Y. Patil College of Agricultural Business Management, Akurdi, PUNE (M.S.) INDIA
Email : vaishali_bharat@rediffmail.com

Authors' affiliations:

P.V. GADE AND V.B. GHOLAP, Department of Agricultural Business Management, Pad. Dr. D.Y. Patil College of Agricultural Business Management, Akurdi, PUNE (M.S.) INDIA

S.R. BENKE, Agricultural Economics Section, Pad. Dr. D.Y. Patil College of Agricultural Business Management, Akurdi, PUNE (M.S.) INDIA