

RESEARCH NOTE**Attitude of the Agricultural Graduate towards Agri-clinic and Agri-business Centers in Arunachal Pradesh****Manish Kanwat¹, Meenakshi Chargoitra², P. Suresh Kumar³ and B.P. Mishra⁴**

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*Corresponding author e-mail:kanwat_manish1980@yahoo.co.in***ABSTRACT**

This paper deals with the attitude of agricultural graduates to agri-clinic and agri-business centers in Arunachal Pradesh. Investigation was conducted in five centers of agri-clinic and agri-business running in Arunachal Pradesh. Investigation was conducted in five centers of agri-clinic and agri-business running in five different districts of Arunachal Pradesh namely West siang, Upper Subansiri, Lower subansiri, West Kemeng and Tawang. The agricultural graduates were grouped into three categories i.e. successful entrepreneurs (SE), unsuccessful entrepreneurs (UE) and agricultural graduates who did not started enterprise (NE). The study revealed that there was significant difference in attitude of SE, UE and NE categories of respondents.

Key words: Attitude; Agri-clinic and agri-business centers; Entrepreneurs; Agricultural graduates;

Attitude is one of the most important determinants of human behaviour. It influences the process of learning fundamentally. Attitude of a person may reflect his central value or shows his consistency in way of reacting. Favorable attitude is essential for acceptance of any scientific innovation. Government of India on 9th April, 2002 launched Agri-clinic and agri-business centers scheme to give the way to the agriculture graduate who are deprived from unemployment. It aims to develop the entrepreneurship skill among the unemployed agriculture youth to start their own business *viz.* Soil Testing Lab., Seed Production and Marketing, landscaping and Nursery, Fish Fingerlings Production Seed Processing, Vermi-compost, Veterinary Clinic, Crop Protection Centre, Floriculture, Food Processing and Horticulture Unit, Mushroom cultivation, Bio-fertilizer, Production and Marketing of Poultry, It also help to tap the expertise available in the large pool of graduates in agriculture and allied sectors. The scheme main objectives are to create the jobs producers not job seeker. It is expected that the setting up of agri-clinic(AC) and agri-business centers (ABC) by agricultural graduates under the scheme will strengthen transfer of technology and extension services. It is also

believed that it will help youth to improve their income and give a better position in the society. Thus these centers are supposed to bring in both social and economic transformation in the county. Keeping in this view, the present research investigation was undertaken with the following objectives (i) to judge the attitude of entrepreneurs/ non-entrepreneurs towards agri-clinic and agri-business (ii) comparison of attitude between different group of respondents regarding agri-clinic and agri-business.

METHODOLOGY

The study was conducted in purposively selected Arunachal Pradesh state as five centres of agri-clinic and agri-business namely (West siang, Upper Subansiri, Lower subansiri, West Kemeng and Tawang) were running there. The centres were running in the heart of that each districts namely Aalo, Daporijo, Ziro, Bomdilla and another one is in Nirjuli based on lines of agri-clinic and agri-business centres scheme. Data was collected by using mailed questionnaire to 250 respondents, out of which 110 respondents gave response from all three categories of respondents. i.e. successful entrepreneurs (SE), unsuccessful entrepreneurs (UE) and agricultural graduates who not started enterprise (NE).

An attitude scale for the purpose of investigation was developed and standardized by the investigator by using Likert summated rating scale. The response of all sampled respondents was recorded on five- point continuum scale viz; strongly agreed, agreed, undecided, disagreed and strongly disagreed accorded as 5,4,3,2 and 1 respectively. So as to obtain the profit of the respondents depicting their attitude towards AC and ABCs in a more comprehensive manner, they were grouped into three categories i.e Most unfavourable, Undecided and Most favourable on the basis of calculated Mean and Standard Deviation of the attitude score obtained by the respondents. In this continuation, we have statistically analyzed the attitude of the respondents towards the Agri-clinic (ACs) and Agri.- Business centre (ABCs) and Agri.- Business centre (ABCs) with help of null and alternative hypothesis which are mentioned below:

H₀1: There is no significant difference between different groups of respondents with respect to their attitude.

H₁1: There is significant difference between different groups of respondents with respect to their attitude

RESULTS AND DISCUSSION

An attitude scale for the purpose of investigation was developed and standardized by the investigator by using Likert summated rating scale. The response of all sampled respondents was recorded on a five- point continuum scale viz; strongly agreed, agreed, undecided, disagreed and strongly disagreed accorded as 5,4,3,2 and 1 respectively so as to obtain the response of the respondents depicting their attitude towards AC and ABCs in a more comprehensive manner, they were grouped into three categories i.e Most unfavourable, Undecided and Most favorable, on the basis of

calculated mean and standard deviation of the attitude score obtained by the respondents.

Majority of the respondents (75.50 %) had most favourable attitude towards AC and ABCs in three selected categories of respondents (Table 1). Very small percentage of respondents had shown undecided and most unfavourable attitude towards agri-clinic and agri-business i.e. (14.50 per cent) and (10.00 %) respectively.

Data incorporated in Table 1 revealed that 35 (71.40 %) SE, 25 (73.50 %) UE and 23(85.20 %) NE respondents possessed most favourable attitude towards AC and ABCs, while 3(6.20 %) SE, 9 (26.50 %) UE and 4(14.80 %) NE respondents found to be undecided attitude towards AC and ABCs. Whereas on the other side only 11 (22.40 %) respondents of SE category shows most unfavourable attitude towards AC and ABCs.

Comparison of attitude between among groups of respondents regarding AC and ABCs.

Table 2. ANOVA for attitude of respondents among different groups of respondents regarding AC and ABCs.

Source of variation	d.f	Sum of squares	M.S.S	F-value
Between groups	2	1236.447	618.223	13.582**
Within group	107	4870.244	45.518	
Total	109	6106.691		

**Significant at 1 per cent level of significance

To find out significance of difference in attitude among different groups of respondents, F-test was applied. The calculated F-value was 13.58, which is significant at 1 per cent level of significance. It led to the rejection of null hypothesis (H₀1) and acceptance of alternative hypothesis (H₁1). Thus it is concluded that there was a significant difference among different groups of respondents with respect to their attitude related to AC and ABCs (Awasthi, 2002).

Table 1. Distribution of respondents according to their attitude

S.No	Attitude	SE (n ₁ =49)		ED (n ₂ =34)		NE (n ₃ =27)		Total (n=110)	
		No.	%	No.	%	No.	%	No.	%
1.	Undecided (below 42.22)	3	6.20	9	26.50	4	14.80	16	14.50
2.	Most un favourable (42.22 to 57.27)	11	22.40	-	-	-	-	11	10.00
3.	Most favourable (above 57.27)	35	71.40	25	73.50	23	85.20	83	75.50
	Total	49	100.00	34	100.00	27	100.00	110	100.00

Further by comparing the mean value with C.D value it was found that there was significant difference between SE –UE, SE-NE and UE-NE. Besides, SE had higher Mean value (53.42) as compared UE (46.29) and NE (47.25) with respect to attitude. Thus, it could be concluded that SE had favourable attitude towards AC and ABCs (*Jhamtani, 2003*). This might be due to the reason that all the groups of respondents were getting the benefits of AC and ABCs and increasing income and productivity of their enterprises.

Table 3. Identification of successfulness of entrepreneurship by three categories

Group	Mean value	S.Ed	C.D at 1%
SE	53.42	1.50	6.32**
UE	46.29	1.616	6.81**
NE	45.25	1.73	7.29**

*Significant at 1 per cent level of significance

CONCLUSION

Majority of respondents (75.50%) had Most favourable attitude towards AC and ABCs in three selected categories of respondents. Followed by 14.50 and 10 per cent of them were undecided and highly unfavourable attitude respectively towards AC and ABCs. The study revealed that there was a significant difference in attitude of successful entrepreneurs (SE), unsuccessful entrepreneurs (UE) and agricultural graduates who did not started enterprise (NE) categories of respondents. The moderately favourable attitude of the youth leads to the recommendation that still there is need to put more efforts to bring the youth under most favourable attitude toward the skill development. From this paper, we hope that young blood will utilize their potential and skill for the upliftment of their status and their community also.

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