



ORIGINAL RESEARCH PAPER

Management

AGRIBUSINESS MANAGEMENT EDUCATION IN KARNATAKA-AN EMPIRICAL STUDY

KEY WORDS: Agribusiness, management, usefulness, academic institutions, one way ANOVA, Friedman Rank correlation.

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ABSTRACT

Agribusiness Management Education is of latest origin in the Indian context and it is the blend of economic, agriculture, business (commerce) and management principles. The present study aims to assess the current state agribusiness management education in academic institutions in karnataka with a view to analyse the perceptions of the students of Agribusiness Management education. The study is focused on the students pursuing agribusiness at both under graduation and post-graduation & PhD, in the three state universities of Karnataka. ie IDS- University of Mysore, UAS Bangalore (GKVK), UAS Dharwad. The study covers the two most important aspects like usefulness of Agribusiness Education and the preferences among the Agribusiness education institutes in accordance with the courses preferred. The statistical tools like one way ANOVA and Friedman Rank correlation are used to verify the stated objective and Hypothesis.

INTRODUCTION:

Agriculture and farming are the primary, as well as the preliminary kind of employment and economic activities supporting the mankind since 9000 BC. The current state of agriculture and its allied activities are no longer remained as the occupation of traditional and emotions attached to the binding of the undivided families of the society. The winds are forced change their directions as a matter of economy scale of operations, synchronized with the modern principles of management science and economic attributes.

Traditionally agriculture is an economic activity refers to all those bunch of activities fulfilling primarily the basic needs of life, food, fodder, fiber and other associated goods for a decent livelihood. The primary concern of the early 5 year plans and the vision of Nehru's economic policy were to make agricultural goods and commodities accessible to the consumers at affordable prices.

The term agribusiness was coined by the economists Davis and Goldberg at the Harward business school. Agribusiness is defined as the sum total of all the operations involved in the manufacture and distribution of farm suppliers, production operations on the farm, Storage processing and distribution of farm commodities and the items made from them, emphasizes the systematic means of food production in which the activities of farming are integrated into the larger framework of industrial complex including manufacturing and marketing of technological inputs and of processed food products and value added agricultural services, under the highly concentrated forms of corporate ownership and Management (John H .Davis and Ray A.Goldberg 1957,Harward University).Agribusiness operations are synonymously used to describe the operations of capitalist business corporations in the interest of promoting agro-food industry and to assist the business transactions of modernization of food production capacities and practices.(Wallace. I 1985).

The practice of imparting education on the issues related to Agriculture and its business importance are of infant origin and it is started in the early 19th century and in the progress of gaining importance as the passage of time, the 5 year plans, policies of economic liberalizations (LPG), WTO, GATT agreements, and the trend of FDI inflows have completely transformed the Indian Agriculture sector, making it more plausible in terms of employment, GDP and Foreign exchange-FOREX transactions & strengthening the food supply chain of the country . The radical changes of such broader scope have resulted in the emerging trends for Agribusiness education in India.

STATE OF AGRIBUSINESS MANAGEMENT EDUCATION IN INDIA.

It is well established that Agribusiness in India is fast growing and

market oriented academic discipline to supply the professional experts to manage Agribusiness Corporate companies across the world including India. Therefore it is opined that the higher agribusiness education is the solution to problems of meeting the need of agribusiness professionals to farming community and dynamic agribusiness industry to establish the vibrant agrarian Economy in the country and across the other developing and under developing economies of the world (Shoji Lal Bairwa et.al 2015). The farmer of higher order independence and isolated existence of traditional period is passing through the most testing times today in the context of changing policy dynamics of the state and country. Farmer and agriculture as the profession is influenced by large number of external and remote factors and the question of existence of farming community in India poses the relevance of managing the agriculture with scientific and economic interventions in the form value added services linked with agro based commercial products.(Bisaliah 2009).

REVIEW OF LITERATURE

The concept of Agribusiness management is derived from the fundamental principles of principles of Management science. As majority of definitions of Management depends on the core principles like planning, organizing, controlling and leading the business ventures in profitable directions, the agribusiness management can be defined as a process comprising conception, planning, execution, Monitoring, controlling and coordinating the agribusiness ventures. (M.Devaraj and Anurag Bhatnagar 2011).

The consumerism in India is fast changing and is exposed to modernizations and influenced by tastes and preferences of modern day buyers with increased disposable income. The demands and changing interests of the consumers largely drives the sustainable existence of any business ventures in the competitive business realities and so as the success or the failure of Agribusiness corporate ventures. (M.Devaraj and Anurag Bhatnagar 2011).

The important requisites for success in a modern agri- business are **Clear objectives:** The business objectives set should be realistic and clearly defined which determines the destination for agribusiness in the right direction.

- **Planning:** It is the predetermined program of action to achieve the set objectives. The planning represents an analysis of a problem and finding out the most amicable solutions with reference to the set objectives with rationale alternatives
- **Sound organizations.** The long-term sustainable existence of any organization depends on the synergetic combination of the factors of production like men, machine, materials, money and methods.
- **Research:** The success or failure of any commercially viable

business venture depends on the consumer oriented production and business processes. Even in the case of commercial agricultural production, the consumer behaviour is influenced by a variety of factors of social, cultural and psychological factors. The knowledge of these factors is acquired through market research and enables a business firm to carve out new methods of production and distribution of products in tune with changing tastes and preferences of the consumers.

H.S Vijay Kumar (2009) explained the changing ethos of Agribusiness Education in India. The research paper opinions that Agriculture sector in India is matured and contributed to about 55% of the GDP at the time of Independence has gradually slipped and the present GDP is about 17%.The following changes are noted in the view of the matured state of the Agriculture in India.

P.S.Dharpal (2009) has discussed the issues of Agribusiness Management Education for Self -Success Business. The research supports the fact that Agriculture has achieved commercial importance and tremendous potential of being one of the powerful sectors contributing to the nation's GDP. It is aptly pointed out that the impact of Globalization has left no business corner to impact the overall economy of the country including Agriculture, Bio technology, precision farming and the high tech equipment supply, demand and manufacturing of hitech Agri engineering products.

The need and importance of Agribusiness education is largely influenced by both national and International factors. The reports from various sources illustrate that the bottlenecks in the agricultural sector have adversely affected the growth and development of the Agriculture growth and development and has led to the stagnation for the past 2 decades.

Therefore it is highlighted that the Agribusiness is the only potential sector which can transform the Agriculture sector with Industrial face lift which can make the Agriculture sector more indispensable for growth and economic development. The agribusiness sector has the potential to address various issues and opportunities in the areas like, organic farming, Bio fertilizers, Retail sector. Agribanking and Insurance, FMCG, Bio-fuel, Processing of Vegetables, fish meat, poultry farming etc.

NEED FOR THE STUDY:

The far reaching impact of agribusiness education deals with even the complexities of Agricultural engineering like production, processing, marketing, shipments and logistics of Agricultural produce and it covers a variety of Industrial. Manufacturing, processing activities based on Agricultural raw materials and allied services that input the agribusiness industry. The present study attempts to analyse the current state of Agribusiness Management Education among the state universities of Karnataka, ie IDS-University of Mysore, UAS Bangalore (GKVK), UAS Dharwad.

Objective of the study

- To assess the current status of agribusiness management education in academic institutions of Karnataka

Hypothesis of the study

H (0): There is no significant association among the opinions of the Agribusiness Students regarding current status of agribusiness management education in academic institutions of Karnataka.

H (1): There is a significant association among the opinions of the Agribusiness Students regarding current status of agribusiness management education in academic institutions of Karnataka.

Methodology of the study:

Research Design: Descriptive and Explorative research methods are used to design the methodology of the research. Data is collected from Agribusiness students across the three state universities Convenience sampling method. The sample size of 600 students of 200 each from the three state universities is collected and tabulated by using the best means of statistical tools

like multivariate analysis-ANOVA, Factor Analysis and T tests.

Data Analysis and Interpretation

The objective is tested with respect to the opinions regarding the Usefulness of Agribusiness Education and the best course among the Agribusiness Management Education Institutes. The detailed statistical analysis is presented in the subsequent tables.

The usefulness of Agribusiness Education in Karnataka

		Table 1		Mean	
		Usefulness of Agribusiness Education		Mean	SD
1	Secured Education	Male (N=330)		3.46	1.46
		Female(N=270)		3.55	1.49
2	Provide placement	Male (N=330)		2.69	1.06
		Female(N=270)		2.91	1.37
3	To develop careers	Male (N=330)		3.30	1.44
		Female(N=270)		3.66	1.44
4	To own business	Male (N=330)		2.86	1.32
		Female(N=270)		3.25	1.45

One way ANOVA					
Sources of Variations	SS	DF	MS	F	p
Between:	263.15	7	37.59	19.75	0.00
Within:	4,551.88	2,39	1.90		
Total:	4,815.04	2,39			

The above table 1 shows the descriptive statistics regarding the usefulness of Agribusiness Education among the students of Agribusiness Management Education. The uses like

- Secured Education
- Provide placement
- To develop careers
- To own business
- Are considered for the study.

The responses are measured by using 5 point likert scale (5= Strongly Agree,1= Strongly disagree).From the table 1 it is found that the female respondents are of the opinion that to develop careers (Mean-3.66) is the best alternative of uses followed by secured education (Mean-3.55).Among the male respondents it is the secured education which is found to be the usefulness of the Agribusiness Management education. On the other hand the uses like to provide placement and to own business have failed to create the favorable responses among the students of Agribusiness Management education.

The null hypothesis there is no significant association among the opinions of the Agribusiness Students regarding the uses of agribusiness management education is rejected and found to be that the responses differ significantly (p=0.00).

The best course among the Agribusiness Management Education Institutes

Table 2-Ranks		Mean Rank		
Courses of Preference		UAS Bangalore (GKVK),	UAS Dharwad.	IDS- University of Mysore,
1	BSc-Agriculture	2.50	2.75	
2	Diploma-Agriculture	5.18	5.19	
3	Diploma-Agriculture-Marketing	4.40	4.53	
4	MBA-Agribusiness Management	3.09	2.92	3.04
5	MSc Agriculture	3.78	3.16	
6	MBA-Agriculture Marketing	4.46	4.68	
7	MBA-Agriculture Economics	4.59	4.78	
8	PhD	2.81	4.53	6.24
9	PDF	5.44	5.22	
P Value (Significant value)		0.00	0.00	

The above table 2 represents Courses of Preference among the students of Agribusiness Management Education with respect to

the Agribusiness education institutes like IDS University of Mysore, UAS Bangalore, and UAS Dharwad.

- BSc-Agriculture
- Diploma-Agriculture
- Diploma-Agriculture-Marketing
- MBA-Agribusiness Management
- MSc Agriculture
- MBA-Agriculture Marketing
- MBA-Agriculture Economics
- PhD
- PDF

Are measured by using the Rank scale of 1-10, where Rank 1 shows course highly preferred and Rank 10-the course which is least preferred.

With regard to the UAS Bangalore, PhD and BSc-Agriculture courses are highly preferred followed by MBA-Agribusiness Management and MSc Agriculture.

With regard to the UAS Dharwad, BSc-Agriculture, MBA-Agribusiness Management and MSc Agriculture courses are highly preferred.

With regard to IDS University of Mysore, MBA-Agribusiness Management course is highly preferred.

According to the Friedman test which is used for one-way repeated measures analysis of variance by ranks it is found that the null hypothesis is rejected among all the three different universities ($p=0.00$). Hence the mean ranks regarding the order of preference among the various courses offered by the respective academic institutions differ significantly at 95% of confidence interval.

Conclusion: The study is designed with core concept of understanding status of Agri-Business Management education in academic institutions of Karnataka. The findings of the study support the fact that Agribusiness education is well sought by the students but with varied preferences in terms different courses of the agribusiness among the institutes like UAS Bangalore, UAS Dharwad, IDS University of Mysore- The best preferred courses include BSc-Agriculture, MBA-Agribusiness Management, MSc Agriculture and PhD. The least preferred are Diploma-Agriculture, Diploma-Agriculture-Marketing which may need the restructuring so that even the non-graduate farming community can study agriculture as a systematic discipline. The study is further identified that Agribusiness Education is not well sought for the preference to provide placement.

In an aggregate it is concluded that the agribusiness education should be restructured to deliver the more of the better placement interest for the professional graduates of Agribusiness Educates and even to cater to the changing needs of the rural Agricultural farming community to transform the spirit of farming culture with of more of scientific knowledge and awareness through the Agriculture diploma courses.

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