Indian Journal of Extension Education
Vol. 50, No. 3 & 4, 2014 (97-100)

Career Preferences of Graduate and Post Graduate Agriculture Students

Shesh Narain Singh[1], R. K. Doharey[2] and Shalini Srivastava[3]

ABSTRACT

This study was conducted in four main agricultural universities in Uttar Pradesh, by interviewing 300 respondents who were selected through proportionate random sampling technique on the criteria of having four year degree programme of B.Sc.(Ag.), two year degree programme M.Sc.(Ag.) and three year degree programme Ph.D.(Ag.). The study depicted that the highest number of respondents in age category of 22 to 26 years belonged to nuclear families (79%) and having 5-10 members in their families (72%). Except 7 per cent respondents all were unmarried and backward caste respondents were more in comparison to other categories of caste. The economic motivation, risk orientation and value orientations were observed of medium levels. The mobile phone is most useful communication media. The agriculture was observed as main occupation of majority of the respondent's families and having annual income of ₹100001 to 200000 (31%). The 51 per cent respondents were found having pucca type houses, 35 per cent of the respondents were found in the land holding category of small farmers. 64.66 per cent medium level of decision pattern of father. The maximum number of respondents was observed in medium category of communication technology use in day and most usefulness of communication technologies in career preferences was mobile phone. The purpose in use of communication Technology was 'computer information retrieval or data updating' ranked first. The civil cervices or administrative jobs were found most preferred jobs followed by state government job by the agriculture students.

Key words: Socio-economic profile, career preference/job, communication technology, SAUs students.

INTRODUCTION

Agriculture is still the largest employer of India. Agricultural education is now given importance so that the farmers can adopt environmentally and technologically advanced faming practices and consequently increase productivity as well as profitability. Agricultural universities in India help farmers to make farming viable and profitable. There are a total of 53 Agricultural Universities or 'AUs' in the country, including 46 State Universities, 5 Deemed Universities and 2 central universities which are administered by the Indian Agricultural Universities Association. These universities are engaged in teaching, research and expansion of agriculture and related fields. The Agricultural Universities in India set up on the 'land grant' pattern of USA have contributed immensely to human resource development as well as enhancement of agricultural productivity and production in the country over the years.

The system of education in Agricultural Universities was basically taken from USA pattern that greatly enabled incorporation of a number of diverse subjects in the courses as also provision of Hands-on practical experience to the students. Agricultural education has now to evolve in tune with fast changing national and international scenario. Future agriculture is dominated by looming dangers of food insecurity originating from an unholy alliance of existing and emerging issues such as stagnating/declining productivity and profitability; degradation and depletion of natural resources; increased risks in the face of changing climate; unsafe livelihoods for millions of small and marginal farmers; regional imbalances in agricultural productivity; rising input costs, unsound profits and vulnerable markets; hanging food habits and quality concerns; high post- harvest losses and fragmented processing industry; globalization of trade and commerce; weakened technology transfer system; fossil fuel crisis and growing emphasis on bio-fuels encroaching upon good agricultural lands; poorly coordinated natural disaster management system, and the looming prospects of bioterrorism *etc.* Keeping in view the above facts into consideration this study was undertaken with the specific objectives; to study the socio-economic profile of respondents and to study the career preferences of respondents.

METHODOLOGY

In Uttar Pradesh, there are working four main agricultural universities namely C.S.A.U.A. &T. Kanpur,

[1.] Asstt. Prof./SMS, Department of Extension Education, College of Agriculture [2.] Prof. & Head, Department of Extension Education, College of Agriculture and
[3.] Teaching Assoc., Department of Extension and Communication Management, College of Home Science, N.D.U.A. & T. Kumarganj Faizabad (U.P.) Pin. 224229

S.V.B.P.U.A&T., Meerut, N.D.U.A. &T., Kumarganj, Faizabad and M.S.K.J.U.A. &T. Banda. But M.S.K.J.U.A. &T. Banda established in recent years so this university is not suitable for research criteria. The other three universities are running different degree programs. The study was purposively confined to State Agricultural Universities, C.S.A.U.A. &T. Kanpur, S.V.B.P.U.A&T., Meerut, N.D.U.A. &T., Kumarganj, Faizabad. These universities has at present time deferent colleges (College of Agriculture, College of Horticulture & Forestry, College of Fisheries, College of Veterinary Science & Animal Husbandry, College of Home Science, College of Agriculture Engineering & Technology, College of Biotechnology, College of Agri-Business Management) one of which, college of Agriculture was selected purposively designed to conduct study specially on Agriculture students

RESULTS AND DISCUSSION

Socio-personal profile of students

Maximum number of the respondents (57.33%) was observed in the category of 22 to 26 years of age. All students/respondents were found in the B.Sc. agriculture in (41.33%), M.Sc. (42.34%) and Ph.D. students in (16%) respectively. Little less than half of the respondents (48.33%) belonged to backward categories of caste followed by (29.67%) General caste and (22.00%) Scheduled caste respectively. The maximum number of the respondents was observed unmarried (93%). It is apparent from the highest number of respondents (69.34%) was found having medium level of economic motivation, while (18.33%) and (12.33%) respondents had high and low levels of economic motivation, respectively.

The most use of communication media was Mobile Phone ranked first with mean score of 3.59 followed by Internet services (3.09) rank II, Computer system (2.71) rank III, Television (2.71) rank IV, Internet via mobile phone (2.39) rank V, respectively. It is apparent that 64 per cent of the respondents were found having medium level of value orientations followed by (18%) and (18%) had high and low levels respectively and 71 per cent of the respondents were found having medium level of risk orientation followed by (17.66%) and (11.34%) had low and high levels, respectively. Maximum number of respondents (62%) were observed in medium (3 to 7 hours) category of communication technology use in day followed by low (up to 2 hours) and high (8 hours and above hours) *i.e.* 21 and 17 per cent respondents respectively.

Familial status of students

A large majority *i.e.* 79 per cent respondents were residing in nuclear family system while remaining 21 per cent respondents were observed in joint family system. It is evident that 72.67 per cent of the respondents families were observed who had 5 to 10 members followed by 14.67 per cent families having up to 4 members and only 12.66 per cent respondents families were found having 11 and above members in their families. One third of the respondents (64.33%) were observed having their family education between high school to intermediate followed by 19.67 per cent graduation and above and 16 per cent up to junior high school respectively. In case of main and subsidiary family occupation the highest number of respondents (39.33%) reported in agriculture followed as their main family occupation followed by service (34.00%) and Business (19.00%) respectively. 31.67 per cent of the respondents were from those families, whose annual income were found in the categories of Rs. 100001 to 200000 followed by other categories *viz*., 29.00 per cent (up to Rs. 100000), 18.67 per cent (Rs. 200001 to 300000) 10.66 per cent (Rs. 300001 to 400000) and 10 per cent (Rs. 400001 and above) respectively and pertaining to the type of houses possession that 51.00 per cent respondents were found having their houses of pucca types, 47.00 per cent were residing in mixed houses and 02.00 per cent were reported such who had kachcha houses. The majority (35.67%) of the respondents was found in the land holding category of small farmers (2.5 acre to 5 acre) followed by 25.00% in the categories of marginal farmers (below 2.5 acre), 9.67% in the category of medium farmers (5 to 7.5 acre), 9.33% in the category of large farmers (7.5 acre and above) and 20.33% respondents was found in land less respectively. Majority of respondents (99.67% and 97%) at personal level and family level was observed possessing cellular phone with them. The overall decision pattern of family in Father involvement is highest.

Usefulness of communication technologies in career preferences: The data showed that the most usefulness of communication technologies in career preferences was Mobile Phone ranked at first with mean score of 1.48 followed by Television (1.42) rank II, Internet services (1.41) rank III, Community Radio (1.18) rank IV, Internet via mobile phone (0.91) rank V respectively and the majority of Purpose in use of Communication Technology was “Computer information retrieval or data updating” ranked at first with mean score of 1.39 followed by “Data analysis” (1.01) rank II, “Sending and receiving e-mail” (0.96) rank III, “For searching details related to subjects” (0.94) rank IV, “Internet For finding references” (0.91) rank V respectively.

Table 1: Socio-personal, economic and psychological profile of the respondents

n=300

Variables	Percentage of the respondents	Mean	Standard Deviation	Minimum	Maximum
Age.		23.17	2.73	17	32
I. 17to 21 years	29.33				
I. 22 to 26 years	57.33				
III. 27and above years	13.34				
Education.					
I. B.Sc.(Ag.) II , III, IV Year	41.33				
II. M.Sc.(Ag.) I, II Year	42.34				
III. Ph.D.(Ag.) I, II, III Year	16.33				
Caste composition.					
I. General caste	29.67				
II. Backward caste	48.33				
III. Scheduled caste	22.00				
Marital status.					
I. Married	07.00				
II. Unmarried	93.00				
Economic motivation (scores).		22.84	02.52	10	29
I. Low (up to 20)	12.33				
II. Medium (21 to 25)	69.34				
III. High (26 and above)	18.33				
Communication media use.					
Mobile Phone		3.59			
II. Internet services		3.09			
III. Computer system		2.71			
IV. Television		2.70			
V. Internet via mobile phone		2.39			
Value orientation.		39.29	4.81	27	50
I. Low (27 to 35 score)	18.00				
II. Medium (36 to 43 score)	64.00				
III. High (44 to 50 score)	18.00				
Risk orientation.		22.45	2.66	12	28
I. Low (12 to 20 score)	17.66				
II. Medium (21to 25 score)	71.00				
III. High (26 to 28 score)	11.34				
Family type.					
I. Single family	79.00				
II. Joint family	21.00				
Family size.		07.18	03.13	2	21
I. Small(up to 4 members)	14.67				
II. Medium(5 to 10 members)	72.67				
III. Large(11 and above members)	12.66				
Family education status.		21.13	10.06	3	60
I. Up to junior high school (Upto 11 score)	16.00				
II. High school to intermediate (12 to 31 scores)	64.33				
III. Graduation to above (32 to above scores)	19.69				
Occupation.					
I. Agriculture based labour	05.33				
II. Caste based occupation	01.00				
III. Service	34.00				
IV. Agriculture	39.33				
V. Business	19.00				
VI. Agro based enterprise	01.33				
Family annual income (Rs.).		202183		20000	780000
I. Up to 100000	29.00				
II. 100001 to 200000	31.67				
III. 200001 to 300000	18.67				
IV. 300001 to 400000	10.66				
V. 400001 and above	10.00				
Housing pattern.					
I. Kachcha	02.00				
II. Mixed	47.00				
II. Pucca	51.00				
Land holding.		03.34		00.00	26
I. Land less	20.33				
II. Marginal(below 2.5 acre)	25.00				
III. Small(2.5 to 5.0 acre)	35.67				
IV. Medium(5.0 to 7.5 acre)	09.67				
V. Large(7.5 acre and above)	09.33				
Decision pattern of family.					
I. Father	64.33				
II. Mother	15.47				
I. Brother	10.52				
IV. Self	09.00				
V. Sister	00.94				
Communication technology use in day (in hours).		4.79	2.53	1	11
I. Low (up to 2 hours)	21.00				
II. Medium (3 to 7 hours)	62.00				
III. High (8 hours and above hours)	17.00				
Usefulness of communication technologies in career preferences.					
Mobile Phone		1.48			
II. Television		1.42			
III. Internet services		1.41			
IV. Community Radio		1.18			
V. Internet via mobile phone		0.91			
Purpose in use of Communication Technology.					
I. Computer information retrieval or data updating		1.39			
II. Data analysis		1.01			
III. Sending and receiving e-mail		0.96			
IV. For searching details related to subjects		0.94			
V. For finding references		0.91			

Career preferences of students

Career preferences: The result of the degree of career preferences as preferred by the respondents. This is clear from the data that the Civil cervices or Administrative jobs was cent per cent preferred job at ranked first, as reported of the respondents followed by State Government jobs at ranked II (88.33%), Education and Research Institution jobs at ranked III (66.00%), Agro-based Public sector jobs at ranked IV (47.33%), Agro-based Private sector jobs at ranked V (47.33%), Self-employment at ranked VI (08.33%), Farming at ranked VII(05.00%) and General jobs at ranked VIII (04.00%) respectively. It may be concluded that Civil cervices or Administrative jobs, State Government jobs and Education and Research Institution jobs name the most important and preferred jobs by the Agricultural students.

Table. 2: Career preferences of respondents.

n=300

Career preferences	Respondents		Rank
	No.	Percent	
Civil services or administrative jobs	300	100.00	**I**
State Government jobs	265	88.33	**II**
Education and Research Institution jobs	198	66.00	**III**
Agro-based public sector jobs	156	52.00	**IV**
Agro-based private sector jobs	142	47.33	**V**
Self-employment	25	08.33	**VI**
Farming	15	05.00	**VII**
General jobs	12	04.00	**VIII**

CONCLUSIONS

The study revealed there was no caste discrimination as far as admission to Agriculture degree is concerned. Majority of students were found more conscious for their married life and participation in economic motivation was found to be of medium level. Mobile Phone was observed most important use of communication media. The value orientations and risk orientations were observed of medium level which means that there was no discrimination in the observed data. The maximum guardians had small size of land holding, having agriculture as family occupation. The majority of students had medium level communication technology use in a day and majority of students were observed satisfied to be with availability of communication technology. The usefulness of communication technology in career preferences and computer information retrieval or data updating was found to serve useful purpose in use of communication technology. Civil services or Administrative jobs were the most important preferred jobs for agricultural students.

Paper received on : September 27, 2014
Accepted on : October30, 2014

REFERENCES

Anastasova, M. 1992. Preferences and motivation for accepting different types of production and organization in agriculture. *Selskostopanska Nauka*. 30: 1/3, 62-68.

Bryant, L. 2006. Marking the occupational body: young women and men seeking careers in agriculture. *Rural Society*. 16: 1, 62-79.

Cheng PoJen; Yueh HsiuPing and Chen TzyLing 2011. Exploring agriculture freshmen's engagement, career attitude and identification of college majors. *Journal of the Agricultural Association of Taiwan.* 12: 6, 582-610.

Danziger, N., & Eden, Y. 2006. Student career aspirations and perceptions: The case of Israeli accounting students. *Accounting Education: An International Journal.* 15(2), 113134.

Germeijs, V., & Verschueren, K. 2006. Graduate students' career decision making process: A longitudinal study of one choice. *Journal of Vocational Behaviour. 68*, 189204.

Heung, V. C. S. and Leong, J. S. L. 2006. Career demand and behaviour of university students in Hong Kong. *Asia Pacific Journal of Tourism Research.* 11: 1, 81-95.

Ilenloh, M. I.; Onemolease, E. A. and Erie, A. P. 2012.Occupational aspirations of university students of agriculture in Edo State, Nigeria. *Journal of Agricultural & Food Information*. 13: 2, 130-143.