**AGRICULTURE MANANGEMENT – A FERTILE GROUND FOR COMMERCE ASPIRANTS**

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 **உழுதுண்டு வாழ்வாரே வாழ்வார்மற் றெல்லாம்**

**தொழுதுண்டு பின்செல் பவர். (௲௩௰௩ - 1033)**

**Those who farm will lead high life; the rest will bow and follow them**

* **திருவள்ளுவர்**

**ABSTRACT**

 Farming is one of the primary occupation of many developing countries including India. It provides employment, income, lively hood to numerous people belonging to different sectors. Uneducated and poor Farmers are losing lives and jobs day by day as they are not aware of new policies implemented by government and scientific farming techniques. Agriculture sector needs youth to be engaged in agriculture. Moreover, commerce with Agri business management will create a strong base for Sustainable agriculture . Thus it induces the researcher to study the commerce graduates perception towards agribusiness as commerce is the reason behind economic growth and business development and few suggestions were given to commerce students to adhere themselves to be a smart as well as sustainable farmer managers.

**INTRODUCTION**

 Agriculture is an art of making crops. It is exciting and diverse. It relies on weather and tied to every other natural resources. It satisfy the basic needs of human being. without agriculture toil from soil is impossible. Agriculture and its allied sectors were acting as the backbone of Indian economy contributing towards social, economic and environmental dimension. The Sustainable development goals and the call for the year of millets by UNO stress us the vital of agriculture as its act as a base for every goal to attain sustainability. In order to attain sustainability, to promote zero hunger and to eradicate poverty agriculture industry is need to be a game changer.

**AGRICULTURE AND COMMERCE**

 Agriculture and commerce have more significance in terms of Indian economy. Commerce which means trade and aids trade which plays the major role in agriculture from the produce of goods to till it reaches to the final consumers. Commerce is all about business finance, banking, Human Resource Management, digital marketing, technology and web based souk. Thus, we can say commerce is the reason for economic growth and business development. Agriculture needs the people with commerce background as they can apply their theoretical knowledge into practical application leading to effective management in agri-business.

 **MANAGEMENT IN CORRELATION WITH AGRICULTURE**

 Management is an art of creating environment in which people can perform and individuals can cooperate towards the attainment of common goals. In the same way, Agriculture provides the individuals with the chance to work with land, plants and to produce food and other products that are essential for human survival. To yield productivity and to increase profit, management in agriculture is must. An efficient and effective management in men, material and money resources in agriculture will result in sustainable agriculture making the best use of available resources by keeping the future generation in mind. Thus, when agriculture, commerce and management works together, agriculture sector will rejuvenate turning agricultural land and farmers into farm management and managers respectively.

 **THE NEED FOR AGRICULTURE MANAGEMENT**

India is the world top rice exporter and due to crop damage and production fears caused by delayed monsoon rains, India bans non- basmati white rice. This decision has created a danger of increasing the price of rice in Countries around the world. This shows agriculture production has to cope up with lot of challenges. To meet the world’s future security needs sustainable management in agriculture is must. If the agriculture does not look beyond traditional strategies then future generation won’t be able to produce goods and take advantages of resources. To ensure this young minds especially Commerce students who is known as new age inventors participation is must to lead a economic, environment and social sustainability**.**

 With all this is mind, it’s clear that we need a new innovations in agriculture that will contribute to the **futuristic trends in Social Sciences**. It is well said by Danai Lema that “ If we make consistent effort, based on proper education , we can change the world”. This positive statement and the call for paper on the topic **futuristic Trends in Social sciences by Iterative International Publishers** induces the research to quench the thirst on research by unfolding the linkage between Commerce and Agriculture by undergoing the study on the title **“AGRICULTURE MANAGEMENT – A FERTILE GROUND FOR COMMERCE ASPIRANTS”.** The thirst is quenched by the following questions

* Can a commerce aspirants can be a game changer by applying what they have studied in the course in the real life problems?
* Will commerce with entrepreneurship will make a strong base for them to be a smart and sustainable in agriculture industry.

 **OBJECTIVES**

* To analyze the commerce graduates perception towards agriculture.
* To identify the commerce graduates attitude towards agri entrepreneurship.
* To identify the pessimistic factor that act as a hindrance for the graduates to enter in agri business

**STUDIES ON AGRICULTURE AND YOUTH**

 **A review of the studies on youth and agriculture sector highlights the traits of perception of youth towards agriculture industry. The main conclusions of some earlier studies include**

1. **Juno P Mathew, Megha, Mohanan, Naveen Thomas, Mariya Cyriac and Lishamol Torny (2022)** Published “A studyon perception of youth towards Farming in India” with a aim to collect the youth opinion regarding farming including current and future farming facts. The result of the study indicates that scientific farming is economically profitable and this study also suggests that youth participation in agriculture production need to get awards and other rewards , so that their interest in farming gets increased that can change the face of agriculture.
2. **Dr Shobharani, H Pruthiviraj and Kaviya (2022)** conduced “A study on youth perception towards agriculture entrepreneurship” Where the study focus only towards perception of youth towards agriculture entrepreneurship and prospects in agriculture entrepreneurship only where 70% of the youth agreed that agriculture is a career choice and this study reports that lack of inadequate lands affects the youth to engage in agriculture.
3. **Ushia Rai, Shrabantika Ghosh, B irat Rai, Litan Das and Sabita Mondal (2022)** has inducted “A Study on attitude of agricultural graduates and general graduates towards Agri - entrepreneurship and self employment” has been reported that rural youth playing important role in the field of agriculture and contributing in family income and this study caught up that the agriculture graduates get from the exposure to agriculture along with the theoretical knowledge that helps to build the positive attitude towards entrepreneurship unlike graduates from general stream.
4. **Anjana Rai and Kiranjot Sindhu (2022)** conducted a study on “Perception of rural youth towards farming as an occupation in Punjab” on the basis of economic, socio-cultural, Personal, Physical and psychological factors and this study identified that majority of the youth believed that hard work in farming kept them healthy and also reveals that income from farming was insufficient to fulfill their family expenditure.
5. **Dr S. Sujatha and Dr. C. Gomathy (2021)** on their study “ A study on perception of youth in Agricultural family of Coimbatore district”, where the researcher study is based on survey method and it reveals that majority of the youth possess technical knowledge to operate agriculture equipment efficiently and in addition they have acquired knowledge on natural calamities which helps in weather forecasting and harvesting.
6. **Richard Zidana, Frank Kaliati and Chrispina Shani (2020)** handled “A study on Assessment of youth engagement in agriculture and agribusiness”. This study evident that, youth held positive perception towards agriculture and agribusiness and lack of inadequate skills, knowledge, information, markets, agriculture inputs and negative perception towards agriculture and agribusiness act as a hindrance for youth to pursue agriculture.

**RESEARCH METHODOLOGY**

 **Source**

This study is based on primary data and secondary data. Primary data were collected from the selected respondents and secondary data were collected from various web and journal**.**

**Sample Size**

Sixty three respondents were selected for the study in Tenkasi district based on convenient sampling method**.**

**Study area**

 The study was conduced among the commerce aspirants in Tenkasi .

**Statistical tool**

The data analyzed by sample tools like percentage analysis and neutral score.

**ANALYSIS AND INTERPRETATION**

**TABLE 1**

**Commerce Graduates perception towards Agriculture**

|  |  |  |
| --- | --- | --- |
| **Module** | **Scaling** | **Total Score** |
| **3** | **2** | **1** |
| **Personal Factors** |  |  |
| Farmer is his own master | 49(77.8%) | 8(12.7%) | 6(9.2%) | 169 |
| Farming is for uneducated people | 9(14.3%) | 16(25.4%) | 38(60.5%) | 97 |
| Farming is economically profitable occupation | 36(57.1%) | 19(30.2%) | 8(12.7%) | 154 |
|  Farming is satisfying as it helpful to feed people | 58(92.1%) | 4(6.3%) | 1(1.6%) | 183 |
| Farming needs hard work | 54(85.7%) | 9(14.3%) | - |  180 |
| Fluctuations in farm income makes farming very risky occupation | 47(74.6%) | 7(11.1%) | 9(14.2%) | 164 |
| Uses of new technologies / practices can help to increase income from farming | 46(73%) | 12(19%) | 5(7.9%) | 167 |
| Farming is depended on many factors  | 48(76.2%) | 8(12.7%) | 7(11.1%) | 167 |
| Agriculture matters to future development  | 52(82.5) | 8(12.7%) | 3(4.8%) | 175 |
| The trend of youth in choosing agriculture is increasing | 37(58.7%) | 16(25.4%) | 10(15.9%) | 153 |

**Source: primary source**

**Neutral score : 63\*2=126**

 The Table 1 exhibit the neutral score for the youth perception towards agriculture. The highest score (183) was given to the statement ‘Agriculture is satisfying as they feed people’ as food is a basic hierarchical need .The next highest neutral score (180) was given to the statement ‘Agriculture needs hard work” which shows that their hard work makes people alive. The commerce graduates acknowledged towards the statement ‘Agriculture matters to future development’(175). Nearly 77.8% of the graduates admits that ‘farmers are his own master’(169). The highest score of (167) was shared between the statements ‘Uses of new technologies / practices can help to increase income from farming’ and ‘Farming is depended on many factors’ respectively. 74.6% of the respondents reveled that ‘fluctuations is farming income will make agriculture as a risky occupation’(164). Majority of the respondents agreed that farming is economically profitable occupation (154) followed by The trend of youth in choosing agriculture is increasing (153) respectively. The lowest neutral score is secured by the statement “Agriculture is for uneducated people ’’and it reveals that Majority of the aspirants do not possess conventional mindset.

**Table II**

**Commerce Graduates attitude towards agri - prneurship**

|  |  |  |
| --- | --- | --- |
| **Factors** | **Scaling** | **Total Score** |
| **3** | **2** | **1** |
| Agriculture can be a gold mine for young entrepreneurs | **54****(85.7%)** | **5****(7.9%)** | **4****(6.3%)** | 176 |
| Commerce course can helpful in managing agribusiness activities | **47****(74.6%)** | **10****(15.9%)** | **6****(9.5%)** | 167 |
| Agri entrepreneurship helps in improving living standard | **48****(76.2%)** | **13****(20.6%)** | **2****(3.2%)** | 172 |
| Commerce with entrepreneurship will make a great combo | **51****(81%)** | **9****(14.3%)** | **3****(4.8%)** | 174 |
| Commerce knowledge will create a strong base to be a agri entrepreneur | **50****(79.4%)** | **10****(15.9%)** | **3****(4.8%)** | 173 |
| Commerce graduates will have a great potential to start agri entrepreneurship | **52****(82.5%)** | **9****(14.3%)** | **2****(3.2%)** | 176 |
| Commerce course can helpful in managing agribusiness activities. | **51****(81%)** | **9****(14.3%)** | **3****(4.8%)** | 174 |
| Being successful in agri-preneurship is possible as a commerce graduates  | **50****(79.4%)** | **12****(19%)** | **50****(79.4%)** | 224 |
| Commerce course can helpful in managing agribusiness activities | **52****(82.5%)** | **7****(11.1%)** | **4****(6.3%)** | 174 |

From table 2 , we can understand that, the highest neutral score of (224) is given to the statement “Being successful in agri-preneurship is possible as a commerce graduates. This shows the level of confidence they have on their stream. The next highest neutral score (176) was shared between two statements “Agriculture can be a gold mine for young entrepreneurs and “Commerce graduates will have a great potential to start agri entrepreneurship” respectively. This revels that agriculture industry is pooled with resources and there is a lot of opportunities and development adhered to it. The total score of (174) was shared among the statements like “Commerce with entrepreneurship will make a great combo”, “Commerce course can helpful in managing agribusiness activities” and “ Commerce course can helpful in managing agribusiness activities” respectively which shows that their theoretical knowledge on entrepreneurship and commerce created a sort of confidence in them. (79.4%) of the respondents agreed that “Commerce course can helpful in managing agribusiness activities”. Neutral score of (167) is given on the statement “Commerce course can helpful in managing agribusiness activities”. Thus, the whole table makes us to understand that commerce aspirants have positive attitude towards commerce and entrepreneurship especially in agriculture industry.

**Table 3**

**Pessimistic factor that act as a hindrance for Commerce aspirants to pursue agriculture**

|  |  |  |
| --- | --- | --- |
| **Module** | **Scaling** | **Total score** |
| **3** | **2** | **1** |
| **Pessimistic factors** |  |
| Status of farming stands lowest ladder as an occupation in the society | 37(58.7%) | 18(28.6%) | 8(12.7) | 155 |
| Parent’s guide their children to leave farming and go for other jobs | 37(58.7%) | 16(25.4%) | 10(15.9%) | 153 |
| Young generation looks down upon physical work | 42(66.7%) | 16(25.4%) | 5(7.9%) | 163 |
| Salaried employment is seen as the more prestigious occupation in comparison to farming | 40(63.5%) | 13(20.6%) | 10(15.9%) | 156 |

 From Table 3, we can understand that highest neutral score was given to (163) for the statement “Young generation looks down upon physical work” followed by the statements “Salaried employment is seen as the more prestigious occupation in comparison to farming”(156), “Status of farming stands lowest ladder as an occupation in the society”(155), “Parents guide their children to leave farming and go for other jobs”(153) respectively.

**Suggestions**

* Commerce graduates should engage themselves in skill oriented training rather than theoretical classes.
* Collaboration with successful young professionals with agriculture can create a sort of confidence among aspirants.
* Certificate course on scientific farming can be made compulsory for all students.
* Extension education on agriculture can be provided by government/ Institutions so that commerce graduates can share management, marketing ideas to agriculture and at the same time agriculturalist can share their method with them.
* Sustainable agriculture with food safety awareness should be created.
* Government should initiate farm camps and agriculture tourism.

**Conclusion**

Agriculture is up to four times more effective than other sectors in reducing poverty. Increasingly, the world is counting on agriculture to produce more nutritious food for and improve the livehood of a booming population, especially the poor. Agriculture is a very good career option for creating wealth and giving back to society both in alleviating poverty and empowering fellow youth. To attain the sustainable agricultural by considering the future generations the participation of youth in agriculture is must and with their powerful education tool they can create a change in agriculture sector. By choosing career in agriculture industry **commerce aspirants** can **soar up high** by **learning** practical aspects of theoretical content and **thrive** green development by flying high with almost satisfaction of using their education not only for living but also for life management..