

# AGRICULTURE MANAGEMENT – A FERTILE GROUND FOR COMMERCE ASPIRANTS

## Abstract

Farming is one of the primary occupations 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.

**Keywords:** scientific farming, cultivation, horticulture, Agri-business.

## Author

**Ms. M. Athista Lakshmi**

Ph.D. Research Scholar

PG Department of Commerce and Research  
Centre

Sri Parasakthi College for Women,  
Courtallam

Affiliated to Manonmaniam Sundaranar  
University

Tirunelveli, Tamil Nadu, India.

athistalakshmi7@gmail.com

## **I. INTRODUCTION**

Agriculture is an art of making crops. It is exciting and diverse. It relies on weather and tied to every other natural resource. It satisfies 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.

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

- Thiruvalluvar.

## **II. 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.

## **III. 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 work together, agriculture sector will rejuvenate turning agricultural land and farmers into farm management and managers respectively.

## **IV. THE NEED OF 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 come 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 an economic, environment and social sustainability.

With all this in mind, it's clear that we need a new innovation in agriculture that will contribute to the **futuristic trend in the management** of agriculture industry. 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 Management by Iterative International Publishers** induces the research to quench the thirst on research by undergoing a study on the title “**AGRICULTURE MANAGEMENT – A FERTILE GROUND FOR COMMERCE ASPIRANTS**”. The thirst is quenched by the following questions’

1. Can a commerce aspirants can be a game changer by applying what they have studied theoretically into the practical life?
2. Will commerce with entrepreneurship will make a strong base for the smart and sustainable agriculture?

## V. OBJECTIVES

- To analyze the commerce graduates opinion towards agriculture.
- To identify the commerce graduates perception towards Agri Entrepreneurship.
- To highlight the pessimistic factor that act as a hindrance for the graduates to enter in Agri business

## VI. 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)**<sup>1</sup> published “A study on perception of youth towards Farming in India” with an 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)**<sup>2</sup> conducted “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 SabitaMondal (2022)**<sup>3</sup> 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

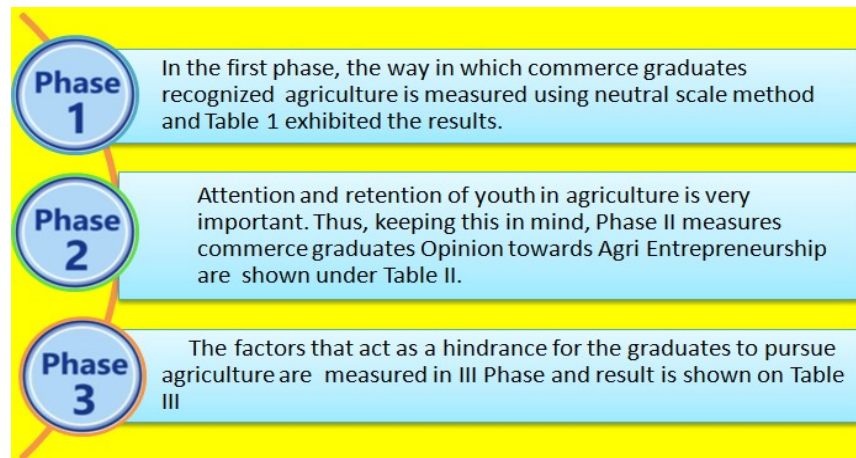
the theoretical knowledge that helps to build the positive attitude towards entrepreneurship unlike graduates from general stream.

4. **Anjana Rai and KiranjotSindhu (2022)<sup>4</sup>** 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 thatmajority 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)<sup>5</sup>** 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 ChrispinaShani (2020)<sup>6</sup>** 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.

## VII. RESEARCH METHODOLOGY

1. **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.
2. **Sample Size:** Sixty three respondents were selected for the study in Tenkasi district based on convenient sampling method.
3. **Study Area:** The study was conducted among the commerce aspirants in Tenkasi.
4. **Statistical Tool:** The data analyzed by sample tools like percentage analysis and neutral score.

## VIII. ANALYSIS AND INTERPRETATION



**Table 1: Opinion of Commerce Graduates towards Agriculture**

Personal Factors	Scaling			Total Score
	3	2	1	
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 hardwork	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:  $63 \times 2 = 126$**

The Table 1 exhibits 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 the statement ‘Agriculture matters to future development’ (175).Nearly 77.8% of the graduates admit that ‘farmers are his own master’ (169). The next 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 2: Commerce Graduates Perception towards Agri-entrepreneurship**

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 Agripreneur	50 (79.4%)	10 (15.9%)	3 (4.8%)	173
Commerce graduates will have a great potential to start Agripreneurship	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 Agripreneurship 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

**Source: primary source**

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

From table II, we can understand that, the highest neutral score of (224) is given to the statement “Being successful in agripreneurship 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 reveals 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**

Pessimistic factors	Scaling			Total score
	3	2	1	
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

**Source: primary source**

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

From Table III, 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.

## IX. SUGGESTIONS

- Commerce graduates should engage themselves in skill oriented training rather than theoretical classes.
- Interaction with Successful Young Agri Entrepreneurs can create a sort of confidence among Commerce 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.

## X. 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 live hood 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 sustainable agriculture by considering the future as well as present 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.

## REFERENCES

- [1] <https://medcraveonline.com/BBIJ/BBIJ-11-00371.pdf>
- [2] <https://www.ijedr.org/papers/IJEDR2206104.pdf>
- [3] <https://www.thepharmajournal.com/special-issue?year=2022&vol=11&issue=3S&ArticleId=11348>
- [4] <https://epubs.icar.org.in/index.php/TJRA/article/view/133383>
- [5] <https://justt.org/wp-content/uploads/2021/10/A-Study-on-Perception-of-Youth-in-Agriculture-Family-of-Coimbatore-District.pdf>
- [6] [https://www.academia.edu/45599939/Assessment\\_of\\_Youth\\_Engagement\\_in\\_Agriculture\\_and\\_Agribusiness\\_in\\_Malawi\\_Perceptions\\_and\\_Hindrances](https://www.academia.edu/45599939/Assessment_of_Youth_Engagement_in_Agriculture_and_Agribusiness_in_Malawi_Perceptions_and_Hindrances)