

Consultancy Pattern among Agriculture Students at UAS, Bangalore (Karnataka)

M. Rahim¹ and M. S. Nataraju²

ABSTRACT

A study was conducted at UAS, Bangalore (Karnataka) during 2009 to know the consultancy pattern among students for job placement. Data were collected from B.Sc (Agriculture) final year 120 students with the help of structured pre-tested interview schedule. The study revealed that majority of the students used mass media sources to a maximum extent followed by informal and formal sources. Among the mass media sources, most of the students used website followed by newspapers, television and journals. Friends, parents and relatives among informal sources and university placement cell, agricultural officers and consultants among formal sources were utilized by majority of the students.

Keywords : Agriculture, students, consultancy, information sources, mass media, formal sources

INTRODUCTION

Youth are the country's strength, and it is in the countries interest of the country to pay attention to the specific needs and problem of its youth. The problems of youth are, however, compounded and complicated by the socio-economic factors in the environment. Extraordinary advances in various disciplines nevertheless, promise a deeper comprehension of today's youth. One of the major critical choice points in modern society is the choice of an occupation which not only determines income and standard of living, but influences social status, sense of identity and worth. Satisfaction in work contributes to personal growth and self fulfillment. Dissatisfaction in work may add up to frustration and lack of meaning and purpose in life. Career avenues for farm graduates at present are very wide due to increasing employment opportunities and economic motivations. These graduates consult various information sources before venturing into a particular career. In this context, the present study was conducted to know the sources of information consulted by agricultural students for job placement.

METHODOLOGY

The study was conducted during September to December 2009 at University of Agricultural Science, Bangalore in Karnataka state, covering three campuses relating to agriculture discipline viz., Agricultural College, GKVK, Bangalore, Agricultural college, Mandya and Agricultural college, Shimoga. The data were collected from a purposively selected 120 students (40 from each college) with the help of well structured, pre-tested questionnaire, through interview method. The collected data were analysed using appropriate statistical tools.

RESULTS AND DISCUSSION

Agricultural College, GKVK

The data present in Table 1 revealed that mass media sources were consulted more by the students than informal and formal sources. Majority of the students of Agricultural College, GKVK consulted websites (72.50 %) and journals (17.5 %) among mass media sources; friends (55.00 %), parents (22.50 %) & relatives among informal sources; and university placement cell (27.50%), consultants (17.50 %) & agricultural officers (15.00 %) among formal sources for job placement.

Table 1: Source of information utilized by students of Agricultural College, GKVK for job placement.

Source of information	Frequency	Per cent
n=40		
Mass media sources	(f)	(%)
Website	29	72.50
News paper	22	55.00
Television	10	25.00
Journal	7	17.50
Radio	2	5.00
Informal source		
Friends	22	55.00
Relatives	6	15.00
Neighbors	3	7.50
Parents	9	22.50
Formal source		
University placement cell	11	27.50
Agril. Officer	6	15.00
Consultants	7	17.50
Bank officer	1	2.50

Agricultural College, Mandya

Table 2 showed that mass media sources were used to a large extent than formal and informal sources by students of Agricultural College, Mandya. The most utilized sources by the students were Website (62.50 %), newspaper (62.50 %) and television (52.50 %) among mass media sources; friends (75.00%), relatives (45.00 %), and neighbors (32.50 %) among informal sources; and university placement cell (45.00 %), consultants (32.50 %) and agricultural officers (35.00 %) among formal sources.

Table 2: Source of information utilized by students of Agricultural College Mandya, for job placement.

Source of information	Frequency	Per cent
n=40		
Mass media sources	(f)	(%)
Website	25	62.50
News paper	25	62.50
Television	21	52.50
Journal	6	15.50
Radio	5	12.50
Informal source		
Friends	30	75.00
Relatives	18	45.00
Neighbors	13	32.50
Parents	13	32.50
Formal source		
University placement cell	18	45.00
Agril. Officer	14	35.00
Consultants	13	32.50
Bank officer	10	25.00

Agricultural College, Shimoga

It could be observed from Table 3 that a large majority of the students of agricultural college, shimoga consulted website (70.00 %), newspapers (67.50 %), and television (27.50 %), among mass media sources; friends (70.00 %), parents (40.00%), and neighbors (27.50 %) among informal sources; and agricultural officers (30.00 %) and university placement cell (20.00 %) among formal sources job placement information. Mass media sources were more preferred than informal and formal sources.

The data depicted in Table 4 revealed that majority of the students general used mass media sources to a maximum extent followed by informal and formal sources.

Among the mass media sources, most of the students used website (67.50 %) followed by newspapers (62.50 %), television (35.00 %) and journals (20.00 %) Friends (66.66 %), parents (31.66 %) and relatives (27.50 %) among informal sources; and university placement cell (30.83 %) agricultural officers (26.66 %) and consults (19.16 %) among formal sources were utilized by

majority of the students. Similar findings were reported by Pradhman (2002) and Babitha Somasundaram (2003).

Table 3: Source of information utilized by students of Agricultural College, Shimoga for job placement.

Source of information	Frequency	Per cent
n=40		
Mass media sources	(f)	(%)
Website	28	70.00
News paper	27	67.50
Television	11	27.50
Journal	11	27.50
Radio	8	20.00
Informal source		
Friends	28	70.00
Relatives	9	22.50
Neighbors	11	27.50
Parents	16	40.00
Formal source		
University placement cell	8	20.00
Agril. Officer	12	30.00
Consultants	3	7.50
Bank officer	3	7.50

Table 4: Overall status of Source of information utilized by students of different Agricultural Colleges for job placement.

Source of information	Frequency	Per cent
n=120		
Mass media sources	(f)	(%)
Website	81	67.50
News paper	75	62.50
Television	42	35.00
Journal	24	20.00
Radio	15	12.50
Informal source		
Friends	80	66.66
Relatives	33	27.50
Neighbors	27	22.50
Parents	38	31.66
Formal source		
University placement cell	37	30.83
Agril. Officer	32	26.66
Consultants	23	19.16
Bank officer	23	19.16

REFERENCES

- PRADHAN, G.C., 2002, Factors affecting Occupational Aspiration of College youths. *Journal of Educational Research and Extension*.39: 38-47.
- SOMASUNDARAM, S., ANNAMALAI, R. and V. SEKAR, 2003, Suitability to the job Nature of women agricultural officers. *Madras Agricultural Journal*, 80 (5): 286-287.