

ANALYSIS OF INTENTION OF PROFESSIONAL STUDENTS TO BECOME LIVESTOCK BUSINESS ENTREPRENEURS IN TAMIL NADU

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ABSTRACT

A study was undertaken to analyze the intention of professional students to become Livestock Business Entrepreneurs in Tamil Nadu. The data for the present study was collected from third year students of Madras Veterinary College, Chennai and Institute of Food and Dairy Technology, Koduvalli. It was observed that the more than three fourth (76.47 per cent) of the sample respondents were willing to start livestock business. Course-wise analysis showed that the willingness to start livestock business was more among B.Tech (FPT) students compared to B.V.Sc. & A.H students. Gender-wise analysis indicated that Boys were more willing to become livestock entrepreneur (84.85 per cent) than girls (61.11 per cent). Locality-wise analysis of entrepreneurial intention among the sample respondents explained that 83.33 per cent of respondents from rural locality and 72.73 per cent of respondents from urban locality were willing to start livestock business. The community-wise analysis indicated that the willingness to start livestock business was more among OC (100 per cent), followed by SC (81.25 per cent), BC (72.00 per cent) and MBC (60.00 per cent).

KEYWORDS : Professional students - Livestock Business - Entrepreneurial intention

INTRODUCTION

Entrepreneurship, particularly in relation to small and micro-enterprises, is frequently seen as a key vehicle for employment creation (Folster, 2000), an essential means of enhancing the innovation dynamic in the local, regional and national economies (Robbins et al., 2000). Various studies in foreign countries (Kourilsky and Walstad, 1998; Lüthje and Franke, 2003; VanAuken et al., 2006; Kolvereid and Moen, 1997; Gürul and Atson, 2006) have provided clear evidence of a general growth in people's propensity to create their own enterprises. The factors influencing intention to become an entrepreneur, entrepreneurial attitude orientation and self efficacy among student community have been one of the main focuses of the entrepreneurial research (Pihie and Bagheri, 2011). Keeping in view of scope and opportunities in the livestock sector studies pertaining to the entrepreneurial intention among Veterinary students in India are very limited and is the need for the time. Hence, the present study was carried out to assess the intention of Veterinary students to become livestock business entrepreneur and to ascertain the factors influencing the entrepreneurial intention among students of Veterinary and Food Processing Technology (FPT).

MATERIALS AND METHODS

The data for the present study was collected from third year students of Madras Veterinary College, Chennai and Institute of Food and Dairy Technology, Koduvalli. The sampling pattern was 36 students (about 30 per cent of the total) from Madras Veterinary College and 15 students (about 75 per cent of the total) from Institute of Food and Dairy Technology were randomly selected. The sample respondents were selected through simple random sampling technique. The data pertaining to the present study were collected through interview schedules. The data were analyzed through

percentages analysis and Binary Logistic Regression.

RESULTS AND DISCUSSION

The willingness of sample respondents on category basis were analyzed through percentage. It was clearly implied that more than three fourth (76.47 per cent) of the sample respondents were willing to start livestock business. Course-wise analysis showed that the willingness to start livestock business was more among B.Tech (FPT) students (93.33 per cent) compared to B.V.Sc. & A.H students (69.44 per cent). As the opportunities in Government sector are more for veterinary graduates, the entrepreneurial intention among Veterinary students might be less compared to B.Tech students. It was peculiar to note that only one student from B.Tech (FPT) was not willing to start the livestock business. Gender-wise analysis indicated that Boys were more willing to become livestock entrepreneur (84.85 per cent) than girls (61.11 per cent). Boys inclination to earn more money and Girls inclination to get secure job might be reasons for the above results. Locality-wise analysis of entrepreneurial intention among the sample respondents explained that 83.33 per cent of respondents from rural locality and 72.73 per cent of respondents from urban locality were willing to start livestock business. Since, students from urban locality are having more exposure to other avenues, their intention to start their own business might be comparatively less, when compared to students from rural locality. The reasons viz., existence of more opportunities for livestock based avenues in rural areas and more exposure to animal husbandry activities might be the reasons for the above results. The community -wise analysis indicated that the willingness to start livestock business was more among open category (OC, 100 per cent), followed by schedule cast (SC, 81.25 per cent), backward community (BC, 72.00 per cent) and most backward community (MBC, 60.00 per cent).

Factors influencing willingness to start livestock business by sample respondents

With an objective to study the factors that are influencing the willingness to start the livestock business, binary logistic regression analysis revealed that among various variables, Course and Gender were significant at one per cent and five per cent levels, respectively. As there are more Opportunities in Government sector for B.V.Sc. & A.H students than B.Tech students their tendency to start own livestock business might be less for B.V.Sc. & A.H respondents. On perusal of Gender, it is clear that boys were more willing to start business than girls.

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