

EFFECTIVENESS OF AGRICLINICS AND AGRIBUSINESS TRAINING PROGRAMME IN KERALA

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The Ministry of Agriculture, Government of India, in association with the National Bank for Agriculture and Rural Development (NABARD), Small Farmers Agribusiness Consortium (SFAC) and the National Institute of Agricultural Extension Management (MANAGE) launched a unique programme of "Agriclinics and Agribusiness Centres Scheme" to take better methods of farming to each and every farmer across the country. The Agriclinics and Agribusiness centres scheme aims to tap the expertise available in the large pool of graduates in agriculture and allied sectors. It is expected that the setting up of agriclinics and agribusiness centres by agriculture graduates trained under the scheme will strengthen transfer of technology and extension services.

The starting of agriclinics and agribusiness centres in the country to serve the farmers is a welcome step not only to strengthen the support and extension services in agriculture, but also to solve the problem of unemployment among agricultural graduates. The scheme has accepted the challenge of changing the attitude of agriculture graduates from being job consumers to job producers. Moreover, in this world of globalisation and liberalisation the transformation of agriculture from subsistence to commercial is the need of the hour. It is believed it will help farmers to improve their farm income and gain them a better position in the society, since agripreneurs stay in villages and are available to farmers round the clock providing specialised extension services. These centres are thus supposed to bring in both social and economic transformation in the country.

As an integral part of this nationwide initiative, specialized training is provided to agricultural graduates in setting up such a centre. Provided free of cost, the two months training course is offered by selected institutes across the country. Initiated by SFAC, and coordinated by MANAGE, the course focuses on entrepreneurship and business management, as well as skill improvement in the chosen areas of activity. To carry out this massive task, MANAGE has identified a network of around 60 reputed training organizations in the country to train the prospective agripreneurs. In the first cycle of training, 26 organisations have trained 603 agricultural graduates covering 12 states (MANAGE, 2002). At present 58 reputed institutions are involved in agriclinics and agribusiness training programme (MANAGE, 2003). As on March 2003, over 18,000 graduates in agriculture and allied subjects have registered for this training programme and over 2,700 have already been trained (George and Bhaskaran, 2004). In Kerala, the task of organising the training programme on agriclinics and agribusiness is carried out by the Kerala Agricultural University (KAU), which is the statutory authority in the state as far as the training programmes in

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agriculture and allied subjects are concerned. The above said training programme is organised by the Central Training Institute (CTI) of the University.

The establishment of agriclinics and agribusiness centres as envisaged by the scheme is mainly dependant on the success of the training programme. Any lacunae in the training programme may result in the failure of the scheme. An important aspect that contributes to the efficiency of any training programme is its timely monitoring and evaluation. The success of every training programme is based on its evaluation, and reconsideration based on the results of the evaluative study. So far, no study has been conducted in the above said training programme. So, in the initial stage itself an evaluative study could provide suggestions to make the training more effective. The present study is an attempt in this direction. The study was undertaken with the following specific objectives.

Objectives

1. To evaluate the training content and methodology of the agriclinics and agribusiness training programme organized in Kerala by Kerala Agricultural University.
2. To study the perception of the trainees regarding the trainer's effectiveness
3. To assess the establishment of agriclinics and agribusiness centres by the trainees

Methodology

Sampling Procedure

The first three batches of the Agriclinics and agribusiness training programme organized by Kerala Agricultural University, between May 2002 and October 2003, consisted of 87 trainees. The list of trainees who had undergone the training in these three batches was collected from the Central Training Institute, KAU. From the list, 20 persons from each batch were selected randomly and thus a total of 60 trainees constituted the major respondents of the study.

An attempt was also made in the present study to identify the perception of trainers regarding the relevance of the content of the training programme. For this, the list of trainers who had handled sessions in the agriclinics and agribusiness training programme during the period was collected from the Central Training Institute from which 30 trainers were purposively selected.

Profile Analysis

Personal variables

Based on review of literature and discussion with experts, a list of variables was collected related to this study. These variables were subject to relevancy rating in a five point continuum ranging from most important to not important with the

score ranging from 5 to 1. The relevancy rating was done with the judges opinion. The variables, with the score value of more than four, were selected. Accordingly, seven variables such as Age, Sex, Educational qualification, Marital status, Subject specialization, Annual income and Occupation were selected for the study.

Socio psychological variables

Based on review of literature 75 socio psychological variables have been identified, which may influence the trainees in establishing agriclincs and agribusiness units. After discussion with experts, forty-four variables have been selected, and in order to know the relevancy of each of the variables, the variables thus selected were subjected to judges rating. The responses were obtained in a five point continuum viz., Most relevant, relevant, undecided, slightly relevant and not relevant with the weightage of 5,4,3,2 and 1 respectively. Kendall's coefficient of concordance was used to assess whether there is agreement among the judges in ranking the variables. Based on the significance value of the test and obtained score values, six socio psychological variables viz. Attitude towards self-employment, Entrepreneurial ability, Managerial ability, Self-confidence, Decision making ability, and Information seeking behaviour were selected for the study.

Training Analysis

Perception of trainers about the relevance of the content of the training programme

To find out the perception of trainers about the relevance of the content of the training programme, the course content of all the three training programmes conducted during May 2002 to October 2003 were pooled and considered for the study. The course content was obtained as secondary data from the Central Training Institute of Kerala Agricultural University. The responses were collected from the selected trainers on a three-point continuum ranging from more relevant, relevant to slightly relevant with scores 3, 2, and 1 respectively.

For an individual topic, the maximum possible score was 90 and the minimum score was 30. The topics that are equal to or above the total score of 75 (Mean score of 2.5) were selected as the most relevant content of agriclincs and agribusiness training programme.

Perception of trainees regarding the utility of the training content

The perception of trainees regarding the utility of the content was measured on a two-point scale as useful and not useful with the score of 2 and 1 respectively. The training content collected as mentioned above was grouped into different categories as topics on agribusiness, information technology, marketing management, orientation on specific enterprises, supporting agencies, project formulation and



evaluation, case study, legal system, trade in the context of globalization, entrepreneurial development and general topics. The data with regard to the utility of the training contents as perceived by the trainees were analyzed based on utility index, which was used to find out the usefulness of the course content in each category.

$$\text{Utility index} = \frac{\text{Total score obtained}}{\text{Maximum possible score}} \times 100$$

Perceived effectiveness of the training methods by the trainees

The training methods employed for the Agriclincs and Agribusiness Training Programme in Kerala organized by Kerala Agricultural University were collected from the Central Training Institute of the University. There were fourteen methods adopted in the training programme and the respondents were asked to check the extent of effectiveness of each method on a three point continuum as highly effective, effective, and not effective. The scores assigned were 3, 2 and 1 respectively. The data collected were analysed based on effectiveness index.

$$\text{Effectiveness index} = \frac{\text{Total score obtained}}{\text{Maximum possible score}}$$

Perception of the trainees regarding the trainer's effectiveness

The perceived effectiveness of the trainers was found by asking the trainee respondents to rate the effectiveness of the trainers on a two-point scale as effective and not effective and the scores assigned were 2 and 1 respectively. Percentage analysis was used to find out the effectiveness of the trainers.

Agriclincs and Agribusiness centres established by the trainees

Information regarding the number and nature of agriclincs and agribusiness centres established by the trainees was collected using direct questions included in the questionnaire.

Results and Discussion

Profile of the Trainees of Agriclincs and Agribusiness training programme

The selected personal characteristics such as age, sex, educational qualification, marital status, subject specialization annual income, occupation and socio psychological characteristics such as attitude towards self employment, entrepreneurial ability, managerial ability, self confidence, decision making ability and information seeking behaviour were analysed and the results with regard to the personal characteristics of the trainees are presented in Table 1.

Table 1. Personal characteristics of the trainees

n=60

Sl.No.	Characteristics	Category	Number	Percentage
1	Age	<35years	55	92
		35-45years	3	5
		>45years	2	3
2	Sex	Male	51	85
		Female	9	15
3	Educational qualification	Undergraduate	21	35
		Postgraduate	33	55
		Doctorate	6	10
4	Marital status	Married	16	27
		Unmarried	44	73
5	Subject specialisation	Agriculture	49	82
		Others	11	18
6	Annual income	Nil	23	38
		<50,000	3	5
		50,000-1,00,000	19	32
		1,00,000-2,00,000	12	20
		>2,00,000	3	5
7	Occupation	Agribusiness	9	15
		Government job - Permanent	13	22
		Government job- Temporary	11	18
		Private job	9	15
		Nil	18	30

A cursory view of the results furnished in Table 1 revealed that majority of the respondents were young (92 per cent), five per cent were in the middle age group and two per cent of the trainees were over 45 years of age. It also brings to focus that most of the trainees were male (85 per cent) and only 15 per cent of the trainees were female. More than half of the trainees had their post graduate education, more than one third of them were under-graduates and 10 per cent of the trainees had doctoral degree. Regarding the marital status of the trainees about three fourth of the trainees were unmarried and the remaining trainees (27 per cent) were married. With regard to specialization of subjects, majority of the trainees (82 per cent) were agricultural graduates and 18 per cent of the trainees had their subject specialization in allied sectors like fisheries, veterinary, co-operation and banking. It further highlights that more than one third of the trainees (38 per cent) had no income, 32 per cent of them were in the income group of 50,000 to 1,00,000, 20 per cent of the respondents were in the income group of 1,00,000 to 2,00,000 and five per cent each in the income group of 2,00,000 and less than 50,000. Table 1 also reveals that 30 per cent of the trainees had no occupation. In short, it can be inferred from Table 1 that most of the trainees were young, unmarried, male and unemployed agricultural graduates having income of less than 50,000.

The socio psychological profile of the respondents, based on the data collected is presented in Table 2.

Table 2. Socio psychological characteristics of the trainees **n = 60**

Sl.No.	Characteristics	Category	Number	Percentage
1	Attitude towards self employment	≥ Mean	44	73
		< Mean	16	27
2	Entrepreneurial ability	≥ Mean	24	40
		< Mean	36	60
3	Managerial ability	≥ Mean	29	48
		< Mean	31	52
4	Self confidence	≥ Mean	33	55
		< Mean	27	45
5	Decision making ability	> Mean	19	32
		< Mean	41	68
6	Information seeking behaviour	≥ Mean	40	67
		< Mean	20	33

A perusal of Table 2 indicates that majority of the trainees had a favourable attitude towards self employment (73 per cent), more self confidence (55 per cent), high information seeking behaviour (67 per cent) whereas the trainees were having less entrepreneurial ability (60 per cent), low managerial ability (52 per cent) and low decision making ability (68 per cent). The socio psychological characteristics such as self confidence and information seeking behaviour were high as these characteristics could be modified through rigorous training programme, and by visiting successful entrepreneurs in the field, the trainees might be having more favourable attitude towards self employment. The remaining socio psychological characteristics such as entrepreneurial ability, managerial ability and decision making ability were low which might be due to the reason that mostly graduates fresh from colleges were exposed to theoretical knowledge and they are in the process of equipping themselves in practicing the business. Hence the low level of entrepreneurial ability, managerial ability and decision making ability.

Perception of Trainers about the Relevance of the Content of the Training Programme

The information collected with regard to the relevance of topics covered in the training programme as perceived by the trainers was subjected to analysis and the results are furnished in Table 3.

It could be noted from Table 3 that, among the relevant topics, 'Scope of agribusiness, status, present role and future prospects' is rated as the top one, which is quite natural being one of the basic and fundamental topics in the area. The next second most relevant topic, as perceived by the trainers, is 'Interview with successful entrepreneurs'. It is true that, interviews with successful entrepreneurs in any entrepreneurship development training programme helps to inculcate a spirit of entrepreneurship and to motivate the trainees to take up ventures. It could be observed that, in general, the trainers gave emphasis on areas like marketing, small business and orientation on specific enterprises. However, the trainer respondents perceived most of the topics as relevant.

Table 3. Relevance of the training content as perceived by the trainers n =30

Sl. No.	Content	Total score*
1	Scope of agribusiness, status, present role and future prospects	86
2	Interview with successful entrepreneurs	81
3	Marketing Channels	80
4	Managing small business	79



Sl. No.	Content	Total score*
5	Importance of marketing in the context of globalisation and privatization	78
6	Components and characteristics of small business	77
7	Setting up of fruit and vegetable processing units	77
8	Decision making analysis in small agribusiness	76
9	Mushroom – prospects for agriclincs and agribusiness	76
10	Threats and opportunities in the agricultural sector in the context of globalisation	76
11	New frontiers in coconut processing technology	76
12	Special features of agricultural input marketing	75
13	Brands, packaging, product features	75
14	Consumer behaviour	75
	* Possible score ranges from 30 - 90	

Perception of Trainees regarding the Utility of the Training Content

For the purpose of evaluating the utility, the training content was broadly classified into 11 categories as mentioned in the methodology. The utility of the training content in each category, as perceived by the trainees is presented in separate tables.

Table 4. Utility of the topics related to Agribusiness

n=60

Sl.No.	Content	Utility index
1	Agribusiness development and analysis of opportunities	100
2	Components and characteristics of small business	93.8
3	Scope of agribusiness, status, present role and future prospects	90
4	Managing small business	90
5	Decision making analysis in small agribusiness	90

Among the contents on agribusiness, the topic “Agribusiness development and analysis of opportunities” was found to be the most useful as perceived by the trainees. It could be inferred from Table 4 that importance has to be given on small business since most of the topics related to small business were perceived to be useful by the trainees. This might be due to the fact that in a state like Kerala where the unemployment rate is so high compared to the availability of resources, small business ventures are an alternative form of employment. Further small business is one, which is independently owned and operated. In addition an entrepreneur can make all the choices and decisions within the limits of the resources under their command.

Table 5. Utility of the content on information technology**n = 60**

Sl.No.	Content	Utility index
1	Role of IT in agribusiness	100
2	e-commerce: Its scope and local applications	100
3	MS Windows, MS Office	97.5
4	Agricultural portals, existing agricultural MIS and allied systems	92.5

Table 5 shows that “Role of IT in agribusiness” and “Scope and local applications of e- commerce” were the most useful topics for the trainees in the area of information technology. It is natural that access to world wide, integrated services (data, voice and video) communication network has become critical in the conduct of present day agribusiness. Search for more efficient ways of doing business has led to a new revolution in commerce i.e. e- commerce which is the application of new technologies, particularly internet and web to help individuals, business and other organizations conduct business better. Further electronic commerce helps to increase sales with low cost. Enquiries from customers about products, their features, availability, conditions of delivery etc., could also be handled easily in an online environment with minimum costs. Products and services can be made accessible even in remote areas.

Table 6. Utility of the topics on marketing management**n=60**

Sl.No.	Content	Utility index
1	Market planning and market competition	100
2	Brands, packaging, product features	100
3	Advertising and its impact	100
4	Sales promotion activities	100
5	Pesticides marketing: problems and prospects	100
6	Introduction to marketing, principles, concepts	95
7	Rural marketing – problems and prospects	95



In marketing management, topics such as “Market planning and market competition; Brands, packaging, product features; Advertising and its impact; Sales promotion activities and Problems and prospects of Pesticides marketing” were perceived as highly useful by the trainees. This might be due to the following reason: One is in business because there are customers for his product or service. If he wants to continue in business, he must continue to meet, through his product or service the need or want of his customers. Marketing is the process of providing the right product of the right quality, in the right quantity at the right price, at the right time and at the right place. Market planning explains a systematic and disciplined exercise to formulate strategies to achieve goals. Advertising aims at persuading the customers to adopt a favourable attitude towards the product or service. Sales promotion deals with indirect advertising programme to get quick results and has a short-term effect on increasing sales. So, the aforesaid topics were perceived to be highly useful by the trainees to establish their business successfully.

Table 7. Utility of orientation on specific enterprises

n=60

Sl.No.	Content	Utility index
1	Commercial production of cut flowers and dry flowers	100
2	Bio process in value addition on agro products	100
3	Composting techniques	100
4	Setting up of fruit and vegetable processing units	97.5
5	Appropriate post harvest technology with commercial prospects in Kerala	97.5
6	Mushroom – prospects for agriclinics and agribusiness	95
7	New frontiers in coconut processing technology	90

In orientation on specific enterprises, topics such as “Commercial production of cut flowers and dry flowers”; “Bio process in value addition on agro products”; and “Composting techniques” were found to be the most useful topics for the trainees. The result shows that, trainees were more interested in having in depth knowledge about specific enterprises rather than getting a superficial idea about various enterprises.

Table 8. Utility of content related to supporting agencies**n=60**

Sl.No.	Content	Utility index
1	Schemes of the National Horticulture Board	100
2	Crop and Animal Insurance – Implications for agri business	100
3	Activities and role of Small Farmers Agribusiness Consortium (SFAC) in supporting agribusiness	97.5
4	Role of Small Industries Service Institute (SISI) in the development of small-scale industries with special reference to agribusiness	92.5
5	Role of District Industries Centre in facilitating entrepreneurs	90

Under supporting agencies,” Schemes of the National Horticulture Board, and Implications for agribusiness of crop and animal insurance” were found to be the most useful content for the trainees. Since it was necessary for them to know about various policies of different supporting agencies and also about the crop insurance, coverage and financial support in the event of failure of crops as a result of natural calamities, pests and diseases which will help to stabilize farm income particularly in disaster years, the trainees were interested in learning about the topics. So they preferred these subject areas so that they could have better awareness in the current situation so as to exploit the opportunities.

Table 9. Utility of project formulation and evaluation**n=60**

Sl.No.	Content	Utility index
1	Various aspects of project preparation	100
2	Procedure for applying for a loan and how bankers will evaluate a project proposal	100
3	Project Formulation: A bankers perspective	92.5



In project formulation and evaluation, various aspects of project preparation and Procedure for applying for a loan and how bankers evaluate a project proposal were the most useful topics. Since these topics throw light on various phases of a project cycle such as identification, formulation, appraisal, implementation, operation and evaluation of a project, these topics will naturally be useful for them. The trainees need to be aware of the procedure for applying for a loan and how bankers evaluate a project proposal, to prepare a viable project both for availing the facilities from banks for their agribusiness and to be a consultant in preparing plan for agencies and thereby establish a consultancy service.

Table 10. Utility of case studies

n=60

Sl.No.	Content	Utility index
1	Case Study: ABARD SAIU on medicinal plants (An enterprise of cultivation of medicinal plants)	100

As shown by Table 10, "Case study: ABARD SAIU on medicinal plants" was found to be the most useful to the trainees. This might be due to the fact that the case study helped them to develop the habit of taking more factors into account than they usually do, analyze them carefully and put them together into an integrated picture to guide understanding and action.

Table 11. Utility of legal topics

n=60

Sl.No.	Content	Utility index
1	Insecticide act / rules and its implications for agribusiness	100
2	Fertilizer control order	92.5
3	Quarantine implications for agribusiness	95
4	Implications of partnership act and taxation laws on agribusiness with special reference to sole tradership and firms	95

"Insecticide act / rules and its implications for agribusiness" was the most useful topic under legal systems as perceived by the trainees. It is necessary for them to know the act, rules, procedures with implications related to the production, storage, distribution and sales of insecticides and pesticides as they are highly poisonous, not only to deal with it but to give expert advice to farmers and other agencies.

Table 12. Utility of content related to trade in the context of globalisation**n=60**

Sl.No.	Content	Utility index
1	Importance of marketing in the context of globalisation and privatization	100
2	Intellectual Property Rights (IPR) and related issues: implications for agripreneurs	96.2
3	Threats and opportunities in the agricultural sector in the context of globalisation	92.5

As presented in Table 12, "Importance of marketing in the context of globalisation and privatization" was the most useful topic to the trainees who wanted to be well versed in this era of globalisation about various issues in WTO, as globalisation is the order of the day in marketing commodities. It is natural that the trainees wanted to have more knowledge about trade so that their business establishment could be widened and expanded by observing all rules, regulations and procedures to be adopted in the International market.

Table 13. Utility of topics on entrepreneurial development**n=60**

Sl.No.	Content	Utility index
1	What do bankers expect from entrepreneurs	100
2	Interview with successful entrepreneurs	97.5
3	Entrepreneurial competencies	95
4	Entrepreneurial development lab	92.5
5	Living habits of entrepreneurs	92.5
6	Motivation for entrepreneurs	90

In entrepreneurial development, "What do bankers expect from entrepreneurs?" was found to be the most useful topic for the trainees. It is reasonable that, the trainees know about the attitude of bankers in getting loans sanctioned, repaying the loans within the stipulated time and the procedure involved and other such aspects in getting financial support from the banks. Interview with successful

entrepreneurs, entrepreneurial competencies, entrepreneurial development lab, living habits of entrepreneurs and motivation of entrepreneurs were found to be useful for the trainees which might be due to the reason that it gives a chance to increase their self confidence, boost their inner potential and also creates a positive attitude towards self employment.

Table 14. Utility of general topics

n=60

Sl.No.	Content	Utility index
1	Management in practice	92.5
2	Certification of organic products	95

As shown in Table 14, among the general topics (i.e. other than the topics covered under the previously mentioned categories), “Management in practice” and “Certification of organic products” were found to be useful to the trainees.

Hence with regard to the utility of the content of the agriclincs and agribusiness training programme, it can be seen that the topics such as Agribusiness development, analysis of opportunities; Role of IT in Agribusiness; scope and local applications of e-commerce; market planning and market competition; brands, packaging, product features; advertising and its impact; sales promotion activities; problems and prospects of pesticides marketing; commercial production of cut flowers and dry flowers; Bio process in value addition on agro produce; composting techniques; Schemes of the National Horticulture Board; implications of crop and animal insurance on agribusiness; Case Study of ABARD SAIU on Medicinal Plants(an enterprise); Importance of marketing in the context of globalisation and privatization and What do bankers expect from entrepreneurs were found to be the most useful topics for the trainees as all the respondents had rated these topics as useful. However, many other topics were also perceived to be useful, by the trainees, as discussed earlier. It can be inferred from the perceived utility of the training contents that the trainees were in need of topics dealing in depth on specific enterprises and providing marketing skills. This is in par with the findings of Sagar (2002).

Perceived Effectiveness of the Training Methods by the Trainees

If the curriculum is the “heart” of the training programme, training methods could be described as “arteries” and “veins” of the training system, through which the training message reaches the trainees, and the trainers receive concurrent feedback from the trainees. The choice of appropriate method of training is dependent on subject matter, knowledge level of trainees, time available, interest of organizers and trainers and also the facilities available. Informal evaluation and interest of the trainees also contribute to the decision on training methods. However, the perspective

of trainees is of prime importance in the conduct of any training programme. A systematic study is necessary to unearth the perspective of the trainees about the different methods of training. For this an inventory of selected training methods was prepared from the Central Training Institute, Mannuthy, Thrissur and the opinion expressed by the respondents were arranged according to the perceived effectiveness of the training methods in Table 15.

Table 15. Perceived effectiveness of the training methods**n = 60**

Sl.No.	Methods	Effectiveness index
1	Field trips	92.4
2	Study tour	89.5
3	Talks by successful entrepreneurs	88.9
4	Lecture with LCD projection	78.9
5	Project formulation exercise	77.8
6	Video conferencing	77.2
7	Discussion after specialist talk	76.6
8	Demonstration	75.4
9	Lecture with other audio visual aids	73.1
10	Group discussion	71.9
11	Brain storming	66.7
12	Extempore talk	65.5
13	Video cassettes	64.3
14	Lecture	61.4

As presented in Table 15, field trips were perceived by the trainees to be the most effective method over other methods. Methods like study tour and talks by successful entrepreneurs were also opined by the trainees as highly effective. Other methods like lecture with LCD projection, project formulation exercise, video conferencing, discussion after specialist talk, demonstration, lecture with other audio visual aids, group discussion, brain storming, extempore talk, video cassettes and lecture were presented in sequential order as preferred by the trainees considering their utility and acceptability.

Field trips are based on the principle of “seeing is believing” and expose the trainees to new and different situations, which can help in changing their outlook,

and widen their mental horizon. It also inculcates a spirit of competition among the trainees by showing what others have been able to achieve. It also provides an opportunity for the trainees to interact with successful entrepreneurs and trainees gain first hand knowledge about the enterprises. Since lecture involves a passive role of the trainees and is more theoretical, it was the least preferred method by the trainees. This is contrary to the findings of Murthy and Rao (1990) that showed high preference for lecture method among horticultural trainees.

Perception of the trainees regarding the trainer's effectiveness

An attempt was made in the present study to know the perception of the trainees regarding the trainer's effectiveness and the results obtained are presented in Table 16.

Table 16. Perception of the trainees regarding the trainers effectiveness n=60

SN	Trainer's effectiveness	% of trainee respondents
1	Effective	97.5
2	Not effective	2.5

As revealed by Table 16, 97.5 per cent of the trainees perceived that the trainers were effective, while 2.5 per cent perceived that the trainers were not effective. Hence, it is clear that most of the selected resource persons had sound knowledge and they were experts on their topic.

Agriclinics and Agribusiness Centres established by the trainees

The most important aspect which reflects the effectiveness of the Agriclinics and Agribusiness training programme as well as the scheme is the number of agriclinics and agribusiness centres established by the trainees. The data in this regard are presented in Table 17.

Table 17. Agriclinics and agribusiness centres established by the trainees

Sl.No.	Nature of Agri Business	Number of trainees
1	Plant Nursery	1
2	Aquarium of Ornamental Fish	1
3	Agri / Horti Consultancy Services	6
4	Hatchery (poultry)	1
5	Commercial cultivation of Vegetables/ Vanilla	2
	Total	11

It is evident from Table 17 that there were five types of enterprises started by the trainees such as plant nursery, aquarium of ornamental fish, agri / horti consultancy services, hatchery and commercial cultivation of vegetables / vanilla. Among the sixty trainee respondents, only nine trainees started agriclinics and agribusiness centres. Though only nine trainees started enterprises, two of them initiated two types of activities simultaneously, thus the total number of agriclinics and agribusiness centres was eleven. The reason for more number of agri / horti consultancy services might be the low initial investment and less risk involved when compared to other types of income generating activities.

In this regard, a detailed analysis has been made so as to know the post training occupational status of the trainees and it is found that though only 15 per cent of the trainees were doing agribusiness (13 per cent male and two per cent female) after the agriclinics and agribusiness training programme, seven per cent of them were planning to establish their agribusiness. Further, majority of the trainees (55 per cent) were employed either permanently or temporarily in government sector or private sector (48 per cent males and seven per cent females). Moreover 23 per cent of the trainees went for higher studies (20 per cent male and three per cent female).

Conclusion

The study revealed that majority of the topics of the training were useful for the trainees, which indicates that the course content of agriclinic and agribusiness training programme in Kerala was able to fulfill the requirement of entrepreneurship qualities among young, unemployed graduates in the area of agriculture and allied sectors. However there is always scope for improvement. For making the training more effective, importance may be given to areas such as orientation on specific enterprises and marketing management since all the trainee respondents had rated most of the topics in such areas as useful to them. Hence, it could be concluded in this regard, that the trainees were in need of gaining indepth knowledge on specific enterprises and also more marketing skills.

The course content of agriclinic and agribusiness training programme was found well selected and formulated in accordance with the objectives of the scheme. The resource persons selected were also to the expected standard. The various methods used in the training programme were found effective. Altogether the training programme was organized and conducted in an efficient manner. Yet, only 15 percent of the respondents started agriclinics and agribusiness units such as plant nursery, ornamental fish aquarium, consultancy services, hatchery and commercial cultivation of vegetables/ vanilla. The major share of the trainees were either employed temporarily or permanently, or pursuing higher studies. This might be the reason



for not establishing agriclinics and agribusiness centres by many of the trainees. Hence importance needs to be given, in the pre training stage, to selecting appropriate graduates who have the intention of starting new business enterprises. It is to be noted that even though the government is encouraging and motivating unemployed agricultural graduates towards self-employment through various activities, the youngsters are not prepared to take the risk in establishing the business. Moreover, job security in government jobs acts as an added attribute to try for a government job.

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