

## International Journal of Agriculture Extension and Social Development

Volume 8; Issue 8; August 2025; Page No. 261-264

Received: 26-05-2025  
Accepted: 28-06-2025

Indexed Journal  
Peer Reviewed Journal

### Entrepreneurial orientation of experiential learning programme (ELP) students

<sup>1</sup>Keerthana Vijayan, <sup>2</sup>Dr. Pallavi D Suryawanshi, <sup>3</sup>Dr. MV Ajotikar and <sup>4</sup>Awale Payal Suresh

<sup>1</sup>PG Scholar, Department of Agriculture. Extension Education, College of Agriculture, Pune, Maharashtra, India

<sup>2</sup>Assistant Professor of Agriculture. Extension Education, College of Agriculture, Pune, Maharashtra, India

<sup>3</sup>Assistant Professor of Agriculture. Extension Education, College of Agriculture, Pune, Maharashtra, India

<sup>4</sup>PG Scholar, Department of Agriculture. Extension Education, College of Agriculture, Pune, Maharashtra, India

DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i8d.2274>

Corresponding Author: Keerthana Vijayan

#### Abstract

Entrepreneurship plays a crucial role in driving innovation and economic development, especially in agriculture. The Experiential Learning Programme (ELP), implemented in Indian agricultural universities, aims to develop entrepreneurial competencies among students through practical exposure. This study assessed the entrepreneurial orientation (EO) of 250 final-year B.Sc. (Hons.) Agriculture students enrolled in ELP during 2024-2025 from three constituent colleges under Mahatma Phule Krishi Vidyapeeth (MPKV), Maharashtra—Pune, Dhule, and Kolhapur. Using a structured questionnaire based on a five-point Likert scale, EO was measured through key traits such as innovativeness, risk-taking, leadership, decision-making, and adaptability. The results revealed that a significant majority (87.20%) of students had a moderate level of entrepreneurial orientation, 7.60% exhibited a high level, and only 5.20% showed a low level. Most respondents expressed confidence in exploring new ideas, taking bold decisions, learning independently, and accepting responsibility, all of which reflect strong entrepreneurial potential. However, a portion of students showed hesitation in areas such as task organization and proactive behavior, suggesting areas for improvement. The findings indicate that the ELP has a positive influence on shaping entrepreneurial mindsets in agricultural students and highlight the need to further enhance experiential learning strategies to better prepare students for future entrepreneurial ventures.

**Keywords:** Entrepreneurial orientation, experiential learning programme, agricultural students, innovation, risk-taking

#### Introduction

Entrepreneurship has emerged as a critical driver of innovation, economic growth, and job creation in both developed and developing countries. In the context of higher education, particularly in professional and applied fields like agriculture, there is a growing emphasis on nurturing entrepreneurial mindsets among students. The National Agricultural Education System in India has incorporated the Experiential Learning Programme (ELP) into undergraduate curricula, with the objective of bridging the gap between theoretical knowledge and real-world application. This hands-on learning model aims to cultivate technical competence, decision-making skills, and business acumen among students.

Entrepreneurial orientation (EO), which encompasses attributes such as innovativeness, proactiveness, risk-taking ability, and competitive aggressiveness, plays a pivotal role in shaping students' readiness to pursue entrepreneurial ventures. Understanding the level of EO among ELP students can provide valuable insights into the effectiveness of experiential learning in fostering entrepreneurial capabilities. This study, therefore, investigates the entrepreneurial orientation of students enrolled in the ELP, exploring how experiential learning influences their motivation, confidence, and preparedness to engage in

entrepreneurship. The findings aim to contribute to the enhancement of curriculum design and policymaking in agricultural education by aligning pedagogical strategies with the demands of a dynamic and innovation-driven economy.

#### Methodology

Maharashtra leads the country in producing the highest number of agriculture graduates annually. The Mahatma Phule Krishi Vidyapeeth (MPKV), the first State Agricultural University in Maharashtra, is responsible for academic and research activities across ten districts in Western Maharashtra. For the purpose of this study, three prominent and long-established agricultural colleges located in different districts were selected: the College of Agriculture, Pune (established in 1907), the College of Agriculture, Dhule (1960), and the College of Agriculture, Kolhapur (1963). These institutions were chosen based on their historical significance and strong academic reputation. The annual student intake capacity stands at 190 each for the Pune and Kolhapur colleges, and 120 for Dhule, amounting to a combined total of 500 students. Out of these, a sample of 250 final-year students was selected for the research. Data were collected from B.Sc. (Hons.) Agriculture students enrolled in the VIII semester during the

academic year 2024-2025. A structured and pre-tested questionnaire was employed for gathering responses. To analyze the data, statistical methods such as percentage analysis, frequency distribution were used.

## Results and Discussion

The entrepreneurial orientation of students enrolled in the

Experiential Learning Programme (ELP) was assessed using a structured set of statements. Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale: *Strongly Agree*, *Agree*, *Undecided*, *Disagree*, and *Strongly Disagree*. The findings derived from their responses are presented below.

**Table 1:** Entrepreneurial orientation wise distribution of ELP students

Sl. No	Entrepreneurial Orientation Statements	SA		A		UD		D		SD	
		F	percent	F	percent	F	percent	F	percent	F	percent
1.	I enjoy taking bold decisions and action	84	33.60	142	56.80	23	9.20	1	0.40	0	0.00
2.	I love to explore new business areas	72	28.80	140	56.60	32	12.80	6	2.45	0	0.00
3.	I am willing to invest a significant amount of time and / or money in something that has the potential for a great return	89	35.60	134	53.60	25	10.00	2	0.80	0	0.00
4.	I should act in advance of a circumstance rather than waiting for it to happen	70	28.00	128	51.20	34	13.60	18	7.20	0	0.00
5.	I am not good at organizing things and managing tasks	36	14.40	34	13.60	35	14.00	107	42.80	38	5.20
6.	I love to do SWOT analysis before initiating any action	78	31.20	130	52.00	28	11.20	14	5.60	0.00	0.00
7.	I am afraid doing new and odd activities	44	17.60	73	29.20	0	0.00	102	40.80	31	12.40
8.	I am ready to do anything for the sake of success	63	25.20	117	46.80	36	14.40	34	13.60	0	0.00
9.	I like to learn new things of my own	88	35.20	156	62.40	1	0.40	5	2.00	0	0.00
10.	I prefer experimentation and creative approaches instead of adopting whatever is already done	78	31.20	142	56.80	21	8.40	9	3.60	0	0.00
11.	I usually lack behind to take action in advance of upcoming issues, demands or modifications	42	16.80	78	31.20	43	17.20	84	33.60	3	1.20
12.	I am a laggard	36	14.40	36	14.40	47	18.80	86	34.40	45	18.00
13.	I would "step up" and start projects instead of waiting for someone else to work on it	42	16.80	156	62.40	36	14.40	16	6.40	0	0.00
14.	I love to take responsibility	75	30.00	144	57.60	25	10.00	6	2.40	0	0.00
15.	I have a strong desire to work independently	76	30.40	145	58.00	29	11.60	0	0.00	0	0.00
16.	I am flexible and take advice from others	86	34.40	129	51.60	28	11.20	7	2.80	0	0.00
17.	I believe I have good leadership quality	73	29.20	89	35.60	51	20.40	24	9.60	13	5.20
18.	I don't like to take advice from anybody	12	4.80	35	14.00	44	17.60	115	46.00	44	17.60
19.	I analyse market to understand future needs of customers	30	12.00	166	66.40	54	21.60	0	0.00	0	0.00
20.	I do market survey at regular intervals	11	4.40	142	56.80	59	23.60	38	15.20	0.00	0.00
21.	I prefer to directly challenge my competitors rather than avoiding them	33	13.20	131	52.40	75	30.00	11	4.40	0	0.00
22.	I try to follow all the rules even if I am striving to win	27	1.00	136	54.40	67	26.80	20	8.00	0	0.00
23.	I believe that competition improves performances	38	15.20	150	60.00	62	24.80	0	0.00	0	0.00

More over half (56.80 per cent) of respondents agreed with the statement "I enjoy taking bold decisions and action," with 33.60 per cent strongly agreeing. Whereas, 9.20 per cent of the respondents did not know the exact decision to be taken and merely one respondent (0.40 per cent) disagreed to the statement.

Being an entrepreneur, it is always a necessity to explore new business ideas and strategies. Keeping this in mind, more than half (56.00 per cent) of respondents agreed to the statement "I love to explore new business ideas," with 28.80 per cent strongly agreed, 12.80 per cent undecided, and 2.45 percent disagreed.

"I am willing to invest a significant amount of time and/or money in something that has the potential for a great return" is the statement to which more than half (53.60 per cent) of respondents agreed, 35.60 per cent strongly agreed, and only 10.00 per cent and 0.80 per cent of respondents neither agreed nor disagreed.

It is critical to take preventive measure instead of being in a loss after not able to rectify any problem that comes in running an enterprise. Thus, nearly half (51.20 per cent) of the respondents and 28.00 per cent of the respondents agreed and strongly agreed to the statement, respectively to "I will act in advance of a situation rather than waiting for it to happen". While 13.60 percent of the respondents had no clear opinion on the statement and 7.20 percent of the respondents disagreed to the statement.

The statement, "I am not good at organizing things and managing tasks" is a negative statement where 42.80 per cent of the respondents disagreed to the statement while 14.40 per cent, 14.00 per cent, 13.60 per cent and 5.20 per cent of the students strongly agreed, agreed, undecided and strongly disagreed to the statement, respectively.

More than half (52.00 per cent) of the respondents agreed to the statement, "I love to do SWOT analysis before initiating any action" and for the same statement 31.20 per cent of the respondents strongly agreed, still 11.20 per cent and 5.60 per cent of the respondents have no positive or negative opinion and disagreement to the statement, respectively.

The 40.80 per cent and 29.20 per cent of the respondents disagreed and agreed, respectively to the statement, "I am afraid doing new and odd activities" whereas 17.60 per cent of respondents strongly agreed and 12.40 per cent of the respondents strongly disagreed with the proposition.

An entrepreneur is the one who should be ready to take any action at any time for the positive impact of the enterprise. But at times people may find reluctant to take action as they think of multiple issues that may come while going through the process. Thus, 46.80 per cent of the respondents agreed to the statement, "I am ready to do anything for the sake of success" while one-fourth (25.20 per cent) of the respondents strongly agreed to it, 14.40 per cent of the respondents did not provide a flawless answer, and 13.60 per cent of respondents disagreed with the assertion.

As an aspiring entrepreneur, respondents much more will be interested in self-learning rather than taking advices from externals at every step. Therefore, more than three-fifth (62.40 per cent) of the respondents agreed to the statement, "I like to learn new things of my own" and also it should be noted that 35.20 per cent of respondents strongly agreed to it, 0.40 per cent disagreed, and 2.00 per cent were undecided about the statement.

The statement, "I prefer experimentation and creative approaches instead of adopting whatever is already done" implies that more than half (56.80 per cent) of the respondents agreed to it followed by 31.20 per cent of the respondents strongly agreed to it likewise 8.40 per cent respondents and 3.60 per cent of the respondents gives it as an undecided and disagreement to the statement, respectively.

Nearly one-third (33.60 per cent) of the students disagreed to the statement, "I usually lack behind to take action in advance of upcoming issues, demands or modifications". Not everyone faces an issue of not taking timely action yet 31.20 per cent of the respondents agreed to the topic which is followed by 16.80 per cent respondents strongly agreed to the topic and 1.20 percent of respondents express significant dissatisfaction with the statement.

Laggards are the individuals who are the last to adopt any innovation, which is not seemed to be a good character for a successful entrepreneur. Therefore, the 34.40 per cent of respondents disagreed and 18.80 per cent of the respondents had no clear answer to the statement and 18.00 per cent of the respondents strongly disagreed to the statement and lastly, 14.40 per cent of the respondents strongly agreed to it.

The statement, "I would "step up" and start projects instead of waiting for someone else to work on it", give a strong emphasis that the entrepreneur is ready to take the risk and is willing to move on with his decision than waiting for any one other. Slightly more than three-fifth (62.40 per cent) of the respondent's agreed to it while, 16.80 per cent, 14.40 per cent respondents and 6.40 per cent respondents strongly agreed, undecided and disagreed to the statement, respectively. At the same time, no one strongly disagreed the statement.

Taking responsibility is a big task. One must know the merits and demerits before taking up the responsibility, this will ensure the entrepreneur to cope up with the task. As a way, more than half (57.60 per cent), 30.00 per cent, 10.00 per cent and 2.40 per cent of the respondents agreed, strongly agreed, undecided and disagreed, respectively to the statement, "I love to take responsibility".

The statement, "I have a strong desire to work independently" states that Entrepreneurs will have a desire for themselves, which is agreed upon by 58.00 percent of respondents, followed by 30.40 percent who strongly agreed, and 11.60 percent who had no clear answer to the statement.

The statement "I am flexible and take advice from others" shows that slightly more than half (51.60 percent) of respondents agreed, with 34.40 per cent strongly agreeing. Only 2.80 per cent of respondents disagreed with the statement, while 11.20 percent of respondents were unable to make a proper decision about the statement.

Leadership is a quality which can be developed by a person

through experience or through inner self, it is important that to become a successful entrepreneur it is a needed quality. The 35.60 per cent, 29.20 per cent agreed, strongly agreed to the statement, while 20.40 per cent, 9.60 per cent and 5.20 per cent of the students, undecided, disagreed and strongly disagreed, respectively to the statement, "I believe I have good leadership quality".

Taking advice from different people create a confusion in taking quick decision. Simultaneously, taking advice which may help to flourish ones business is a crucial point. So, 46.00 per cent of the respondents disagreed to the statement. Yet some may have two mind set of taking or not taking advice from others. Therefore, 17.60 per cent of the respondents have undecided answer for the statement, "I don't like to take advice from anybody". Followed by 14.00 per cent of students who agreed and 4.80 per cent of the respondents who strongly agreed to it, likewise 17.60 per cent of respondents strongly disagreed to the statement.

Having knowledge about market is very much necessary in analysing the trend of the product or services. In view of that concept a statement was formulated as, "I analyse market to understand future needs of customers", where 66.00 per cent of the respondents agreed to the statement followed by 21.60 per cent of the respondents had no clear answer and 12.00 per cent of respondents strongly agreed to it.

The 56.80 per cent respondents agreed to the statement, "I do market survey at regular intervals", while 23.60 per cent of the respondents had no clear answer to it. This could be because that they won't be knowing the importance of it in knowing the requirements and demands of the customers. And then 15.20 per cent of the respondents disagreed and just 4.40 per cent of the respondents strongly agreed.

The statement, "I prefer to directly challenge my competitors rather than avoiding them" concludes that no competitor is an enemy to be ignored, rather they are the one with whom we can challenge for the improvement of our firm and healthy competition is necessary at every sphere of life. Therefore, little over half (52.40 per cent) of the respondents agreed to the statement. More than one-fourth (30.00 per cent) of the respondents has not yet figured out if it was good to challenge the competitor and 13.20 per cent of the respondents strongly agreed with the statement and just 4.40 per cent of the respondents disagreed to the statement.

Rules are guidelines one must follow in doing any kind of activity. Therefore, it is vital to grasp the norms and regulations, but at times people won't be able to follow it. Keeping in view on the concept the statement was given as, "I try to follow all the rules even if I am striving to win" where 54.40 percent of respondents agreed, followed by 26.80 percent who did not agree or disagree, and just 8.00 percent of respondents objected and 1.00 percent agreed to the statement.

The statement, "I believe competition improves performances" 60.00 per cent of the respondents agreed to the statement which conclude that healthy competition help in enhancing performance. This is succeeded by 24.80 per cent of respondents neither agreed nor disagreed to the statement and 15.20 per cent of the respondents strongly agreed to the statement.

**Table 2:** Distribution of profile of the ELP students according to their overall entrepreneurial Orientation

Sl. No.	Entrepreneurial Orientation	Respondents (n=250)	
		Frequency	Percentage
1.	Low (Up to 78)	13	5.20
2.	Medium (79 to 93)	218	87.20
3.	High (Above 94)	19	7.60
Total		250	100

The table 2 shows that the majority of respondents (87.20 per cent) have a medium level of entrepreneurial orientation, with 7.60 per cent having a high level and 5.20 per cent having a low level. This reveals that the majority of students exhibit medium-level behaviour when it comes to coordinating entrepreneurial efforts.

### Conclusion

The study shows that most students taking part in the Experiential Learning Programme (ELP) have a moderate level of entrepreneurial orientation. Out of 250 students, a large majority (87.20%) showed a fair level of interest and ability in thinking and acting like entrepreneurs. Only a small number had either low or high entrepreneurial orientation. Many students were confident in taking bold steps, trying new ideas, and taking initiative. They also showed a positive attitude toward learning on their own, leading teams, and taking responsibility. These are all signs of having an entrepreneurial mindset. At the same time, the study found that some students were unsure or hesitant about handling new tasks, making quick decisions, or organizing things. These areas may need more attention and support.

In summary, while most students are on the right path, there is a need to further strengthen their entrepreneurial abilities. By giving them more training, real-life business experiences, and confidence-building activities, they can be better prepared to start their own ventures and contribute to the agriculture sector in a more meaningful way.

### References

1. Bill B. Explaining female and male entrepreneurship at the country level. *Entrepreneurship and Regional Development*. 2006;18:151-183.
2. Kiran D, Gupta BK, Pandey DK. Entrepreneurial behaviour of rural women of Sultanpur district of Uttar Pradesh. *Indian Research Journal of Extension Education*. 2012;12(2):29-33.
3. Mehta BM, Madhuri S. Entrepreneurial behaviour of mango growers of Valsad district of Gujarat state. *Indian Research Journal of Extension Education*. 2012;12(1):78-82.
4. Nandamuri PP. An analysis of entrepreneurial orientation of management students [unpublished manuscript]. Warangal: IIM Business School; 2011.
5. Ram D, Singh MK, Chaudhary KP, Jayarani L. Entrepreneurial behaviour of women entrepreneurs in Imphal of Manipur. *Indian Research Journal of Extension Education*. 2013;13(2):31-35.
6. Rekha, Punia RK, Punia D, Hasija RC. Entrepreneurship among students. *Environment and Ecology*. 2012;30(1):172-178.
7. Santos FJ, Roomi MA, Liñán F. About gender differences and the social environment in the

development of entrepreneurial intentions. *Journal of Small Business Management*. 2016;54(1):49-66.

8. Seid GK. Agricultural orientation and job performance of undergraduate agriculture students [MSc (Agri) thesis]. Anand: Gujarat Agricultural University; 2015.