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Entrepreneurial attributes of vegetable growers: A study in Baloda bazaar-Bhatapara district of Chhattisgarh

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Abstract

India has immense potential for entrepreneurship development in terms of diversity of rural occupations. Vegetable production is one of the promising sectors of entrepreneurship development in India. Vegetable based industries are emerging as powerful engines for economic growth in rural India. Vegetable production as an enterprise is increasingly being recognized could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level. The study was conducted in Baloda bazaar -Bhatapara district to analyze the entrepreneurial attribute of vegetable growing farmers. Total of 120 farmers were selected for the study from two blocks of district. The Entrepreneurship Attributes Index was computed based on the seven entrepreneurship attributes were namely Innovativeness, Achievement motivation, Decision making ability, Economic motivation, Risk orientation, Leadership ability and Management orientation. It's found that, majority of the vegetable growers were having medium level of innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, management orientation and high level of leadership ability. A little less than two-third of the respondents were possessing medium level of the entrepreneurial attributes index.

Keywords: Entrepreneurship attribute index, entrepreneurial behaviour, vegetable growers, innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and management orientation

Introduction

Entrepreneurship contributes to development of a country in several ways, viz. assembling and harnessing the various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase quality and quantity, expanding the horizons of the market and coordinating and managing the manufacturing unit at various levels. The development of entrepreneurship is directly related to the socio-economic development of the society. Entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment.

An entrepreneur is someone who produces for the market. An entrepreneur is a determined and creative leader, always looking for opportunities to improve and expand his business. An entrepreneur likes to take calculated risks, and assumes responsibility for both profits and losses. Farmers those who are progressive cannot be identified as agricultural entrepreneurs but those who are entrepreneurs, are essentially progressive farmers. The entrepreneur is an economic man, who strives to maximize his profits by innovations. He is a man with a will to act, to assume risk and to bring about a change through organization of human efforts.

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India has immense potential for entrepreneurship development in terms of diversity of rural occupations. Vegetable production is one of the promising sectors of entrepreneurship development in India. Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. There are many factors that influence the entrepreneurial behavior of human beings. Entrepreneurial behaviour can be attributed as the change in knowledge, skills and attitude of entrepreneurs in the enterprise they have taken up. In the present scenario, entrepreneurship development in agriculture and food sector is a key driver for promoting and sustaining the momentum of growth and providing employment. In this backdrop, this study has aimed to investigate the entrepreneurial attribute of vegetable growers, the factors contributing towards entrepreneurial attribute and their associations with their personal and socio-economic traits were taken up. Vegetable based industries are emerging as powerful engines for economic growth in rural India. Therefore, it was intended to undertake this study.

Vegetable production as an enterprise is increasingly being recognized could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level. A sustainable and financially viable vegetable farming, which will generate income and self-employment through entrepreneurship, is the need of the day. Considering these facts, the present study "A Study on Entrepreneurial Attributes of Vegetables Growing Farmers in Baloda Bazar, Bhatapara District of Chhattisgarh" was designed, to analyze the entrepreneurial attribute of vegetable growing farmers in Baloda bazar-Bhatapara district of central Chhattisgarh

Material and Methods

The study was conducted in Baloda bazaar -Bhatapara district of Chhattisgarh. Four villages selected from the Bhatapara block were Tikuliya, Tarenga, Dhurbandha and Karhi Bazar whereas Tarponga, Ameri, Pendri and Budgahan, were selected from the Simga block. Fifteen vegetable growers from each selected village were selected randomly, out of the prepared list of total vegetable growers of the selected villages. Thus, a total of 120 farmers (15x 8=120) were selected for the study.

The Entrepreneurship Attributes Index was computed based on the seven entrepreneurship attributes were namely Innovativeness, Achievement motivation, Decision making ability, Economic motivation, Risk orientation, Leadership ability and Management orientation. The Entrepreneurship Attribute Index was computed with the help of following equation:

$$EAI = \frac{O_bS (I+Am+Dma+Em+Ro+La+Mo)}{MO_tS}$$

Where,

EAI = Entrepreneurship Attribute Index

O_bS = Obtained Score (Sum of individual entrepreneurship attributes)

I = Innovativeness,

Am= Achievement motivation,

Dma= Decision making ability,

Em= Economic motivation,

Ro= Risk orientation,

La= Leadership ability

Mo= Management orientation

MO_tS= Maximum Obtainable Score (Sum of all entrepreneurship attributes)

The data were collected through personally interviewing the vegetable growers with the help of pre-tested structured interview schedule, in local dialect. Collected data was tabulated and processed by using appropriate statistical tools and methods.

Result and Discussion

Determinants of entrepreneurial attributes of the vegetable growers: The Entrepreneurial behaviour of an entrepreneur is a complex of various attributes. Attribute is a quality or feature regarded as a characteristics or inherent part of some or something. In our study, seven important entrepreneurial attributes of vegetable growing farmers viz., Innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and management orientation were considered. Based upon these entrepreneurial attributes, the entrepreneurial attribute index was calculated.

Innovativeness

Innovativeness refers to the attribute pattern of a vegetable growing farmer who has interest and desire to seek changes in farming techniques and is ready to introduce such changes into his operations when practical and feasible.

The table 1 displayed that the majority (78.33%) of the respondents had medium innovativeness, followed by a little more than one fifth (20.83%) having high innovativeness, whereas, only one respondent was found to be in the category of low innovativeness (0.83%).

The findings are in line with the results reported by Murali and Jhumanti (2003) [2], Nagabhushan (2003) [3], Tyagi *et al.* (2003) [7] and Palmurugun (2006) [4], who pinpointed that majority of the respondents, were under medium level of innovativeness.

Table 1: Distribution of vegetable growers with regard to innovativeness

Sl. No.	Category	Frequency	Percentage
1	Low (<61.38)	01	0.83
2	Medium (61.39-68.60)	94	78.33
3	High (>68.60)	25	20.83

Achievement motivation

Achievement motivation is the desire for excellence to attain a sense of personal accomplishment. Table 2 shows that majority (77.50%) of the respondents had medium achievement motivation whereas, only 12.50 per cent respondents had high achievement motivation, followed by ten per cent of the respondents having low achievement motivation.

Table 2: Distribution of vegetable growers with regard to Achievement motivation

Sl. No.	Category	Frequency	Percentage
1	Low (<64.35)	12	10.00
2	Medium (64.36-71.30)	93	77.50
3	High (>71.30)	15	12.50

The results are in conformity with the findings of Murali and Jhamtani (2003) [2], Sah and Palmurugun (2006) [4], who found

that majority of the respondents, had medium level of achievement motivation.

Decision making ability

The decision making ability of a farmer is the degree of weighting the available alternatives in terms of their desirability and their likelihood and choosing the most appropriate one, for achieving maximum profit on his farming.

Tables 3 showed that majority (89.17%) of the respondents were in the medium category of farm decision making ability. Only 8.33 per cent of the respondents were in low decision making ability category followed by 2.50 per cent in high decision making ability category.

Table 3: Distribution of vegetable growers with regard to Decision making ability

Sl. No.	Category	Frequency	Percentage
1	Low (<79.92)	10	8.33
2	Medium (79.93-87.29)	107	89.17
3	High (>87.29)	03	2.50

The findings get support of earlier finding of Paul (1998) [5] and Nagbhusnam (2003) [3] who reported that the majority of the respondents had medium level of decision making ability.

Economic motivation

Economic motivation refers to the values or attitudes which attach greater importance to profit maximization as the ends and means.

Tables 4 showed that majority (86.67%) of the respondents were in the medium category of Economic motivation. Only 8.33 per cent of the respondents were in low category of economic motivation, followed by 5.0 per cent in the category of high economic motivation.

Table 4: Distribution of vegetable growers with regard to Economic motivation

Sl. No.	Category	Frequency	Percentage
1	Low (<79.20)	10	8.33
2	Medium (79.21-86.83)	104	86.67
3	High (>86.83)	06	5.00

Risk orientation

Risk orientation is the degree to which a farmer is oriented towards risk and uncertainty and has courage to face the problem in cultivation of vegetable.

Table 5 reflect that more than half (58.33%) of the respondents were under the medium category of risk orientation. It was followed by low risk orientation (24.17%) and high (17.50%) level of risk orientation.

Table 5: Distribution of vegetable growers with regard to Risk orientation

Sl. No.	Category	Frequency	Percentage
1	Low (<70.71)	29	24.17
2	Medium (70.72-78.49)	70	58.33
3	High (>78.49)	21	17.50

The findings are in concurrence with the result of Banerjee and Talukdar (1997), Murali and Jhamtani (2003) [2], Tyagi *et al.* (2003) [7], Sah (2005) [6] and Palmurugan (2006) [4], who reported that majority of the respondents, involved in farming and allied activities had medium level of risk taking ability.

Leadership ability

Leadership ability is the degree to which an individual initiate or motivate the action of other. Perusal of Table 6 indicated that majority (45.83%) of the respondents were in high level of leadership ability. It was followed by medium (37.50%) and low (16.67%) level of leadership ability.

Table 6: Distribution of vegetable growers with regard to Leadership ability

Sl. No.	Category	Frequency	Percentage
1	Low (<7.484)	20	16.67
2	Medium (7.485-9.980)	45	37.50
3	High (>9.980)	55	45.83

Management Orientation

The management orientation of a vegetable growing farmer comprises of three components viz., planning, production, and marketing. The management orientation is computed based upon its three components. Firstly we will discuss regarding the overall management orientation and then its components one by one. Management orientation is the degree to which a farmer is oriented towards scientific farm management comprising planning, production and marketing function on his farm.

The Table 7 displayed that majority (70.00%) of the respondents had medium management orientation. It was followed by a little more than one fifth (21.67%) having low management orientation whereas, only 8.33 per cent respondents were found to be in the category of high management orientation.

Table 7: Distribution of vegetable growers with regard to Management Orientation

Sl. No.	Category	Frequency	Percentage
1	Low (<63.24)	26	21.67
2	Medium (63.25-75.13)	84	70.00
3	High (>75.13)	10	8.33

Above findings are supported by earlier studies of Murali and Jhamtani (2003) [2], Sah (2005) [6] and Palmurugan (2006) [4], who reported that majority of the respondents belonged to the medium category of management orientation.

a. Planning: Planning is a process which involves studying the past and present in order to forecast the future and in the light of that forecast determining the goals to be achieved and what must be done to reach them. Planning is an analytical intellectual activity of deciding the goal and way to reach to it as the most appropriate course of action.

The following Table 8 displayed that majority (74.16%) of the respondents had medium planning attribute. It was followed by a little more than one fourth (25.84%) having low planning attribute whereas, none of the respondents were found to be having high planning attribute.

Table 8: Distribution of vegetable growers with regard to planning

Sl. No.	Category	Frequency	Percentage
1.	Low (<1.73)	31	25.84
2.	Medium (1.74-4.71)	89	74.16
3.	High (>4.71)	00	0.00

Production: Production is the process of making or creating something from components as the amount of something that was made as harvested.

The Table 9 displayed that majority (82.50%) of the respondents had medium production attribute. It was followed by only 9.17 per cent having low production attribute whereas, only 8.33 per cent respondents found to be in the category of high production attribute.

Table 9: Profile of vegetable growers with regard to Production

Sl. No.	Category	Frequency	Percentage
1.	Low (<17.14)	11	9.17
2.	Medium (17.15-21.40)	99	82.50
3.	High (>21.40)	10	8.33

b. Marketing: Marketing is the study and management of exchange relationship it can be defined as the activity, set of institutions, and process for creating, communicating, and exchanging offerings that have value for customers, clients, partners and society at large.

The Table 10 displayed that majority (71.67%) of the respondents had medium marketing attribute. It was followed by a little less than one fourth (22.50%) having high marketing attribute, whereas, only 5.83 per cent respondents were found to be in the category of possessing low marketing attribute.

Table 10: Distribution of vegetable growers with regard to marketing

Sl. No.	Category	Frequency	Percentage
1.	Low (<20.42)	07	5.83
2.	Medium (20.43-21.40)	86	71.67
3.	High (>21.40)	27	22.50

Entrepreneurial Attribute Index

The Entrepreneurial Attribute Index of the respondents was considered as the dependent variable for the study. The overall entrepreneurial attribute index was derived from the seven entrepreneurial indices considered in the study viz., innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and management orientation. The different entrepreneurial attributes are discussed individually in the previous sections. The Entrepreneurial Attribute Index are compiled and presented in the following table 11.

Table 11: Entrepreneurial Attribute Index of the respondents

Sl. No.	Category	Frequency	Percentage
1	Low (<207.51 EAI)	26	21.67
2	Medium (207.52-217.28 EAI)	76	63.33
3	High (>217.28 EAI)	18	15.00

EAI= Entrepreneurial Attribute Index

The above table 11 revealed that a little less than two-third of the respondents (63.33%) were possessing medium level of the entrepreneurial attribute, followed by a little more than one-fifth of the respondents (21.67%) having low level of the entrepreneurial attribute and the rest fifteen per cent of the respondents were found to be having high entrepreneurial attribute.

Conclusion

Majority (78.33%) of the respondents were having medium innovativeness, medium achievement motivation (77.50%), medium category of farm decision making ability (89.17%), medium category of Economic motivation (86.67%), medium category of risk orientation (58.33%), high level of leadership ability (45.83%), medium management orientation (70.00%).

A little less than two-third of the respondents (63.33%) were possessing medium level of the entrepreneurial attributes, followed by a little more than one- fifth of the respondents (21.67%) having low level of the entrepreneurial attributes and the rest fifteen per cent of the respondents were found to be having high entrepreneurial attribute index.

Majority of the vegetable growers were having medium level of innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, management orientation and high level of leadership ability. A little less than two-third of the respondents were possessing medium level of the entrepreneurial attributes index.

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