

Entrepreneurial behaviour of dairy farmers in western Maharashtra, India

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ABSTRACT

The investigation was conducted during March to July months of 2010 to study the entrepreneurial behaviour of dairy farmers in Western Maharashtra region of India by selecting 150 respondents through proportionate random sampling. A pre-tested structured interview schedule was used to collect the information through personal interview method. Data were analyzed by using frequency, percentage, correlation co-efficient and multiple regression tests. Majority of dairy farmers (75.34%) belonged to medium level of innovativeness and had high achievement motivation (55%) with medium decision making ability (82%). About 58 per cent dairy farmers had medium risk orientation, with moderate coordinating and planning ability (59% and 44%, respectively). The data revealed that 56.67 per cent dairy farmers had medium information seeking behaviour with medium level of cosmopolitaness (55 %) possessing high self confidence (49%). The overall study revealed that dairy farmers had medium entrepreneurial behaviour. It could be observed that education, land holding, annual income, social participation, information seeking, economic motivation, scientific orientation and market orientation showed positive and significant relationship at 0.01 level of probability, whereas livestock possession and experience in dairying showed positive and significant correlation but only age showed negative and significant correlation at 0.05 level of probability with entrepreneurial behaviour. The co-efficient of determination (R^2) of the independent variables was 0.7631 in the present study.

KEY WORDS : Dairy farmers, Entrepreneurial behaviour

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The importance of dairy farming as subsidiary occupation to agriculture has been stressed by National Commission on Agriculture (1976) since it provides continuous income and improves dietary standards of family by supplementing income and reducing unemployment to large number of rural masses in India. The advent of 'Operation flood' has made the farmers in rural areas to realize the importance of dairy units as the potential source of income

and employment. Hence, entrepreneurship development plays an important role in dairy enterprise to make dairying as most profitable sector.

Entrepreneurship has been accepted globally as an effective tool for widening the entrepreneurial base for those who have poor financial resources or managerial background. Entrepreneurship contributes to multidimensional development in several ways, viz., assembling and harnessing various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity, expanding the horizons of the market, and coordinating and managing the manufacturing unit at various levels. Dairy entrepreneurship plays important economic, social and political roles in employment creation and resource utilization. The dairy entrepreneurs are key persons who promote economic growth and technological change leading to socio-economic development of the society.

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