

RESEARCH ARTICLE :

Entrepreneurial behaviour of vegetable growers

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SUMMARY : In all 80 vegetable growers from four tahsils were selected by proportionate random sampling for study. The data were collected by personally interviewing the respondents with the help of structured interview schedule. Collected data were carefully examined, classified, quantified and tabulated. Frequencies, mean, standard deviation, correlation of co-efficient analysis were employed for interpreting the results. Findings revealed that more than half of the respondents (52.50%) belonged to middle age group, majority of the respondents (38.75 %) were educated up to high school level, more than half of the respondents (68.75%) had medium family size, majority of the respondents (37.50%) possessed semi medium category of land holding (2.01 to 4.00 ha), more than half of the respondents (57.50%) had medium (8 to 23 years) experience in vegetable cultivation, majority of respondents (30.00%) had medium annual income *i.e.* Rs 50,001/- to 1,00,000/-. More than half of the respondents (56.25%) had medium range of extension contact, relatively higher per centage of the respondents (93.75%) had well or tube well as their source of irrigation, majority of the respondents (51.25%) sold their vegetable produce in taluka market. Three fourth of the respondents (78.75%) of respondents were having medium labour availability (4 to 11 labours) for working on their farm. More than half (58.75 %) of vegetable growers belonged to medium category of entrepreneurial behaviour index. In case of innovativeness the more than half of the respondents (66.25%) had medium level of innovativeness, majority of the respondents (62.50%) had medium level of achievement motivation, more than half of the respondents (68.75%) fell into medium category of decision making ability, more than half of the respondents (60.00%) fell under medium category of economic motivation, more than three fourth of the vegetable growers (76.25%) had medium level of risk orientation, more than half of the respondents (67.50%) belonged to medium level of leadership ability, more than half of the respondents (65.00%) had medium management orientation. Findings of relational analysis revealed that among selected variables education, family size, land holding, annual income, extension contact, access to market, labour availability showed positively and significant relationship with entrepreneurial behaviour. Whereas other variables like age, experience in vegetable cultivation and irrigation facilities had non-significant relationship with their entrepreneurial behaviour.

KEY WORDS:

Entrepreneurial behaviour, Vegetable growers, Relationship

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BACKGROUND AND OBJECTIVES

Vegetables play a vital role in our daily diet. Vegetables are considered as protective

food and contain most of the nutrients but, they are particularly important for their mineral and vitamin content. Vegetables also provide

large quantities of carbohydrates and proteins required for human system. That is why, people in every walk of life have started consuming more fresh vegetables than earlier. This has made the growing of vegetable crops vitally important.

Vegetables also play a significant role in overcoming the common disorders like nutritional anaemia, night blindness, xerophthalmia and karatomalacia. They also play an important role in neutralizing the acids produced during digestion of proteins and fatty acids and providing valuable roughages which promote digestion and help in preventing constipation.

Due to increase in population, socio-economic inequality, fragmentation of land and decrease in per capita land area, growing of vegetables is the best alternative for the farmers as the productivity of vegetables per unit area is 5 to 8 times higher than the field crops. Vegetables produce higher yield within a short span of life-cycle and could be a better source of income to the farmers.

The specific objectives :

- To study the profile of vegetable growers.
- To study the entrepreneurial behaviour of vegetable growers.
- To study the relationship between profile of vegetable growers with their entrepreneurial behaviour.
- To identify the constraints faced by vegetable growers in vegetable cultivation.

RESOURCES AND METHODS

Amravati district was purposively selected for the study. The study was conducted in Achalpur, Amravati, Chandur railway, Morshi Tehsil of Amravati district. The farmers were interviewed with the help of structured interview schedule personally. From four tehsil 80 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, family size, land holding, experience, annual income, extension contact, irrigation facilities, access to market, labour availability, and entrepreneurial behaviour.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data were collected. Mean, S.D. and co-efficient correlation methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

Relation analysis:

In order to find out the relationship of the selected characteristics of respondents with their entrepreneurial behaviour, correlation co-efficient were worked out. The findings are presented in this part.

Relationship of selected characteristics of respondents with their knowledge :

The correlation of co-efficient of entrepreneurial behaviour with profile of the respondents have been furnished in Table 1.

On critical examination in Table 1, it reveals that those among selected variables education, land holding were positively significant with entrepreneurial behaviour at 0.05 level of probability. While family size, annual income, extension contact, access to market, labour availability were positively significant with entrepreneurial behaviour at 0.01 level of probability, therefore, the Null hypotheses was rejected for these characteristics stating that these exists significant relation between these characteristics and entrepreneurial behaviour.

The variables like age, experience in vegetable cultivation and irrigation facilities did not show any significant association with entrepreneurial behaviour. The Null hypotheses for these variables were, therefore, accepted. The study on entrepreneurial behaviour was also studied by Chandra (2005); Nagesh (2006); Nagesha

Table 1 : Co-efficient of correlation of characteristics of the respondents with entrepreneurial behaviour

Sr. No.	Variable	'r' value
1.	Age	0.0906 ^{NS}
2.	Education	0.2722*
3.	Family size	0.3216**
4.	Land holding	0.3086*
5.	Experience in vegetable cultivation	0.1438 ^{NS}
6.	Annual income	0.5594**
7.	Extension contact	0.4907**
8.	Irrigation facilities	0.1489 ^{NS}
9.	Access to market	0.5818**
10.	Labour availability	0.4706**

* and ** indicate significance of values at P=0.05 and 0.01, respectively
NS=Non-significant

(2005); Patel *et al.* (1999), Sudhakar and Tamilselvi (2010) and Thakare (2013).

Conclusion:

The findings revealed that, more than half (58.75 %) of vegetable growers belonged to medium level entrepreneurial behaviour.

Out of ten selected characteristics age, experience in vegetable cultivation and irrigation facilities were found to be having non- significant relation with entrepreneurial behaviour.

The study also indicate that education, family size, land holding, annual income, extension contact, access to market and labour availability, showed positive and significant relationship with entrepreneurial behaviour. The entrepreneurial behaviour of vegetable growers increased may be due to better education, land holding, annual income, extension contact and labour availability.

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