

RESEARCH ARTICLE :

To study the entrepreneurial behaviour of gerbera growers from Ahmednagar district

ARTICLE CHRONICLE :

■ **M.T. PATHAN AND J.H. GAIKWAD**

Received :

05.08.2016;

Revised :

04.10.2016;

Accepted :

20.10.2016

SUMMARY : Gerbera is an exotic/ornamental flower plant grown throughout the world and known as “African Daisy” (or) “Transwal Daisy”. This flower originated from Africa and Asian continents and belongs to “Compositae” family. The entrepreneurial behaviour is not necessarily doing new things but also doing things in a new way that has been already done. The present investigation aimed at knowing the entrepreneurial behaviour of gerbera growers in Ahmednagar district of Maharashtra State. So, the exploratory research design was used for the present study. In Ahmednagar district there are three tehsil, of namely Newasa, Rahuri and Rahata will be purposively selected. Thus, in total 12 villages will be selected for the study. Forty respondents from each will be selected form three tehsils, namely: Newasa, Rahata and Rahuri in all 120 respondents will be selected.

How to cite this article : Pathan, M.T. and Gaikwad, J.H. (2016). To study the entrepreneurial behaviour of gerbera growers from Ahmednagar district. *Agric. Update*, 11(4): 430-433; DOI : 10.15740/HAS/AU/11.4/430-433.

KEY WORDS :

Entrepreneurial,
Behaviour, Gerbera
growers

BACKGROUND AND OBJECTIVES

India is bestowed with diverse agro-climatic and ecological conditions, which are favourable to grow all types of commercially important flowers generally found in different parts of the world. Gerbera is an exotic/ornamental flower plant grown throughout the world and known as “African Daisy” (or) “Transwal Daisy”. This flower originated from Africa and Asian continents and belongs to “Compositae” family. The entrepreneurial behaviour is not necessarily doing new things but also doing things in a new way that has been already done. The entrepreneur is an economic man who strives to maximize his profits by adoption of innovations. However,

entrepreneurs are not simply innovators, they are mean with a will to act, to resume risk and to bring a changes through organization of human efforts. The present study was conducted in Ahmednagar district of Maharashtra State. This study is important to know the socio-personal and psychological characteristics of gerbera growers. This study can also be useful to the extension workers to solve the problems of gerbera growers. With specific objective; To study the entrepreneurial behaviour of gerbera growers from Ahmednagar district. Majority of the respondents (65.00%) had medium level of entrepreneurial behaviour, whereas 15.00 per cent and 20.00 per cent of the respondents

Author for correspondence :

M.T. PATHAN

Department of
Extension Education,
Mahatma Phule Krishi
Vidyapeeth, Rahuri,
AHMEDNAGAR (M.S.)
INDIA

See end of the article for
authors' affiliations

had high and low level of entrepreneurial behaviour.

RESOURCES AND METHODS

The present study was conducted in Ahmednagar district of Maharashtra State. The present investigation aimed at knowing the entrepreneurial behaviour of gerbera growers in Ahmednagar district of Maharashtra State. So, the exploratory research design was used for the present study. In Ahmednagar district there are three tehsil, of namely Newasa, Rahuri and Rahata will be purposively selected on the basis of farmers who had the highest gerbera production. From each of the selected tehsils, 4 villages will be randomly selected from the list of villages covered in the farmers who had the highest gerbera production. Thus, in total 12 villages will be selected for the study. Forty respondents from each will be selected from three tehsils, namely: Newasa, Rahata and Rahuri in all 120 respondents will be selected.

OBSERVATIONS AND ANALYSIS

The results obtained from the present study as well as discussions have been summarized under following heads:

Entrepreneurial attributes of gerbera growers :

Overall entrepreneurial attribute :

It is evident from Table 1 that most of the respondents medium level of entrepreneurial behaviour. 65.00 per cent of It respondents had medium level of entrepreneurial behaviour, 15.00 per cent and 20.00 per cent of the respondents had high and low level of entrepreneurial behaviour, respectively.

From the above Table 2, it is clear that majority of the respondents (60.83%) had medium level of innovativeness, whereas 18.34 per cent had high level of innovativeness and 20.83 per cent of the respondents had low level of innovativeness.

It is clearly evident that 70.00 per cent, which are majority of the respondents had medium level of achievement motivation whereas 11.67 per cent and 18.33 per cent of the respondents had high and low level of achievement motivation, respectively (Table 3).

It was observed from the above Table 4 that 74.16 per cent the respondents had intermediate decision making ability category. However, 15.00 per cent had less rational decision making ability and only 10.84 per cent of the respondents had rational decision making ability.

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (upto 132.00)	24	20.00
2.	Medium (133.00 to 152.00)	78	65.00
3.	High (153.00 and above)	18	15.00
	Total	120	100.00

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (27.00)	25	20.83
2.	Medium (28.00 to 42.00)	73	60.83
3.	High (43.00 and above)	22	18.34
	Total	120	100.00

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (upto 10.00)	22	18.33
2.	Medium (11.00 to 14.00)	84	70.00
3.	High (15.00 and above)	14	11.67
	Total	120	100.00

It is observed from Table 5 that 61.67 per cent of the respondents had medium level of economic motivation; however, 23.33 per cent and 15.00 per cent of the respondents had high low level of economic motivation, respectively.

It is observed from Table 6 that 70.84 per cent of the respondents had medium level of leadership ability, whereas 15.00 per cent and 14.16 per cent of the respondents had high low level of leadership ability, respectively.

The Table 7 shows that 62.50 per cent of the respondents had medium level of management orientation, whereas 20.00 per cent and 17.50 per cent of the respondents high and low level of management orientation, respectively. Similar work related to the

present investigation was also done by Jadhav (2009); Kadam and Nirban (2004) and Kumar *et al.* (2003).

Conclusion :

Majority of the respondents (65.00%) had medium level of entrepreneurial behaviour, whereas 15.00 per cent and 20.00 per cent of the respondents had high and low level of entrepreneurial behaviour, respectively.

Majority of the respondents (68.83%) had medium level of innovativeness, whereas 18.34 per cent had high level of innovativeness and 20.83 per cent of the respondents had low level of innovativeness.

Majority of the respondents (70.00%) had medium level of achievement motivation, whereas 11.67 per cent and 18.33 per cent of the respondents had high and low

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Less rational (upto 11.00)	18	15.00
2.	Intermediate (12.00 to 16.00)	89	74.16
3.	Rational (17.00 to above)	13	10.84
	Total	120	100.00

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (upto 28.00)	18	15.00
2.	Medium (29.00 to 34.00)	74	61.67
3.	High (35.00 and above)	28	23.33
	Total	120	100.00

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Low (up to 2.00)	17	14.16
2.	Medium (3.00 to 5.00)	85	70.84
3.	High (6.00 and above)	18	15.00
	Total	120	100.00

Sr. No	Category	Respondents	
		Frequency	Percentage
1.	Low (upto 40.00)	21	17.50
2.	Medium (41.00 to 51.00)	75	62.50
3.	High (52.00 and above)	24	20.00
	Total	120	100.00

level of achievement motivation, respectively. 74.16 per cent of the respondents had intermediate decision making ability. However, only 15.00 per cent and 10.84 per cent of the respondents had less rational and rational decision making ability, respectively. 61.67 per cent of the respondents had medium level of economic motivation; however, 23.33 per cent and 15.00 per cent of the respondents had high and low level of economic motivation, respectively. 70.84 per cent of the respondents had medium level of leadership ability, whereas 15.00 per cent and 14.16 per cent of the respondents had high and low level of leadership ability, respectively. 62.50 per cent of the respondents had medium level of management orientation, whereas 20.00 per cent and 17.50 per cent of the respondents had high and low level

of management orientation, respectively.

Authors' affiliations :

J.H. GAIKWAD, Department of Extension Education, Mahatma Phule Krishi Vidyapeeth, Rahuri, AHMEDNAGAR (M.S.) INDIA

REFERENCES

Jadhav, H.A. (2009). Entrepreneurial behaviour of floriculture growers of Maval tahsil of Pune. M.Sc. (Ag). Thesis, Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar, M.S. (INDIA).

Kadam, S.S. and Nirban, A.J. (2004). Problems production and marketing of flowers. *Asian J. Extn. Edu.*, **23** (2) : 178-181.

Kumar, Vijay K. , Pochaiah, M. and Reddy, Raghupathi G. (2003). Correlates of entrepreneurial behaviour of floriculture farmers. *Manage. Extn. Res. Rev.*, **4** (1): 153-164.

11th
Year
★★★★★ of Excellence ★★★★★