

**RESEARCH ARTICLE :**

# Agri-preneurship development through gerbera cultivation

**■ Jayprakash H. Gaikwad****ARTICLE CHRONICLE :****Received :**

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**SUMMARY :** Maharashtra is a significant producer and global exporter of gerbera and rose. It is the largest producer of gerbera in the country. It has accomplished this horticulture success and exports in 2009, with just 12.00 per cent of its cultivated land dedicated to floriculture. Hundreds of families engaged in cultivation of gerbera in Maharashtra. 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 changes through organization of human efforts (Dannof, 1949). Now it is felt that, the economic growth and development of advanced countries is largely increased due to entrepreneurship among their community rather than to capital. However, entrepreneurs are not simply innovators, they are mean with a will to act, to resume risk and to bring changes through organization of human efforts (Dannof, 1949). Now it is felt that, the economic growth and development of advanced countries is largely increased due to entrepreneurship among their community rather than to capital. The specific objectives of the study were to study the entrepreneurial behaviour of gerbera growers. The present study was conducted in Ahmednagar District of Maharashtra state. Ahmednagar district was purposively selected as it has the maximum area under gerbera cultivation and ranks first in production. The data was collected by interviewing 120 gerbera growers with well-designed and pre-tested schedules. Later simple mean, percentage, standard deviation and correlation co-efficient were used to know the relationship between selected independent and dependent variables. The study revealed that majority of the gerbera growers had medium level of entrepreneurial behaviour, followed by low and high level of entrepreneurial behaviour. This might be because of their medium level of innovativeness, achievement motivation, decision making ability, economic motivation, leadership ability and management orientation.

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**Author for correspondence :****Jayprakash H.****Gaikwad**Department of  
Agricultural Extension,  
Agriculture Technology  
School, Puntamba,  
Ahmednagar (M.S.) India  
Email: [jh\\_gaikwad@rediffmail.com](mailto:jh_gaikwad@rediffmail.com)**BACKGROUND AND OBJECTIVES**

Floriculture is considered as the most colourful sector of horticulture, which includes

flowers, foliages, potted, ornamental and green plants. The use of floriculture product is no longer confined to religious ceremonies but is now increasingly being used for bouquets,

decorations and various levels; the demand for floriculture products has increased significantly. It is one of the fastest growing segments of the horticulture, having potential for providing enhanced returns to the farmers besides providing employment opportunities to unemployed youth.

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. 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.

## 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 (40) respondents from each will be selected form 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 form 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.

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

From the 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.

It was observed from the 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

**Table 3 : Distribution of respondents according to their achievement motivation (n=120)**

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

**Table 4 : Distribution of respondents according to their decision making ability (n=120)**

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

**Table 5 : Distribution of respondents according to their economic motivation (n=120)**

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

**Table 6 : Distribution of respondents according to their leadership ability (n=120)**

Sr. No.	Category	Respondents	
		Frequency	Percentage
1	Low (upto 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

**Table 7: Distribution of respondents according to their management orientation (n=120)**

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

of the respondents had rational decision making ability.

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 investigation was also carried out by Bhagyalaxmi *et al.* (2003); Chauhan and Patel (2003); Jadhav (2009); Kadam and Nirban (2004); Kumar *et al.* (2012) and Vijay 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 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.

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