

RESEARCH ARTICLE :

Correlates of entrepreneurial behaviour of floriculture farmers

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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 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. The present study was conducted in Ahmednagar District of Maharashtra State. The present investigation aimed at knowing the Correlates of 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 was 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 was selected for the study. Forty (40) respondents from was form three tehsils, namely: Newasa, Rahata and Rahuri in all 120 respondents was selected. The findings are as follows; 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.

KEY WORDS:

Entrepreneurial behaviour,
Floriculture farmers

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BACKGROUND AND OBJECTIVES

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 correlates of 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 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 correlates of 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 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:

Correlates of 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.

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

Table 1: Distribution of respondents according to their overall entrepreneurial behaviour (n=120)

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

Table 2 : Distribution of respondents according to their innovativeness (n=120)

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

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.

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

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

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 (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

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 high and low level of management orientation, respectively (Jadhav, 2009 and Kadam and Nirban, 2004).

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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