

**RESEARCH ARTICLE :**

Entrepreneurial behaviour of sugarcane growers in Northern Karnataka

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SUMMARY : The present study was conducted in Belagavi and Bagalkote district in north Karnataka during the year 2018-19 with the objectives to Assess the entrepreneurial behaviour of Sugarcane growers. *Ex-post-facto* research design was undertaken for the present study. The findings of the study revealed majority (40.83 %) of the respondents belong to medium entrepreneurial behaviour category. While, 33.34 per cent of respondents belonged to high entrepreneurial behaviour and 25.83 per cent of farmers belong to low entrepreneurial behaviour category. Majority (46.67 %) of the respondents had medium innovativeness. Whereas, 35.00 per cent were in low innovativeness and 18.33 per cent of the respondents were in high innovativeness category, respectively. In other variables majority of respondents are belonged to medium level *viz.*, decision making ability, information seeking ability, risk taking ability, leadership ability, achievement motivation.

KEY WORDS :

Innovativeness,
Decision making
ability, Information
seeking ability, Risk
taking ability,
Leadership ability,
Achievement
motivation,
Cosmopolitness

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BACKGROUND AND OBJECTIVES

An entrepreneur is also a financial man who seeks to increase his earnings by identifying innovations and adopting them. It is possible to stimulate the progress of entrepreneurship and entrepreneurs by setting the supporting organizations and intentional creative action that stimulates changes and fully promotes competent people and organizations. Education and training is claimed to contribute considerably to entrepreneurship growth. Sugarcane is the most prominent worldwide crop due to its strategic position and immense uses in the daily life of almost all nation as well as for industrial

uses targeted at nutritional and economic sustenance. Sugarcane is regarded not merely as a sugar crop, as it progressively assumes the status of energy crop. About 7.5 per cent of Indian rural population and many workers are involved indirectly in sugarcane processing. However, the fact that sugarcane fetch the better price than the many other crops will also attract farmers to grow this crop. The present study was undertaken with the objective: To study the entrepreneurial behaviour of sugarcane growers.

RESOURCES AND METHODS

In the present investigation, *Ex-post-*

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facto research design was used. The study was conducted in Belagavi and Bagalkot district of Karnataka during the year 2018-19. Belagavi and Bagalkot district has been purposively selected for the study because of the highest sugarcane crop in this area. In Belagavi district, two taluks *viz.*, Gokak and Athani were selected based on highest area and in Bagalkot district, *viz.*, Jamkhandi, Badami, were selected based on highest area. Three village from each taluk selected based on the highest area and production, from each village five respondents will be selected randomly. Thus, the total sample size will be 120.

OBSERVATIONS AND ANALYSIS

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

Entrepreneurial behaviour of sugarcane growers:

Overall entrepreneurial behaviour:

It is evident from the Table 1 that about 40.83 per cent of the respondents belonged to medium entrepreneurial behaviour category. Whereas, 33.34 per cent were in high entrepreneurial behaviour category and 25.83 per cent of the respondents were in low entrepreneurial behaviour category. The reason for this might be medium levels of innovativeness, decision making ability, information seeking ability, risk orientation, leadership ability and achievement motivation. The research results were consistent with the findings of Yashwanth (2018).

Innovativeness:

It was evident from Table 2 that about 46.67 per cent of the sugarcane growers were found in medium level of innovativeness. The tendency may be because of the unconventional farmers of sugarcane generally have more favourable attitude towards the implementation of the modern technologies. While,

medium innovativeness is due to moderate involvement of sugarcane farmers in extension activities and programmes of the mass media. Although low innovativeness may be because of the reality that farmers are waiting for other participants in their social system to embrace innovation and attain achievement in conjunction with their bad financial conditions, they may have been prevented from adopting fresh technologies who started low innovativeness of farmers could be because of less education and less involvement in social sector, leading to limited information about the new technologies. The research results were consistent with the findings of Rajendra Prasad (2016).

Decision making ability:

It is evident from the Table 2 that about 40.00 per cent of the respondents come under medium decision making ability. Decision-making in agriculture is very difficult, particularly in Indian circumstances, owing to still-changing agro-climatic circumstances and absence of stable price policy. The decision-making ability is focused on both the foresight and confidence of an individual. The reason is due to the reality that almost all farmers have been middle-aged, having largely free arms in making choices about adopting or rejecting innovation. Another reasonable explanation might be their expertise in sugarcane cultivation, which was at the right time and place helped them to choose the right option. The research results were consistent with the findings of Naveenkumar (2012).

Information seeking ability:

It is revealed from the Table 2 that, 43.34 per cent of the respondents had intermediate information seeking ability. The main reasons for this might be due to their exposure to various mass medias as well as interpersonal channels. This helps to gain more as well as innovative knowledge. The result will be an opportunity for the sugarcane growers to tackle and to improve with necessary ideas. However, significant proportion of

Table 1: Distribution of respondents based on overall entrepreneurial behaviour

(n= 120)

Sr. No.	Category	Frequency	Percentage
1.	Low (<104.90)	31	25.83
2.	Medium (104.90 – 113.76)	49	40.83
3.	High (>113.76)	40	33.34
	Total	120	100.0

Mean = 109.33 SD = 8.86

respondents had less information seeking behaviour due to the absence of the literacy about worth of information and absence of the interest. Which can be tackled by increasing their frequency of contact with extension agents and their use of mass media like television, radio, and newspaper. These variables are the reason for the orientation towards information seeking. Similar trend have been reported by Sharma *et al.* (2014).

Risk taking ability:

It is apparent from Table 2 that, 39.16 per cent of the respondents had medium risk taking ability followed by 35.84 and 25.00 per cent of the respondents having less and high risk taking ability, respectively. Individuals risk taking ability depends on psychological, private, socio-

economic features. The individuals with better land holding, more farming experience and better income had medium risk taking ability. This is proved from the results that due to the contact with the extension agents with the farmers might have increased the confidence and perception of the farmers about the improved technologies and to gain high income and by taking all the risk factors might have inferred the farmers to be in medium risk taking ability. Similar trend have been reported by Naveenkumar (2012).

Leadership ability:

The data in the Table 2 inferred that, 47.50 per cent of the respondents come under medium level of leadership ability. In certain management characteristics such as

Table 2: Distribution of respondents according to their entrepreneurial behavioural components

Sr. No.	Component	Categories	Frequency (No.)	Percentage (%)
1.	Innovativeness	Low (<20.18)	42	35.00
		Medium (20.18–22.07)	56	46.67
		High (>22.07)	22	18.33
		Mean: 21.13 SD: 1.89		
2.	Decision making ability	Low (<22.05)	39	32.50
		Medium (22.05 – 24.58)	48	40.00
		High (>24.58)	33	27.50
		Mean: 23.3 SD: 2.5		
3.	Information seeking behaviour	Low (<27.57)	32	26.66
		Medium (27.57– 34.10)	52	43.34
		High (>34.10)	36	30
		Mean: 30.83 SD: 6.54		
4.	Risk taking ability	Low (<10.44)	43	35.84
		Medium (10.44 – 11.28)	47	39.16
		High (>11.28)	30	25.00
		Mean: 10.86 SD: 0.84		
5.	Leadership ability	Low (<6.45)	33	27.50
		Medium (6.45 – 8.18)	57	47.50
		High (>8.18)	30	25.00
		Mean: 7.32 SD: 1.72		
6.	Achievement motivation	Low (<14.05)	32	26.67
		Medium (14.05– 15.72)	49	40.83
		High (>15.72)	39	32.50
		Mean: 14.55 SD: 1.98		
7.	Cosmopolitness	Low (<0.85)	26	21.67
		Medium (0.85– 01.82)	45	37.50
		High (>01.82)	49	40.83
		Mean = 1.33 SD = 0.96		

excellent understanding, oversight, etc., sugarcane farmers lack, because of their socio-economic status. The other factors may be many were in the group of middle age, had only high school education and had medium income levels. Their participation level in extension and cosmopolitness which will help to adopt other practices of agriculture prior to the others in his social system are also the main contributing factors. The types of farmers who are early adopters have been consulted for data by fellow farmers and are easily acknowledged as leaders. Similar trend have been reported by Vijay Kumar (2011).

Achievement motivation:

It is apparent from Table 2 that, 40.83 per cent of the respondents belonged to medium achievement motivation. Achievement motivation is the science of the personality factor which vary from person to person. It is presumed that achievement motivation force the individual towards reaching some goals, which will be set for himself. Higher the association with the individual, higher will be his efforts. This can be attributed to the social status of a respondent, who feels to keep greater goals. The research is accordance to the studies of Rajendra Prasad (2016).

Cosmopolitness:

It is revealed from Table 2 that, 40.83 per cent of the respondents belonged to high level of cosmopolitness. The reason for high cosmopolitness of the farmers is due to their socio-economic status was relatively good and they would frequently travel to neighbouring cities and towns to market their products. Hence, the cosmopolitness level is high. The results of the study

were in line with findings of Vijaya Kumar (2011).

Conclusion:

Most of the sugarcane farmers had medium entrepreneurial behaviour which is clear indication of the less progressiveness of the farmers. It, therefore, calls for all relevant research and development agencies, NGOs and private organisations to intensify instructional initiatives and the policy support scheme for sugarcane farmers.

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