

Entrepreneurial behaviour of papaya growers of Bidar and Gulbarga districts of North Karnataka

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ABSTRACT

The study was conducted to know the entrepreneurial behaviour of papaya growers of Bidar and Gulbarga districts which comes under North Eastern Transitional zone of Karnataka. The study revealed that majority of the respondents were in medium overall entrepreneurial behaviour category. Regarding different components of the entrepreneurial behaviour also, majority were in medium category. Education, land holding, annual income, extension participation, mass media participation, scientific orientation exhibited any achievement motivation had positive and significant relation with entrepreneurial behaviour of papaya growers.

INTRODUCTION

In spite of the progress made in production of papaya (*Carica papaya*) in Karnataka, the productivity is still quite low and the post harvest losses, are considerably higher. Improvement in quality standards of the produce and their marketing is the need of the hour to increase our share in the global market. An entrepreneur is primarily concerned with changes in the formula of production over which he has full control.

Further, it is commonly believed that an entrepreneur is basically an intelligent person and has a definite ability to create something new to prove its worthiness.

In a heterogeneous and stratified society like India, it is not adequately realized that the characteristics which distinguish entrepreneurship may not be only because of its

different state. Therefore, the entrepreneurial activity in a particular section of the population based on preset objectives has to be considered. In this regard, the role played by entrepreneurs also assumes greater importance. This necessitates conducting studies on the entrepreneurial behaviour of papaya growers. As a result of motivational efforts made by Government, many Entrepreneurs in Bidar and Gulbarga districts have started growing papaya crop. Hence, the present study has been undertaken with an objective to assess entrepreneurial behaviour of papaya growing farmers and the relationship of their personal attributes with entrepreneurial behaviour in Bidar and Gulbarga districts with the objectives to study the entrepreneurial behaviour of papaya growing farmers and to find out relationship of socio-economic characteristics with entrepreneurial behaviour of

papaya growers.

METHODS

The research design adopted for the study was ex-post-facto since the phenomenon had already occurred. The study was conducted during 2009 in selected taluks of Bidar and Gulbarga districts of North Karnataka. Out of these fifteen taluks from two districts, five talukas were selected which were the major areas that covered papaya cultivation. From each selected taluka, four villages were selected with highest area of papaya cultivation considered as the criteria. Six farmers from each village were selected for the study. The total sample size made was 120.

The seven selected components of entrepreneurial behaviour *viz.*, innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and management orientation were measured by using the suitable methods. A draft interview schedule against set objectives for measuring the variables of the study was first prepared and pre-tested with farmers in the non-sample area. The data collection was done by personal interview with the farmers. Percentage, mean, standard deviation and correlation were used to statistically analyze the data.

OBSERVATIONS AND ANALYSIS

The data regarding overall entrepreneurial behaviour of papaya growers are presented in Table 1. The data revealed that majority of the respondents were in medium level categories with regard to their entrepreneurial behaviour. It is surprising to know that very meagre percentage of papaya growers (15.00%) were in high entrepreneurial behaviour. This might be due to the low education status of the respondents who were educated only upto high school level. Further, majority fell under medium income level category reducing their risk bearing ability. The results are in conformity with the findings of Rao and De (2003).

The data presented in Table 2 regarding distribution of respondents according to their entrepreneurial behaviour components revealed that, with respect to economic motivation, majority of the respondents (64.77 %) had medium economic motivation, followed by 18.33 and 17.50 per cent of the respondents belonging to low and high economic motivation

groups, respectively. The probable reason for majority of respondents belonging to medium economic motivation might be because they had better exposure with various private companies and close interaction with extension personnel. The results are in accordance with the findings of Chauhan and Patel (2003).

With respect to innovativeness, majority (50.00%) of the respondents were in medium innovativeness category, however only 27.50 and 22.50 per cent of the respondents belonged to low and high innovativeness category, respectively. The medium innovativeness of farmers might be due to their middle age which must have restricted them to try out new things. Majority of the papaya growers belonged to medium land holding category and their level of education was only up to high school. All these factors might have contributed for their medium level of innovativeness. The results are in accordance with the findings of Bhagyalakshmi *et al.* (2003).

With respect to leadership ability, less than half of the respondents (58.33%) belonged to medium level of leadership ability, followed by 25.83 and 15.83 per cent of the respondents having low and high leadership abilities, respectively. The papaya growers lack in certain leadership qualities like good knowledge, supervision etc. the possible reason might be due to their socio-economic status. The other reasons being that majority were in middle age group, had only high school education and had medium income levels. The results are in consonance with the findings of Nagesha (2005).

With regard to farm decision making, nearly half of the respondent farmers (58.33%) belonged to intermediate category, followed by 25.83 and 15.83 per cent of farmers belonging to rational and less rational categories, respectively. This might be due to their medium annual family income and medium size of land holding. The other possible reason might be that decision making in farming especially under Indian conditions is very difficult due to ever changing agro-climatic conditions and lack of stabilized price policy. The results are in conformity with the findings of Suresh (2004).

Findings of achievement motivation revealed that majority (69.17%) of respondents had medium achievement motivation forces of the individual towards reaching some goals, which he has set for himself. Higher the motivation of the individual, higher will be his efforts. This predominant medium motivation levels can be attributed to the social and economic status of a respondent, who feels to achieve greater goals. The findings

Table 1 : Distribution of papaya growers based on overall entrepreneurial behaviour (n=120)

| Sr. No. | Category | Frequency | Percentage |
|---------|----------|-----------|------------|
| 1. | High | 18 | 15.00 |
| 2. | Medium | 79 | 65.83 |
| 3. | Low | 23 | 19.17 |
| | Total | 120 | 100.00 |

Mean = 128.00 SD = 21.00

Table 2 : Distribution of papaya growers according to their entrepreneurial behaviour components

| Sr. No. | Components | Categories | Frequency | Percentage |
|---------|-------------------------|---------------|-----------|------------|
| 1. | Economic motivation | Low | 21 | 17.50 |
| | | Medium | 77 | 64.17 |
| | | High | 22 | 18.33 |
| 2. | Innovativeness | Low | 33 | 27.50 |
| | | Medium | 60 | 50.00 |
| | | High | 27 | 22.50 |
| 3. | Leadership ability | Low | 31 | 25.83 |
| | | Medium | 70 | 58.33 |
| | | High | 19 | 15.83 |
| 4. | Decision making ability | Less rational | 19 | 15.83 |
| | | Intermediate | 70 | 58.33 |
| | | Rational | 31 | 25.83 |
| 5. | Achievement motivation | Low | 25 | 20.83 |
| | | Medium | 83 | 69.17 |
| | | High | 12 | 10.00 |
| 6. | Risk orientation | Low | 20 | 16.67 |
| | | Medium | 85 | 70.83 |
| | | High | 15 | 12.50 |
| 7. | Management orientation | Low | 24 | 20.00 |
| | | Medium | 77 | 64.17 |
| | | High | 19 | 15.83 |

are in agreement with the studies conducted by Suresh (2004).

With respect to risk orientation, majority of the respondents (70.83%) belonged to medium level of leadership ability, followed by 16.67 and 12.50 per cent of the respondents having low and high leadership abilities, respectively. The risk bearing capacity of individuals depends upon the personal and socio-psychological characteristics of the individuals. Hence, majority of respondents were middle aged, of high income category and high innovativeness were the possible reasons for respondents possessed medium risk orientation category. The other reasons were that papaya cultivation

requires high investment particularly the initial investment. The results revealed that the respondents were aware of initial investments and at the same time had higher economic motivation of earning higher profits from these enterprises. Hence, more no of respondents were found to have medium to high risk orientation. The findings are in accordance with the studies conducted by Chauhan and Patel (2003).

With regard to management orientation, majority (64.17%) of the respondents had medium management orientation followed by 20.00 and 15.83 per cent of the respondents having low and high management orientation, respectively. The probable reason for medium level of management orientation might be their medium extension contacts and discussion with the field extension personnel. These interactions might have helped the farmers to reorient their current management practices. The findings are in accordance with the studies conducted by Chauhan and Patel (2003).

The results regarding correlation between personal characteristics and entrepreneurial behaviour of farmers is presented in Table 3. Education of farmers was positively and significantly correlated with their entrepreneurial behaviour. Education helps the farmers to broader their mental horizon. It also enables them to get more information from various sources. This seems to be interrelated with the farmers to bring changes in their socio-psychological orientation to adopt new ideas and practices subsequently motivating the farmers for taking

Table 3 : Relation between socio-economic characteristics and entrepreneurial behaviour of papaya growers

| Socio-economic characteristics | r' value |
|--------------------------------|------------|
| Education | 0.259 ** |
| Land holding | 0.262 ** |
| Age | - 0.101 NS |
| Annual family income | 0.275 ** |
| Occupation | 0.101 NS |
| Extension contact | 0.179 NS |
| Extension participation | 0.2653 ** |
| Mass media participation | 0.276 ** |
| Scientific orientation | 0.212 ** |
| Achievement motivation | 0.266 ** |

* ** indicates significance of values at P= 0.01 NS=Non- significant

calculated risk.

Land holding of farmers was positively and significantly correlated with their entrepreneurial behaviour. Land holding provides the economic base for the farmer to practice new agricultural technologies. Land holding also provides regulated inputs to make optimum utilization of resources on farm through efficient decision making to apply new ideas for achieving maximum profits.

Annual family income of farmers was positively and significantly correlated with their entrepreneurial behaviour. Farmers with higher annual family income have higher purchasing power and as a result have an urge to invest in specialized farm operations. The higher income itself motivates the farmers to seek new technologies for improving their income and standard of living.

The extension contact and participation of farmers was positively and significantly correlated with their entrepreneurial behaviour. Extension participation helps the farmers to get information from various sources. Extension activities conducted in the area have direct effect on knowledge gained about improved agricultural practices.

Mass media participation of farmers was positively and significantly correlated with their entrepreneurial behaviour. Advent of mass media provides enormous opportunities for repeated exposure to new technology, thus motivating the farmers for further action.

Scientific orientation of farmers is positively and significantly correlated with their entrepreneurial behaviour. This might be due to the fact that respondents with higher scientific orientation would try to gather more information. This could be applied at the field level, thus increasing production.

Achievement motivation of papaya growers was positively and significantly correlated with their entrepreneurial behaviour. Achievement motivation is nothing but a person

wants to achieve higher production. Hence, it is automatically related positively with entrepreneurial behaviour.

Conclusion:

Though messages are communicated through a host of media, many of the papaya growers had medium entrepreneurial behaviour which calls for intensification of educational efforts to the farmers. Many of the socio-economic characteristics were also significantly associated with entrepreneurial behaviour of farmers which have to be considered while planning technology transfer programmes.

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