

Short Communication

Entrepreneurial behaviour of mango growers in Ratnagiri, India

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The word 'entrepreneur' is derived from the word 'enterprise' which is the noun from denotes a bold, hard, dangerous or important understanding and as an adjective means 'willingness' to venture on such understandings, readiness to take risk or try something untried. An entrepreneur is " a person who organizes and maintains an enterprise undertaking assuming the risk for the sake of profit (Christopher,1971) or " is an economic man who strives to maximize his profits by innovations". However, the entrepreneurs are not simple innovators, "They are men with a will to act, to assume risk and to bring about a change through organization of human efforts". Entrepreneurship can be defined as a creative and innovative response to the environment. These responses can take place in a variety of fields of social endeavors, business, industry, agriculture, education, social work and the like. By a simple definition," doing done in a new ways is a part of entrepreneurial behaviour". Entrepreneurship has now recognized as a concept not only vital for starting an industry, but also in the development of agriculture, horticulture, forestry and all the other land based activities.

Mango is the premier fruit of India. Mango is the principal fruit crop not only of Indian sub-continent but also many adjacent countries of South-East Asia. India is the largest producer of mango in the world having area of 1.3 million hectares with annual production of 12 million tones. Ratnagiri and Sindhudurga district are mango basket of Maharashtra contributing 62.20 percent area under mango cultivation in Konkan.

It is presumed that the entrepreneurs might have achieved higher entrepreneurship in mango cultivation. Keeping this in view, the present investigation was planned and carried out in Ratnagiri district of Maharashtra state'

A total of 100 respondents from ten villages spread over two tahsils of Ratnagiri district in Konkan region of Maharashtra state were interviewed with the help of specially designed interview schedule'

Entrepreneurial behaviour of the mango growers

Entrepreneurial behaviour of the mango growers was assessed on six dimensions namely, information- seeking, risk taking ability.

It is observed that majority (64.00per cent) of

respondents had innovativeness to the "medium' extent (Table 1). While less than one sixth (15.00 per cent) of respondents had 'high' innovativeness and 13.00 per cent of respondents had 'low' innovativeness and only 8.00 per cent of the respondents had 'no' innovativeness.

With regards to decision making, more than one half (53.00 per cent) of the respondents had 'medium' decision making, while one fifth (20.00 per cent) of the respondents had 'low' decision making and more than one- fourth(27.00 per cent) of the respondents had 'high' decision making.

With respect to achievement motivation, majority (59.00 per cent) of the respondents had 'medium' achievement motivation slightly less than one fifth (19.00per cent) of the respondents had 'low' achievement motivation and more than one fifth (22.00 per cent) of respondents had 'high' achievement motivation.

Majority (47.00 per cent) of respondents had 'high' knowledge level, while 31.00 percent and 22.00 per cent respondents had 'medium' and 'low' knowledge level, respectively.

With regard to information seeking majority (74.00 per cent) of the respondents had 'medium' information seeking, while 12.00 per cent of the respondents had 'low' information seeking and 14.00 per cent of respondents had 'high' information seeking.

With respect to risk taking ability, majority (47.00) of the respondents had 'medium' risk taking ability, while less than one-fourth (23.00 per cent) of the respondents had 'low' risk taking ability and less than one third (30.00 per cent) of respondents had 'high' risk taking ability.

The findings regarding overall entrepreneurial behavior revealed that majority (69.00 per cent) of the respondents had 'medium' entrepreneurial behaviour.

The findings are conformity with the finding of a study conducted in Development block of the College of Agriculture, Dapoli (Anonymous, 1998) and Jadhav (1999).

CONCLUSION

It can be concluded that, seven out of every ten-mango growers had 'medium' entrepreneurial behaviour. So also, performance of the majority of innovativeness, decision-making, achievement motivation, information seeking and risk taking ability was moderate. This implies

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Table 1 : Distribution of the respondents according to their entrepreneurial behaviour.

S. No.	Dimensions	Category	Number	Percentage
1)	Innovativeness	No	08	0.00
		Low	13	13.0
		Medium	64	64.00
		High	15	15.00
2)_	Decision making	Low	20	20.00
		Medium	53	53.00
		High	27	27.00
3)	Achievement motivation	Low	19	19.00.
		Medium	59	59.00
		High	22	22.00
4)	Knowledge level	Low	22	22.00
		Medium	31	31.00
		High	47	47.00
5)	Information seeking	Low	12	12.00
		Medium	74	74.00
		High	14	14.00
6)	Risk taking ability	Low	23	23.00
		Medium	47	47.00
		High	30	30.00
7)	Overall entrepreneurial behaviour	Low	15	15.00.
		Medium	69	69.00
		High	16	16.00

that there is scope for improving the entrepreneurial behaviour of the mango growers. This can be done by improving entrepreneurship development training to the mango growers.

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