

Entrepreneurial behaviour of dairy farmers

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ABSTRACT

Livestock plays an important role in Indian economy. India owns one of the largest livestock populations in the world (485 million). It accounts for 16 per cent cattle population and 57 per cent buffalo population of the world. The study was undertaken in the year 2013-14. A sample of 100 Dairy farmers was randomly selected in 10 villages from Amravati and Bhatkuli tahsil of Amravati District of Maharashtra. It was revealed that majority of respondents were middle aged group, educated high secondary school, agriculture+dairy as their main occupation, medium family size, semi medium category of land holding, medium level of experience in dairy farming, medium level of annual income, medium herd size, medium innovativeness, medium milk production, high extension contact, high risk preference and medium economic motivation. Majority (70.00%) of dairy farmers had medium entrepreneurial behaviour level. Among the selected characteristics, education, occupation, land holding, annual income, herd size, innovativeness, milk production, extension contact and economic motivation were positive and significantly related with Entrepreneurial Behaviour where as age, family size, experience in dairy farming and risk preference were non-significant with entrepreneurial behaviour.

INTRODUCTION

India has immense potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India (Bandopadhyay, 2007). Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. There are many factors that influence the entrepreneurial behaviour of human beings. According to Amarnath and Samvel (2008) the emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors.

India is largest milk producer in the world (108 million tons), therefore role of dairy farmers is very in Dairy industry and socio-economic development of the society. Dairy farming in India is practice with one or two indigenous buffaloes or cow milk has now emerged as the second largest agricultural commodity and that is why dairy as a business is becoming

more and more popular among farmers and also among the educated unemployment people. Dairy farming is one of the important activities of the rural population of our country. Dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural poor. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities *i.e.* development of entrepreneurship is directly related to socio-economic development of the society. Entrepreneurial behaviour is the study of human behaviour involved in identifying and exploiting opportunities through creating and developing new ventures.

The specific objectives have been undertaken as follows:

- To study the profile of dairy farmers.
- To study the entrepreneurial behaviour of dairy farmers.
- To study the relationship between profile of dairy

farmers with their entrepreneurial behaviour.

MATERIAL AND METHODS

Amravati block was purposively selected for the study. The study was conducted in Amravati and Bhatkuli Tahsil of Amravati district. Dairy farmers in 10 villages were contacted at their places of residence and data were collected by personal interview. From 10 villages 100 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, occupation, family size, land holding, experience of dairy farmers, annual income, herd size, innovativeness, milk production, extension contact, risk preference and economic motivation as well as entrepreneurial behaviour of dairy farmers and identifying the constraint of dairy farmers in dairy management practices.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data related entrepreneurial behaviour of dairy farmers and identifying the constraint of dairy farmers in dairy management practices were collected. Mean, S.D., correlation and t test methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads :

It was revealed that majority of respondents (64.00 %) were middle aged group, educated higher secondary school (50.00 %), agriculture + dairy (80.00 %) as their main occupation, (50.00 %) of respondents belonged to medium family size, (51.00 %) of respondents belonged to semi medium category of land holding, (85.00 %) of respondents belonged to medium level of experience in dairy farming, (34.00 %) of respondents belonged to medium level of annual income, (70.00 %) of respondents belonged to medium herd size, (59.00 %) of respondents belonged to medium innovativeness, (61.00 %) of respondents belonged to medium milk production, (53.00 %) of respondents belonged to high extension contact, (56.00 %) of respondents belonged to high risk preference and (73.00 %) of respondents belongs to medium economic motivation.

It could be observed from the Table 2 that near about three fourth of dairy farmers (70.00 %) belongs to medium level entrepreneurial behaviour, followed by 19.00 per cent of dairy farmers belonged to high level of entrepreneurial behaviour. Whereas, 11.00 per cent of dairy farmer belonged to low entrepreneurial behaviour.

The plausible reasons of medium followed by, high entrepreneurial behaviour might be due to their sound financial condition, higher land holding, higher education level and

Table 1: Distribution of dairy farmers according to their profile (n=100)

Sr. No.	Components	Categories	Frequency	Percentage
1.	Age	Young (Up to 35 years)	30	30.00
		Middle (36 to 50 years)	64	64.00
		Old (Above 50 years)	06	06.00
2.	Education	Illiterate (No schooling)	02	02.00
		Primary school (Up to 4 th std.)	06	06.00
		Middle school (5 th to 7 th std)	20	20.00
		Higher secondary (8 th to 10 th std.)	50	50.00
		College (Above 10 th)	22	22.00
3.	Occupation	Dairy	02	02.00
		Agriculture + dairy	80	80.00
		Agriculture + dairy+ labour	05	05.00
		Agriculture+ dairy+ service	07	07.00
		Agriculture+ dairy+ other business	06	06.00
4.	Family size	Small (Up to 4 members)	30	30.00
		Medium (5 to 8 members)	63	63.00
		High (Above 9 members)	07	07.00
5.	Land holding	Marginal (Up to 1.00 ha)	11	11.00
		Small (1.01 to 2.00 ha)	17	17.00
		Semi-medium(2.01 to 4.00)	51	51.00
		Medium (4.01 to 10.00 ha)	16	16.00
		Large (Above 10.00 ha)	05	05.00
6.	Experience of dairy farmer	Low (up to 9 year)	12	12.00
		Medium (10 to 20 year)	85	85.00
		High (21 year and above)	03	03.00
7.	Annual income	BPL (up to 20,000/-)	00	00.00
		Low (up to 50,000/-)	09	09.00
		Low medium (Rs. 50,001 to 1,00,000/-)	30	30.00
		Medium (Rs. 1,00,001 to 1,50,000 /-)	34	34.00
		Medium high (Rs.1,50,001 to 2,00,000/-)	18	18.00
		High(Above Rs. ,00,001)	09	09.00

Table 1 : Contd.....

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8.	Herd size	Small (up to 6)	12	12.00
		Medium (7 to 11)	70	70.00
		High (12 and above)	18	18.00
9.	Innovativeness	Low (up to 10)	16	16.00
		Medium (11 to 19)	59	59.00
		High (20 and above)	25	25.00
10.	Milk production	Low (up to 15 lit.)	29	29.00
		Medium (16 to 28 lit.)	61	61.00
		High (29 lit. and above)	10	10.00
11.	Extension contact	Low (up to 6)	17	17.00
		Medium (7 to 14)	30	30.00
		High (15 and above)	53	53.00
12.	Risk preference	Low (up to 7)	10	10.00
		Medium (8 to 9)	34	34.00
		High (10 and above)	56	56.00
13.	Economic motivation	Low (up to 19)	12	12.00
		Medium (20 to 26)	73	73.00
		High (27 and above)	15	15.00

Table 2 : Distribution of respondents according to their overall entrepreneurial behaviour level (n=100)

Sr. No.	Categories	No. of respondents	Percentage
1.	Low (Up to 49)	11	11.00
2.	Medium (50 to 68)	70	70.00
3.	High (69 and Above)	19	19.00
		100	100.00

Table 3 : Co-efficient of Correlation of selected characteristics of respondents with their entrepreneurial behaviour

Sr. No.	Variables	Entrepreneurial Behaviour	
		r'	t _{cal}
1.	Age	-0.0120 NS	0.11
2.	Education	0.6898*	12.68
3.	Occupation	0.2209*	2.24
4.	Family size	-0.1935 NS	1.94
5.	Land holding	0.3099*	3.25
6.	Experience of dairy farmer	0.1383 NS	1.30
7.	Annual income	0.3269*	3.55
8.	Herd size	0.2745*	2.90
9.	Innovativeness	0.5459*	7.62
10.	Milk production	0.2034*	2.05
11.	Extension contact	0.5412*	7.62
12.	Risk preference	0.1216 NS	1.20
13.	Economic motivation	0.2197*	2.17

NS=Non-significant * indicate significance of value at P=0.05

higher scientific orientation. However, all the major eight components of entrepreneurial behaviour of dairy farmers together reflect their medium entrepreneurial behaviour. The findings of present study are in agreement with the findings of Tekale *et al.* (2013).

The perusal of the data depicted in Table 3 clearly indicates that selected characteristics of dairy farmers, viz., education, occupation, land holding, annual income, herd size, innovativeness, milk production, extension contact, economic motivation have positive and significant relationship at 0.05 level of probability with entrepreneurial behaviour.

Further, remaining characteristics of dairy farmers such as age, family size are negatively non-significant relationship with their entrepreneurial behaviour whereas experience of dairy farmers and risk preference are positively non-significant relationship with their entrepreneurial behaviour. Hence, the Null hypothesis was accepted with respect to these characteristics and concluded that these characteristics were not correlated with entrepreneurial behaviour of dairy farmers. The similar results have reported by Patil (2011) and Tekale *et al.* (2013). Chandramouli *et al.* (2007) worked on the comparative analysis of entrepreneurial behaviour of the farmers in areas of irrigated or dry land area of Raichur district; Jha (2008) worked on the characteristics and attitude of pineapple growers and Subrahmanyeswari *et al.* (2007) on the entrepreneurial behaviour or rural women farmers in dairying and their results are more or less similar to the results of present work.

Conclusion :

These findings revealed that, the two third (70.00 %) of dairy farmers were belonged to medium level entrepreneurial behaviour. Out of thirteen selected characteristics, age, family size, experience in dairy farming and risk preference was found to be non- significant relation with entrepreneurial behaviour.

The study also indicate that education, occupation, land holding, annual income, herd size, innovativeness, milk production, extension contact and economic motivation all shows positive and significant relationship with entrepreneurial behaviour. The entrepreneurial behaviour of dairy farmers increase may be due to better education, land holding, occupation, annual income, herd size, milk production, extension contact, and economic motivation of respondents

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