



Study on entrepreneurial behaviour of pomegranate growers

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ABSTRACT

The study carried out in Bagalkot district of Karnataka regarding entrepreneurial behaviour of pomegranate growers, revealed that majority of the respondents had medium innovativeness (64.16per cent), achievement motivation (80.84per cent), decision making ability (47.50per cent), economic motivation (65.83per cent), risk orientation (85.84per cent) and leadership ability (44.16per cent) and management orientation (62.50per cent).

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INTRODUCTION

Entrepreneurial behaviour of farmers have not been studied in a systematic way especially those involved in pomegranate cultivation. Even though number of studies have been conducted in India to find out differential characteristics of farmers in adopting the farm practices, most of these studies have tried to find out association between knowledge and adoption, attitude, personal and socio-psychological characteristics. But, these studies have not been tried to investigate the role of entrepreneurial behaviour. However, only few research studies have been conducted in India on entrepreneurial behaviour of farmers.

A considerable amount of research about the personal traits and behaviour of entrepreneurs has been conducted in recent years. But, the precise identification of entrepreneurial talent remains elusive. Intensive research is needed in this new field of entrepreneurship to yield further insights into our growing body of knowledge about psychological tests and related methods which still remain more of an art than a science. Though numerous studies have yielded important quantities into entrepreneurship, it is

important to recognize that the available knowledge represents only the tip of the iceberg, with areas of agreement, as well as continuing debate. Hence, the study was undertaken with an objective to know the entrepreneurial behaviour of pomegranate growing farmers.

METHODOLOGY

The study was conducted in Bagalkot district of Karnataka. Bagalkot district is one of the major pomegranate growing districts occupying fourth position in area and production next to Koppal, Bijapur and Bellary. Based on highest pomegranate area, production and productivity, Bagalkot, Mudhol and Jamakandi Taluks were selected for the study. From each of the selected Taluks, four villages were selected based on highest area, production and productivity of the pomegranate. Thus, in all 12 villages were selected for the study. Ten farmers were selected from each of the twelve selected villages following the random sampling procedure. Thus, a total of 120 farmers formed the sample for the study. The pre-tested interview schedule was used to collect the data. The analysis was done using mean and standard deviation.

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OBSERVATION AND ANALYSIS

The data regarding overall entrepreneurial behaviour of pomegranate growers is presented in Table 1. The data revealed that chunk 70.83 per cent of the respondents belonged to medium entrepreneurial behaviour category. Whereas, 18.33 per cent were in low entrepreneurial behaviour category and only 10.84 per cent of the respondents were in high entrepreneurial behaviour category.

Sr. No.	Category	Frequency	Percentage
1.	Low (<116.00)	22	18.33
2.	Medium (116.01 – 157.99)	85	70.83
3.	High (>158.00)	13	10.84
	Total	120	100.0

Mean = 137.00 SD = 21.00

The possible reason might be due to medium innovativeness, achievement motivation, risk orientation, leadership ability, economic motivation and

management orientation of the respondents. Other reasons for medium entrepreneurial behaviour of farmers might be due to significant and positive relationship between education, land holding, annual family income, mass media participation, extension participation, scientific orientation with entrepreneurial behaviour.

Majority of the respondents were in medium level categories with regard to their personal and socio-economic characteristics. It is surprising to know that very meagre percentage of pomegranate growers (10.84 per cent) were in high entrepreneurial behaviour. This might be due to the low education status of the respondents (62.15 per cent) who were educated only up to High School level. Further, majority (70.83 per cent) fell under medium income level category reducing their risk bearing ability. The results are in conformity with the findings of Pandya (1996), Rao and De (2003).

With respect to innovativeness (Table 2) majority (64.16 per cent) of the respondents were in medium innovativeness category, however only 20.00 and 15.84 per cent of the respondents belonged to low and high

Sr. No.	Components	Categories	Frequency	Percentage
1.	Innovativeness	Low (<22.2)	24	20.00
		Medium (22.3 – 39.79)	77	64.16
		High (>39.80)	19	15.84
		Mean : 31.00 SD : 8.8		
2.	Achievement motivation	Low (<11.82)	14	11.66
		Medium (11.83 – 17.19)	97	80.84
		High (>17.20)	9	7.50
		Mean : 14.51 SD : 2.69		
3.	Decision making ability	Less rational (<9.47)	31	25.84
		Intermediate (9.48 – 16.52)	57	47.50
		Rational (>16.53)	32	26.66
		Mean : 13.00 SD : 3.53		
4.	Economic motivation	Low (<17.6)	19	15.84
		Medium (17.7 – 28.3)	79	65.83
		High (>28.4)	22	18.33
		Mean : 23.00 SD : 5.4		
5.	Risk orientation	Low (<8.5)	12	10.00
		Medium (8.6 – 11.2)	103	85.84
		High (>11.3)	5	4.16
		Mean : 9.9 SD : 1.40		
6.	Leadership ability	Low (<3.00)	42	35.00
		Medium (3.01 – 6.99)	53	44.16
		High (>7.00)	25	20.84
		Mean : 5.00 SD : 2.00		
7.	Management orientation	Low (<27.00)	19	15.84
		Medium (27.01 – 54.99)	75	62.50
		High (>55.00)	26	21.66
		Mean : 41.00 SD : 14.00		

innovativeness category, respectively. The medium innovativeness of farmers might be due to their middle age (48.33 per cent) which must have restricted them to try out new things and their level of education (25.83 per cent) was only up to High School. Further, 58.33 per cent farmers belonged to medium level scientific orientation regarding use of scientific methods and decision making in farming activities. All these factors might have contributed for their medium level of innovativeness. The results are in accordance with the findings of Bhagyalaxmi *et al.* (2003). Findings of achievement motivation reveal that more than three fourth (80.84 per cent) of respondents had medium achievement motivation followed by 11.66 and 7.50 per cent of respondents having low and high achievement motivation, respectively.

Achievement motivation is a psychological variable, which differs from one individual to another. It is assumed that achievement motivation forces 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 are in agreement with the studies conducted by Vijay Kumar (2001) and Suresh (2004).

With regard to farm decision making, nearly half of the respondent farmers (47.5 per cent) belonged to intermediate category, followed by 26.66 and 25.84 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 Chandrapaul (1998) and Suresh (2004).

With respect to economic motivation (Table 2), majority of the respondents (65.83 per cent) had medium economic motivation, followed by 18.33 and 15.84 per cent of the respondents belonging to high and low 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 closed interaction with extension personnel. Other reason might be due to surrounding environment like neighbours, relatives, friends who were having medium standard of living and in addition low annual family

income might be responsible for moderate economic motivation. The results are in accordance with the findings of Chauhan and Patel (2003).

Findings of risk orientation (Table 2) revealed that most of the respondents (85.84 per cent) had medium risk orientation and only 10.00 and 4.16 per cent of the respondents were having low and high-risk orientation, respectively. The risk bearing capacity of individuals depends upon the personal, psychological, socio-economic characteristics. The individuals with more farming experience, large size land holding, higher income had medium risk orientation. This is evident from the results which might be because of contact with extension personnel by the respondents, which increased the perception and confidence in respondents about new technologies and to gain more income by taking risk. All these factors might have resulted in the respondents belonging to medium risk orientation. The results are in conformity with the findings of Bhagyalaxmi *et al.* (2003) and Suresh (2004).

With respect to leadership ability, less than half of the respondents (44.16 per cent) belonged to medium level of leadership ability, followed by 35.00 and 20.84 per cent of the respondents having low and high leadership abilities, respectively. The pomegranate growers lacked 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 level. Their extension participation and scientific orientation, which help to adopt new agricultural practices prior to others in his social system, are also contributing factors. The kind of farmers, who are early adopters were consulted by fellow farmers for information and are readily accepted as leaders. The results are in consonance with the finding of Nagesha (2005).

With regard to management orientation (Table 2), majority (62.5 per cent) of the respondents had medium management orientation, followed by 21.66 and 15.84 per cent of the respondents having high and low 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. Exposure of the farmers to various professional situations like extension meetings, exhibitions, field days, Krishi mela etc., also might have contributed to develop their medium level of management orientation in comparison to other

farmers. The findings are in accordance with the studies conducted by Chauhan and Patel (2003).

Hence, it may be concluded that, majority of the farmers had medium entrepreneurial behaviour, which is a clear indication of the progressiveness of the farmers. Further, it calls for intensification of educational efforts and policy support to the farmers by the field extension workers of the development departments, NGOs and private organizations to make them more enterprising.

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