

Research Article

# Entrepreneurial behaviour of poultry farmers

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**ARTICLE CHRONICLE :**

**Received :**

30.09.2013;

**Revised :**

05.10.2013;

**Accepted :**

12.10.2013

**SUMMARY :** Great majority (76.25 %) of the poultry farmers had very high to high level of scientific orientation. More than half (53.75%) of the poultry farmers had medium level of achievement. The study also showed that independent variables like, age, education, caste, annual income, extension participation and attitude pattern having close association with entrepreneurial behaviour of poultry farmers in study area.

**How to cite this article :** Patel, T.R., Gulkari, Krunal D. and Patel, J.K. (2013). Entrepreneurial behaviour of poultry farmers. *Agric. Update*, 8(4): 586-590.

**KEY WORDS :**

Entrepreneurial behaviour, Poultry farmers

## BACKGROUND AND OBJECTIVES

India is predominantly an agricultural country, as more than 72.2 per cent of its population is living in villages and majority of them are engaged in agricultural enterprise. In 2004, around 55.96 crores population was found engaged in agriculture which accounts for 51.76 per cent of country's total population. Agriculture is the backbone of India and during the past four decades; spectacular progress has been achieved in agricultural production and productivity, which has been well chronicled and universally recognized. On other hand India's population has largely crossed one billion and by 2035 India will overtake China as the world's most populous country in the world. While India claims self-sufficiency in production of grains, two-third of the Indian children under the age of 5 is malnourished. The eggs, chicken and meat are rich sources of animal protein, vitamins and minerals. Chicken is the most widely accepted meat in India. Unlike beef or pork, it does not have a much religious taboo. The prices of chicken meat are lower than those of mutton or goat meat. Many Indian families, especially, the educated people in urban areas have begun to accept eggs as a regular supplemental part of their vegetarian diet. The forecast surveys

indicate that the present younger generation goes to the adulthood, the acceptability and demand for eggs and chicken meat in next two to three decades is likely to increase many-folds. In the last three decades, poultry has made tremendous strides particularly in the private sector, with the result that India is now self-sufficient with regard to requirements of high quality breeding stocks, modern poultry equipment and availability of medicines, vaccines and technically qualified skilled manpower. Thus, poultry farming in rural areas may play a significant role in the fight against malnutrition, income generation and livelihood improvement among the rural masses of our country. The importance of poultry sector in solving the problems of unemployment and underemployment is well conceived by policy makers and administrators involved in the developmental programs. Among the livestock enterprise, poultry farming requires smaller capital investment and quick and better returns. Keeping in view present study was conducted with following objectives:

- To study the entrepreneurial behaviour of the poultry farmers.
- To study the relationship between profile of the poultry farmers and their entrepreneurial behaviour.

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## RESOURCES AND METHODS

Present study was carried out in Anand district of Gujarat state. Anand district comprises of eight talukas. Out of these, two talukas viz., Anand (97 poultry unit) and Petlad (23 poultry unit) having maximum poultry unit were selected. Two third poultry farmers having at least three years of experience in operating poultry enterprise from each selected taluka were selected randomly. Thus, 65 poultry farmers from Anand and 15 from Peltad talukas were selected in this study. Thus, total 80 poultry farmers were selected and considered as respondents. Their responses were collected through pre-tested well structured Gujarati version interview schedule. The respondents were contacted at their home or at their poultry farm. The data of this study were collected through personal interview. The collected data were classified, tabulated, analyzed and interpreted in order to make the findings meaningful.

The independent variables as well as various component of entrepreneurial behaviour were measured by utilizing appropriate scales and procedures adopted by other researchers with due modifications. The entrepreneurial behaviour was measured by developing the scale. Based on assumption, Null hypotheses were also formulated. Ex-post-facto research design was applied for the study. The statistical tools such as percentage, mean and co-efficient of correlation, were used.

## OBSERVATIONS AND ANALYSIS

Ten components of entrepreneurial behavior of the poultry farmers were measured and the result is in presented in Table 1.

### Component of entrepreneurial behaviour :

#### *Risk orientation:*

The Table 1 disclosed that exactly half (50.00%) of the poultry farmers had high risk orientation, followed by 46.25 per cent, 2.50 per cent and 1.25 per cent of them had medium, low and very high level of risk orientation, respectively.

#### *Innovation proneness:*

The data presented in Table 1 revealed that more than half (51.25%) of the poultry farmers had very high level of innovation proneness, followed by 22.50 per cent, 21.25 per cent and 2.50 per cent each of them belonged to high, medium and low level well as very low level of innovation proneness.

#### *Scientific orientation:*

That slightly more than half (53.75%) of the poultry farmers had high level of scientific orientation, followed by

22.50 per cent, 17.50 per cent and 6.25 of them were with very high, medium and low degree of scientific orientation, respectively. No poultry farmer fell under the categories of very low scientific orientation.

#### *Achievement motivation:*

Portray that majority (53.75%) of the poultry farmers had medium level of achievement motivation; followed by 30.00 per cent, 12.50 per cent, 2.50 per cent and 1.25 per cent had high, low, very low and very high level of achievement motivation.

#### *Ability to co-ordinate activities:*

It is evident from the data reported in Table 1 that exactly two-fifth (40.00%) of the poultry farmers had medium level of ability to co-ordinate activities, followed by 30.00 per cent, 25.00 per cent and 05.00 per cent of them were with high, very high and low level of ability to co-ordinate activities.

#### *Economic motivation:*

The data pointed out that slightly more than three-fourth (77.50%) of the poultry farmers had medium degree of economic motivation, followed by low, high and very low with 15.00 per cent, 5.00 per cent and 2.50 per cent, respectively.

#### *Self confidence:*

It is obvious from the data presented in Table 1 show that more than one-third (35.00%) of the respondents had high level of self confidence followed by 31.25 per cent had medium level of self confidence, 30.00 per cent had low and rest 3.75 had very high level of self confidence.

#### *Comprehensive awareness:*

The data from the Table 1 indicate that less than one-third (31.25%) of the respondents had medium level of comprehensive awareness followed by 27.50 per cent had high, 25.00 per cent had very high level and 16.25 had low level of comprehensive awareness.

#### *Decision making ability :*

That slightly less than three fifth (58.75%) of the respondents had high level of decision making ability followed by 23.75 per cent had medium, 10.00 per cent had low level and 8.75 per cent had very high level of decision making ability.

#### *Planning orientation :*

It is obvious from the data presented in Table 1 that slightly more than two-third (67.50%) of the respondents had high level of planning orientation followed by 23.50 per

**Table 1: Component of entrepreneurial behaviour wise distribution of respondents****(n=80)**

Sr.No.	Components	Mean	Categories	Frequency (No.)	Percentage (%)
1.	Risk orientation	34.25	Very low (Up to 18 score)	00	00.00
			Low (19 to 26 score)	02	02.50
			Medium (27 to 34 score)	37	46.25
			High (35 to 42 score)	40	50.00
			Very high (Above 42 score)	01	01.25
			Total	80	100
2.	Innovation proneness	09.00	Very low (Up to 2.4score)	02	02.50
			Low (2.41 to 4.80 score)	02	02.50
			Medium (4.81 to 7.20score)	17	21.25
			High ( 7.21 to 9.60 score)	18	22.50
			Very high (Above 9.60 score)	41	51.25
			Total	80	100
3.	Scientific orientation	51.34	Very low (Up to 25.20 score)	00	00.00
			Low (25.21 to36.40)	05	06.25
			Medium (36.40 to 47.80 score)	14	17.50
			High (47.81 to 59.20 score)	43	53.75
			Very high (Above 59.20 score)	18	22.50
			Total	80	100
4.	Achievement motivation	6.41	Very low (Up to 2.40score)	02	02.50
			Low (2.41 to 4.80 score)	10	12.50
			Medium (4.81 to 7.20score)	43	53.75
			High ( 7.21 to 9.60 score)	24	30.00
			Very high (Above 9.60 score)	01	01.25
			Total	80	100
5.	Ability to co-ordinate activities	2.75	Very low (Up to 0.80 score)	00	00.00
			Low (0.81 to 1.60 score)	04	05.00
			Medium (1.61 to 2.40 score)	32	40.00
			High (2.41 to 3.20 score)	24	30.00
			Very high (Above 3.21 score)	20	25.00
			Total	80	100
6.	Economic motivation	17.25	Very low (Up to 10.80 score)	02	02.50
			Low (10.81to 15.60 score)	12	15.00
			Medium (15.61 to 20.40 score)	62	77.50
			High (20.41 to 25.20 score)	04	05.00
			Very high (Above 25.20 score)	00	00.00
			Total	80	100
7.	Self confidence	4.33	Very low (Up to 1.60 score)	00	00.00
			Low (1.61 to 3.20 score)	24	30.00
			Medium (3.21 to 4.80 score)	25	31.25
			High (4.81 to 6.40 score)	28	35.00
			Very high (Above 6.41 score)	03	03.75
			Total	80	100
8.	Comprehensive awareness	9.45	Very low (Up to 2.60 score)	00	00.00
			Low (2.61 to 5.20 score)	13	16.25
			Medium (5.21 to 7.80 score)	25	31.25
			High (7.81 to 10.40 score)	22	27.50
			Very high (Above 10.40 score)	20	25.00
			Total	80	100

Table 1: Contd..

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9.	Decision making ability	11.43	Very low (Up to 3.60 score)	00	00.00
			Low (3.61 to 7.20 score)	08	10.00
			Medium (7.21 to 10.80 score)	19	23.75
			High (10.81 to 14.60 score)	47	58.75
			Very high (Above 14.61 score)	06	07.50
			Total	80	100
10.	Planning orientation	21.81	Very low (Up to 10.80 score)	00	00.00
			Low (10.81 to 15.60 score)	00	00.00
			Medium (15.61 to 20.40 score)	19	23.75
			High (20.41 to 25.20 score)	54	67.50
			Very high (Above 25.20 score)	07	08.75
			Total	80	100
11	Overall entrepreneurial behaviour	69.99	Very less (Up to 20 score)	00	00.00
			Less (21 to 40 score)	06	07.50
			Medium (41 to 60 score)	12	15.00
			High (61 to 80 score)	60	75.00
			Very high (Above 81 score)	02	02.50
			Total	80	100

cent had medium and 8.75 per cent had very high level of planning orientation. No respondent belonged to low or very low level of planning orientation.

#### *Overall entrepreneurial behavior:*

It is clear from the Table 1 that exactly three-fourth (75.00%) of the respondents belonged to high level of entrepreneurial behaviour category. Whereas, 15.00 per cent belonged to medium entrepreneurial behaviour category, 7.50 per cent of the respondents were in low entrepreneurial behaviour category, 2.50 per cent were in very high entrepreneurial behaviour category and no respondent had very low level of entrepreneurial behaviour. Management efficiency of poultry owners of Gujarat was also studied by Thorat (2010).

#### **Relationship between profile of poultry farmers and their entrepreneurial behaviour:**

It could be seen from Table 2 that amongst out of eight independents variables selected for the study, four variables were found to have positive and one had negative and significant correlation with entrepreneurial behaviour of the poultry farmers. The variables which exerted significant and positive relationship with their entrepreneurial behaviour were *viz.*, education, caste, extension contact and attitude towards poultry farming.

**Table 2 : Relationship between selected characteristics of the respondents and their entrepreneurial behaviour (n=80)**

Sr. No.	characteristics	Correlation co-efficient ('r' value)
1.	Age	-0.2791*
2.	Education	0.3613**
3.	Caste	0.1968*
4.	Annual income	0.2021NS
5.	Competition orientation	0.0898NS
6.	Market orientation	0.0391NS
7.	Extension contact	0.2208*
8.	Attitude	0.4773**

\*and \*\* indicate significance of values at P=0.05 and 0.01, respectively  
NS=Non-significant

Age had exerted negative and significant correlation. Rest variables failed to show any significant influence on entrepreneurial behaviour. Management efficiency of poultry owners of Gujarat was also studied by Thorat (2010).

#### **Conclusion :**

As far as various components of entrepreneurial behaviour is concerned majority of poultry farmers had high level of risk orientation, innovation proneness, scientific orientation, decision making ability where as poultry farmers had medium to high level of achievement

motivation, self confidence, ability to co ordinate activities and comprehensive awareness. However, majority of them had medium to low level of economic motivation. As far as overall entrepreneurial behaviour is concerned, exactly three-fourth of the respondents belonged to high level of entrepreneurial behaviour category. The independent variables viz., education, caste, extension contact and attitude towards poultry farming had established significant and positive relationship with their entrepreneurial behaviour whereas, reverse trend was observed in case of age. Rest variables viz., market orientation, competition orientation and annual income did not exert any significant influence on entrepreneurial behaviour. Shortage and high rate of laborers and insufficient services of poultry expert were the major constraints faced by the poultry farmer in operating poultry enterprise. At the time of outbreak of diseases, free vaccination should be provided to farmers by government and the government should encourage the uneducated and poor farmers to start poultry business on small scale were the major suggestions

offered by the poultry farmers.

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