



Research Article

Entrepreneurial behaviour of farmers in Marathwada region

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SUMMARY : The investigation was conducted during year 2012-2013 to study the entrepreneurial behaviour of farmers in Marathwada region of Maharashtra by selecting 125 respondents through random sampling. A pre-tested structured interview schedule was used to collect the information through personal interview method. Data analyzed by using mean, frequency, percentage, standard deviation and correlation co-efficient. Majority of farmers (51.20%) belonged to medium level of innovativeness, medium farm decision making (63.20%) with medium achievement motivation (58.40%). About (55.20%) farmers had medium knowledge of farm enterprises with medium (71.20%) risk taking ability. The data revealed that 63.20 per cent had medium information seeking behaviour with low leadership ability (40.00%) and medium cosmopolitanness (56.80%). The overall study revealed that farmers had medium entrepreneurial behaviour. It could be observed that, six independent variables *i.e.* farming experience, education, land holding, annual income, assets and level of aspiration showed positive and significant relationship at 0.05 level of probability, whereas extension contact showed positive and significant relationship at 0.01 level of probability and three independent variables *i.e.* occupation, social participation and mass media use had non significant relationship with their entrepreneurial behaviour.

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BACKGROUND AND OBJECTIVES

Agriculture is extremely important in India as not only it helps to provide food for the rural population but it is also a significant contributor to the economy. The agricultural sector contributes as around 14.2 per cent of the GDP of India (Anonymous, 2011). Agriculture is also significant as the sector provides about 65 per cent population of India with employment and a livelihood. Rural development is more than ever before linked to entrepreneurship.

Development of economy of any nation depends primarily on the important role played by entrepreneurs. The role played by such entrepreneurs is of vital importance in developing country like India, where there are ample opportunities for using innovations to exploit the available resources particularly in the field of

agriculture. The entrepreneur is an economic man, who strives to maximize his profits by innovations. He is a man with a will to act, to assume risk and to bring about a change through organization of human efforts. They are persons who initiate, organize, manage and control the affairs of an enterprise that combine the factors of production to supply goods and services in any sector, as such, the development or under-development of entrepreneurship in the country. All round development of agriculture is possible with the effective exploitation of human as well as material resources. In our country, where human resources are found to be plenty, we can identify individuals in all segments of population who have the requisite entrepreneurial skills. Keeping above fact in view, the present study was designed to analyze the entrepreneurial behaviour of farmers in Marathwada region with

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following specific objectives:

- To study the personal characteristics of farmers.
- To study the entrepreneurial behaviour of farmers.
- To know the relationship between personal characteristics and entrepreneurial behaviour of farmers.

RESOURCES AND METHODS

The study was conducted in Beed district. Five tahsils and five villages from each tahsil were selected randomly *i.e.* total twenty five villages. A list of entrepreneurs possessing two main crops such as cotton and jowar from these twenty five villages was obtained. From this list five respondents of each village were selected randomly for the study comprising the total sample of 125 respondents. In view with above objectives the multistage random sampling was used to select district, tahsil, village and farmers. A pre-tested structured interview schedule was used to study the personal characteristics and entrepreneurial behaviour.

Following the completion of data collection, the collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation and correlation co-efficient.

OBSERVATIONS AND ANALYSIS

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

Personal characteristics of farmers:

The study of personal characteristics was carried with reference to farming experience, education, occupation, land holding, annual income, assets, social participation, mass media use, extension contact and level of aspiration. The data have been furnished in Table 1.

A perusal of Table 1 revealed that majority of the respondents belonged to medium farming experience. The probable reason for medium experience in farming of majority of the respondents was nowadays, due to unemployment problem for educated youth. Since they are newly entering in to this profession, they might have less experience as compared to traditional profession of farming. The findings of this study are in the line with the studies of Mundhawa and Padheria (1998) and Bhagyalaxmi *et al.* (2003). The distribution of education in Table 1 is in consonance with the findings of Pandeti (2005). The occupation pattern as indicated in Table 1 indicates that majority of the respondents belonged to farming alone was due to continuation of ancestral traditional occupation of Agriculture. The findings reported by Karpagam (2000) and Nagesha (2005). The data furnished in Table 1 with regards to land holding indicates that majority of respondents belonged to medium land holding followed by low and high,

respectively. The possible reason could be that the main occupation of the respondents is only agriculture and they must have inherited this land holding from their ancestors. Moreover, it might be easier to employ latest technology in medium farms rather than small farms. The similar findings reported by Pandya (1996) and Nagesha (2006). With regards to annual income of family, Table 1 depicts that majority farmers had medium income. The probable reason, which could be attributed for varied income categories of respondents, might be due to the size of the land holding and practicing of subsidiary occupations by the respondents. The findings are in accordance with the findings reported by Nagesha (2005).

An overview on Table 1 with regards to majority of farmers had low assets. The results could be attributed to their annual income, size of the land holding and requirement of assets. The similar findings are reported by Naik (1993), Pandeti (2005). The distributional analysis in Table 1 pertaining to social participation shows that majority of respondents had medium social participation. The possible reason for medium social participation may be that they are hesitating to participate in the formal and non-formal organization due to the dominance of higher caste, higher income groups and higher socio-economic status, people and non availability of time to participate in the different organizations. The results of study are in accordance with the findings of Vijaykumar (2001) and Pandeti (2005). The distribution in Table 1 shows that majority of farmers belonged to medium mass media use. Mass media provides information on experiences of successful farmers through various channels like television, radio, newspaper *etc.*, which reinforces confidence in other farmers to take up similar activities or try out new innovations. The similar finding reported by Gattu (2001) and Neelaveni *et al.* (2002). The data furnished in Table 1 with regards to extension contact indicates that majority of farmers belong to medium category of extension contact because of their eagerness in solving their problems with gram sevak and good exposure with various private companies officials and also their interest and good contact with extension workers. The results are in conformity with the findings reported by Ramanna *et al.* (2000), Anitha (2004) and Nagesha (2005). A perusal of Table 1 revealed that majority of farmers belonged to medium level of aspiration. This indicates good future levels of achievement by the farmers, which they would think valuable and attainable. These results are in conformity with Neelaveni *et al.* (2002) Pandeti (2005) and Ravi (2007).

Entrepreneurial behaviour of farmers:

The entrepreneurial behaviour of farmers comprised eight components, such as, innovativeness, farm decision making, achievement motivation, knowledge of farming

enterprise, risk taking ability, information seeking behaviour, leadership ability and cosmopolitaness. Data collected in this regard have been furnished in Table 2.

The study revealed that majority of farmers belonged medium level of innovativeness followed by high and low level innovativeness which may be due to medium land holding and majority level of education of farmers was only up to high school. Also majority of medium annual income, extension contact and social participation. 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), Pandeti (2005) and Nagesh (2006). Table 2 pertaining to farm decision making shows that medium farm decision making due to medium annual family income and medium size of land holding. The results of study are in the line with the findings of Chandrapaul (1998), Suresh (2004). The data furnished in Table 2 with regards achievement motivation indicates that majority of farmers belonged to medium level of achievement motivation because of their enthusiasm and zeal to become

Table 1: Distribution of farmers as per personal characteristics (n=125)

Sr. No.	Variables	Category	Frequency (F)	Percentage (%)
1.	Farming experience Mean=9.824 S.D.=2.817	Low	25	20.00
		Medium	81	64.80
		High	19	15.20
2.	Education	Illiterate	11	08.80
		Primary School	11	08.80
		Middle School	25	20.00
		High School	43	34.40
		Higher Secondary School	21	16.80
		Graduate	12	09.60
		Post Graduate	2	01.60
3.	Occupation	Farming	82	65.60
		Farming +Subsidiary	32	25.60
		Farming +Subsidiary + Others	11	08.80
4.	Land holding Mean=11.124 S.D.=4.932	Small Farmer (<5acres)	21	16.80
		Medium Farmer (5.1-10acres)	53	42.40
		Big Farmer (>10acres)	51	40.80
5.	Annual income Mean=317028.8 S.D.=116598.40	Low	24	19.20
		Medium	82	65.60
		High	19	15.20
6.	Assets Mean=22.512 S.D.=2.4842	Small	47	37.60
		Medium	38	30.40
		High	40	32.00
7.	Social participation Mean=9.176 S.D.=3.098	Low	31	24.80
		Medium	70	56.00
		High	24	19.20
8.	Mass media use Mean=5.736 S.D.=1.3978	Low	30	24.00
		Medium	54	43.20
		High	41	32.80
9.	Extension contact Mean=7.656 S.D.=3.011	Low	20	16.00
		Medium	83	66.40
		High	22	17.60
10.	Level of aspiration Mean=18.512 S.D.=1.4844	Low	33	26.40
		Medium	62	49.60
		High	30	24.00

Table 2: Distribution of respondents based on components of entrepreneurial behaviour**(n=125)**

Sr. No.	Variable	Category	Frequency (F)	Percentage (%)
1.	Innovativeness Mean=24.528 S.D.=3.052	Low	30	24.00
		Medium	64	51.20
		High	31	24.80
2.	Farm decision making Mean=11.688 S.D.=1.7339	Low	20	16.00
		Medium	79	63.20
		High	26	20.80
3.	Achievement motivation Mean=11.048 S.D.=2.2677	Low	28	22.40
		Medium	73	58.40
		High	24	19.20
4.	Knowledge of farm enterprise Mean=7.512 S.D.=1.1331	Low	30	24.00
		Medium	69	55.20
		High	26	20.80
5.	Risk taking ability Mean=9.016 S.D.=1.5759	Low	18	14.40
		Medium	89	71.20
		High	18	14.40
6.	Information seeking behaviour Mean=15.368 S.D.=2.0459	Low	27	21.60
		Medium	79	63.20
		High	19	15.20
7.	Leadership ability Mean=7.424 S.D.=1.41	Low	50	40.00
		Medium	39	31.20
		High	36	28.80
8.	Cosmopolitaness Mean=8.88 S.D.=1.7067	Low	30	24.00
		Medium	71	56.80
		High	24	19.20

economically sound. Similar finding reported by Vijay kumar (2001) and Suresh (2004). A perusal of Table 2 revealed that majority of farmers belonged to medium knowledge of farm enterprise. This could be attributed to their respective educational level, annual income, mass media utilization, extension participation and social participation and their willingness to gather more information regarding improved agricultural practices. The similar findings reported by Pandeti (2005) and Ravi (2007). It is evident that majority of farmers had medium risk taking ability which may due to 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 similar findings reported by Bhagyalaxmi *et al.* (2003), Suresh (2004). The data about information seeking behaviour furnished in Table 2 majority of farmers to fall in medium information seeking behaviour category might be due to their medium education and average financial conditions. The findings of Suresh (2004) and Pandeti (2005) are in the line of this result. It is evident that majority of farmers had low level of leadership ability due to low education, low knowledge, low income and lower social participation, which made them followers to

a leader but not as a leader. The findings of Chandrapaul (1998) and Pandeti (2005) are in the line of this result.

The cosmopolitaness distribution in study might be due to medium annual income, size of land holding and locally unavailability of extension workers of public and private organizations. Low level of education may be the other reason behind such results. The findings of study are in the line with the findings of Suresh (2004) and Chaudhari (2006).

A critical perusal of the data furnished in Table 3 shows that majority of farmers had medium entrepreneurial behaviour, followed by high and low level of entrepreneurial behaviour which may due to medium financial condition, medium size of land holding to take risk and late adoption of new technologies besides medium in innovativeness and medium information seeking behaviour. These are in the line with the results of Nagesha (2005), Pandeti (2005) and Nagesh (2006).

Table 3: Level of entrepreneurial behaviour of farmers**(n=125)**

Sr.No.	Category	Frequency	Percentage
1.	Low	22	17.60
2.	Medium	86	68.80
3.	High	17	13.60
		Mean=95.464	S.D.= 6.850

Relationship between personal characteristic and entrepreneurial behaviour of farmers:

The perusal of the data displayed in Table 4 clearly indicates that the selected characteristics of farmers viz., farming experience, education, land holding, annual income, assets, level of aspiration showed positive and significant relationship at 0.05 level of probability, whereas extension contact showed positive and significant relationship at 0.01 level of probability and three independent variables i.e. occupation, social participation and mass media use had non significant relationship with their entrepreneurial behaviour of farmers.

Table 4 : Relationship between personal characteristics and entrepreneurial behaviour of farmers

Sr. No.	Characteristics	Correlation co-efficient (r)
1.	Farming experience	0.213*
2.	Education	0.198*
3.	Occupation	0.090 ^{NS}
4.	Land holding	0.233*
5.	Annual income	0.238*
6.	Assets	0.199*
7.	Social participation	0.087 ^{NS}
8.	Mass media use	0.070 ^{NS}
9.	Extension contact	0.390**
10.	Level of aspiration	0.197*

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

Farming experience of farmers was found positive and significant relationship between entrepreneurial behaviour. Longer experiences allows to efficient management under differing and different situations or contexts. Increase in experience of an individual would help in minimizing the expenditure required to manage the enterprise and ultimately resulting in increase in income level. The above finding is supported by Mundhwa and Padheria (1998). With respect to education of farmers, there was positive and significant relationship with their entrepreneurial behaviour. These findings are in accordance with the observation Murali and Anita Jhamtani (2003). With regards occupation shows negative relationship with entrepreneurial behaviour due to majority of respondents were engaged in agriculture. Hence, less variation in their occupation might be the reason for non-significant relationship. The similar findings were reported by Nagesha (2005). Land holding indicates positive and significant relationship with entrepreneurial behaviour which might be due to land holding provides the economic base for the farmer to practice new agricultural technologies. Land holding also provides regulated impetus to make optimum utilization of resources on farm

through efficient decision making to apply new ideas for achieving maximum profits. Further, it helps the farmer to bear risk and uncertainty as they cannot cause much damage to him. The similar findings were reported by Nagesha (2005). As regards to annual income shows positive and significant relationship with entrepreneurial behaviour. Annual income provides the economic base for the farmer; this was due to positive and good risk taking ability, decision making ability, leadership ability and achievement motivation. The similar findings were reported by Nagesha (2005). Assets of farmer's shows positive and significant relationship with entrepreneurial behaviour because an asset depends on annual income and size of land holding. These findings are in accordance with the findings of Pandeti (2005).

With regards to social participation and mass media use shows negative relationship with entrepreneurial behaviour. These findings are in accordance with the findings of Ravi (2007). Extension contact of farmers had positive and significant relationship with entrepreneurial behaviour more the extension contact of the respondents with different people which helps in increasing information seeking behaviour, cosmopolitaness and other entrepreneurial behaviour factors. The similar findings were reported by Pandeti (2005). A positive and significant relationship found between level of aspiration and entrepreneurial behaviour. This may be due to positive and significant relationship of level of aspiration with innovativeness, achievement motivation, knowledge of farming enterprise and leadership ability. The results are in contrast with the reports of Anitha (2004).

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