

Research Article

Relationship between socio-economic characteristics and entrepreneurial behaviour of pomegranate growers

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SUMMARY : A study on entrepreneurial behaviour of pomegranate growing farmers in Bagalkot district of Karnataka was carried out to analyze the pomegranate growers' entrepreneurship behaviour. The study revealed that majority of the farmers had medium entrepreneurial behaviour. Further the variables *viz.*, education, land holding, annual family income, mass media participation, extension participation and scientific orientation showed significant relationship, while remaining variables *viz.*, age, occupation and extension contact showed non-significant relationship with entrepreneurial behaviour of pomegranate farmers.

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KEY WORDS :

Pomegranate farmers,
Entrepreneurial
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BACKGROUND AND OBJECTIVES

The development of any nation depends primarily on the important role played by entrepreneurs. Hence, the part played by entrepreneurs is of vital importance in a developing country like India. Thus, in all economic development activities more attention is being given to entrepreneurship development. An entrepreneur is primarily concerned with changes in the formula of production over which he has full control.

Further, it is commonly believed that an entrepreneur is basically an intelligent person and has a definite ability to create something new to prove its worthiness. The entrepreneur is essentially an economic man, who strives to maximize his profits by adoption of innovations. However, entrepreneurs are not simply innovators, they are men with a will to act, to resume risk and to bring about changes through organization of human efforts (Dannof, 1949). 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. Further progress of farming profession in the country depends mainly on the entrepreneurial behaviour of farmers.

Human development report says that globally the gap between the rich and the poor is widening every day (Anonymous, 1996). It is more pertinent to India where about 500 million people are dependent on agriculture. The world wide bibliography on entrepreneurial research prepared by East West centre Hawaii reports that, studies on behaviour of entrepreneurs in agriculture are very limited. As indicated by world development report there is no linkage between the goals of developmental policies and appropriate environmental protection. Both must

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be designed in combination to improve welfare of humans (Anonymous, 1992).

RESOURCES AND METHODS

The study was conducted in Bagalkot district of Karnataka, which is one of the major pomegranate growing districts occupying fourth position in area and production. Three talukas were selected based on highest area under the crop. 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 random sampling procedure. Thus, a total of 120 farmers formed the sample for the study. Data were collected through personnel interview method using structured pre-tested interview schedule and the analysis was done using Mean, standard deviation and co-efficient of correlation .

OBSERVATIONS AND ANALYSIS

The data regarding overall entrepreneurial behaviour of pomegranate growers is presented in Table 1. The data revealed that chunk (70.83%) 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. Similar results were obtained by Nagesh (2006).

The possible reason might be due to medium

innovativeness, achievement motivation, risk orientation, leadership ability, economic motivation and management orientation of the respondents. Other reason 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 and with entrepreneurial behaviour.

Entrepreneurial behaviour was taken as a function of seven components like innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and management orientation. The summation of scores of all these seven components constituted the entrepreneurial behaviour score of the respondents.

From Table 2 it could be inferred that the socio-economic characteristics such as education, size of land holding, annual family income, mass media participation, extension participation and scientific orientation were positively and significantly correlated with entrepreneurial behaviour.

Education of farmers was positively and significantly correlated with their entrepreneurial behaviour. Education helps the farmers to broaden their mental horizon. It also enables them to get more information from various sources. This seems to be interrelated with the farmers to bring changes in their socio-psychological orientation to adopt new ideas and practices subsequently motivating the farmers for taking calculated risk. Education also helps in more precise decision making and to manage over all planning, production and marketing aspects with higher

Table 1 : Distribution of respondents based on overall entrepreneurial behaviour

Sr. No.	Category	Frequency	(n=120) 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		S.D. = 21.00	

Table 2: Relationship between socio-economic characteristics and entrepreneurial behaviour

Independent variables	'r' value
Age	-0.126 NS
Education	0.277**
Occupation	0.127 NS
Land holding	0.248**
Annual family income	0.266**
Mass media participation	0.260**
Extension contact	0.161 NS
Extension participation	0.232**
Scientific orientation	0.211**

** indicate significance of value at P=0.01

NS= Non-significant

efficiency. Positive and significant relationship of education with innovativeness, decision making ability, risk orientation, management orientation are in accordance with the findings of Subramanyeshwari and Veeraraghava Reddy (2003).

Land holding of farmers was positively and significantly correlated with their entrepreneurial behaviour. 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. Farmers with large size of land holding have leadership ability. This was due to positive and significant relationship of land holding with innovativeness, decision making ability, risk orientation and leadership ability. The results are in conformity with Patil *et al.* (1999) and Nomes Kumar and Narayanaswamy (2000).

Annual family income of farmers was positively and significantly correlated with their entrepreneurial behaviour. Farmers with higher annual family income have higher purchasing power and as a result have an urge to invest in specialized farm operations. The higher income itself motivates the farmers to seek new technologies for improving their income and standard of living. Farmers with high annual family income usually have good leadership abilities and they can normally bear risk and uncertainty in adopting new ideas. Annual family income provides the economic base for the farmer; this was due to positive and significant relationship of risk orientation, leadership ability, achievement motivation. The results are in conformity with the reports of Pandya (1996), Patil *et al.* (1999) and Subramanyeshwari and Veeraraghava Reddy (2003).

Mass media participation of farmers was positively and significantly correlated with their entrepreneurial behaviour. Advent of mass media provides enormous opportunities for repeated exposure to new technology, thus, motivating the farmers for further action. These farmers try to adopt new farm practices at faster rates. Mass media participation can provide valuable information on prevailing situations which helps farmers to know their chances of success and creates a favorable attitude towards risk orientation. It also provides information on agricultural practices and creates an interest in the farmer to seek more information regarding a particular practice. This was due to positive and significant relationship of mass media participation with innovativeness, decision making and risk orientation. The results are in consonance with the results of Patil *et al.* (1999) and Patel *et al.* (2003).

Extension participation of farmers was positively and significantly correlated with their entrepreneurial behaviour. Extension participation helps the farmers to get information

from various sources. Extension activities conducted in the area have direct effect on knowledge gained about improved agricultural practices. It helps the farmers to adopt new agricultural practices earlier than others in their social system. These groups of farmers who are early adopters were consulted by fellow farmers for information and are readily accepted as leaders. This might be due to positive and significant relationship of extension participation with innovativeness, decision making ability, leadership ability. The findings are in line with the results of Kumar and Narayanaswamy (2000) and Patel *et al.* (2003).

Scientific orientation of farmers is positively and significantly correlated with their entrepreneurial behaviour. Scientific orientation is operationalized as the degree to which farmer is oriented towards the use of scientific methods in decision making in farming. The positive and significant relationship between scientific orientation and entrepreneurial behaviour of the respondents might be due to the fact that respondents with higher scientific orientation would try to gather more information, which could be applied at the field level, thus increasing production.

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, NGO's, and private organizations to make them more enterprising. The study revealed that certain variables such as education, land holding, annual family income, mass media participation, extension participation and scientific orientation were found to be positively and significantly correlated with entrepreneurial behaviour. The Government and private organizations should aim at manipulating these variables to their advantage for promoting entrepreneurial behaviour among pomegranate growing farmers.

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