

Research Article

# Relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour

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**SUMMARY :** The present study on relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour was undertaken in Hingna and Kalmeshwar tahsils of Nagpur district of Vidarbha region of Maharashtra state with sample size of 100 dairy farmers from 20 villages. The exploratory research design of social research was used in the present investigation. Dairy farming plays an important role in social and economic livelihood of the farmers. The relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour, in case of age the respondents had negative and significant correlation with their entrepreneurial behaviour, while education, land holding, annual income, social participation, extension contact and economic motivation were positively correlated with their entrepreneurial behaviour, whereas occupation, family size and herd size had non-significant correlation with their entrepreneurial behaviour.

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**KEY WORDS:**

Socio-economic, Psychological characteristics, Communicational characteristics, Entrepreneurial behaviour

## BACKGROUND AND OBJECTIVES

Dairying is a potential source of gainful employment, creating additional income to rural people, particularly landless farm labourers, marginal and small farmers who are resource deficit. Milk production contributes a major share of livestock production and is only next to rice with regard to contribution to agriculture production (Das and Pankaj, 2004). Livestock plays an important role in Indian economy; animal husbandry output constitutes about 30 per cent of country's agricultural output. Livestock sector provides regular employment to 11 million in principal status and 9 million in subsidiary status. 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 of buffalo's population of world. Thus, India has occupied a

major place on the germplasm of world's livestock. Livestock are the source of various products like milk, meat, bones, hooves, horns, skins etc. which can be used to produce a variety of byproducts. Manures can be used as a source of nutrients for various crops (Punde, 2008).

**Objective :**

The present study was planned with the following objective:

- To study the relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour.

## RESOURCES AND METHODS

The present study was conducted in 20 villages of Hingna and Kalmeshwar tahsils of

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Nagpur district of Maharashtra state. A sample size of 100 dairy farmers from these villages was selected by using random sampling technique in this study.

The 100 dairy farmers were selected on the basis of having 5 or more than 5 milch animal each. Thus, from 20 villages 100 dairy farmers participating dairy were selected by proportionate sampling methods and these 100 farmers were considered as sample in present study. An interview schedule was prepared in the view of the objective of the study and data were collected by personal interview from the selected dairy farmers. It was measured with the help of scale developed by Chaudhari *et al.* (2007) with some modifications.

## OBSERVATIONS AND ANALYSIS

The relationship between personal, socio-economic, communicational and psychological characteristics of dairy farmers with their entrepreneurial behaviour were summed under the infrastructural, The perusal of the data depicted in Table 1 clearly indicates that selected characteristics of dairy farmers, *viz.*, education and land holding had positive and significant relationship at 0.01 level of probability with entrepreneurial behaviour whereas, annual income, social participation, extension contact and economic motivation had positive and significant relationship at 0.05 level of probability with entrepreneurial behaviour. Whereas, only age had negative correlation with entrepreneurial behaviour and significant at 0.05 level of probability. Hence, the Null hypothesis was rejected for age characteristics of respondent and concluded that other characteristics were correlated with their entrepreneurial behaviour.

Further, remaining characteristics of dairy farmers such as occupation, family size and herd size did not establish 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.

Thus, age of dairy farmers was found to have negative and significant relationship with their entrepreneurial behaviour. The age is the factor, which determines the zeal, attitude and enthusiasm to work hard required for determining effectiveness in any activity. Younger farmers are more energetic, more educated and they work for excellence in their life. This could be the reason for negative and non - significant correlation between age and their entrepreneurial behaviour. The similar results were reported by Patil *et al.* (1999) and Murali and Jhamtani (2003) who stated that age of respondents had negatively significant relationship with their entrepreneurial behaviour.

With respect to education of dairy farmers, there was positive and significant relationship with their entrepreneurial behaviour. Education broadens the vision of an individual. The educated persons develop more access to extension agencies, mass media, development organizations, economic motivation, achievement motivation, decision making ability and inclined to use of innovations by taking the high risk. Thus, these factors help an individual to manage his enterprise. Hence, education was the influencing factor of entrepreneurial behaviour for dairy farmers. These findings are in accordance with the findings of Murli and Jhamtani (2003) and Mundhawa and Pandheria (1998) who also reported that there was positive significant relationship between education and entrepreneurial behaviour.

While occupation and family size were found non-significantly correlated with entrepreneurial behaviour for dairy farmers. Therefore, the Null hypothesis formed for these variables was accepted. These findings are in accordance with the findings of Chaudhari (2006) who also reported that there was non - significant relationship between occupation and family size with entrepreneurial behaviour.

With respect to land holding of dairy farmers, there was positive and significant relationship with their entrepreneurial behaviour. Hence, land holding was the influencing factor of entrepreneurial behaviour for dairy farmers. As a result, it is quite possible that farmers with larger land holding evinced keen interest to know about new forum practices and be more respective to such ideas and thus, leading to better innovativeness, achievement motivation and risk orientation, which inturn reflect on their entrepreneurial behaviour. These findings are in accordance with the findings of Chaudhari (2006) who also reported that there was significant relationship between land holding with entrepreneurial behaviour.

Annual income of dairy farmers was found to have positive and significant relationship with their entrepreneurial behaviour. The probable reason for present findings might be that respondent with large holding, would have more opportunities and potentialities to try and adopt variety of

**Table 1 : Correlation between personal and socio-economic characteristics of the respondents and their entrepreneurial behaviour (n=100)**

Sr. No.	Variables	'r' value
1.	Age	-0.1925*
2.	Education	0.3237 **
3.	Occupation	0.0351NS
4.	Family size	0.0425 NS
5.	Land holding	0.4155**
6.	Annual income	0.2257 *
7.	Herd size	0.1277 NS
8.	Social participation	0.245*
9.	Extension contact	0.232 *
10.	Economic motivation	0.2021*

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

technological innovations. These findings are in line with the findings of Subramanyeshwari and Reddy (2003) who reported that there was positive significant relationship between annual income with their entrepreneurial behaviour.

Herd size of dairy farmers had shown positive and non-significant relationship with their entrepreneurial behaviour. This might be due to that of majority of dairy farmers possessed medium herd size. The findings of present investigation were found in contrast with the findings of Mundhwa and Padheria (1998) who noticed that there was positively non-significant relationship between livestock possession and entrepreneurial behaviour of dairy farmers.

Social participation and extension contact were found to have positive and significant correlation with their entrepreneurial behaviour at 0.05 level of probability. Therefore, the Null hypothesis formed for these variables was rejected. In case of social participation and extension contact Jothilakshmi *et al.* (2009) reported similar findings.

Economic motivation of dairy farmers had positive and significant relationship with their entrepreneurial behaviour. In general, economic motivation is the basic character upon which other motives, drives and other attributes are built. It is psychological conditions an individual to orient himself to achieve higher income. Dairying being a remunerative enterprise, one could set higher level of economic motivation. When one develops higher levels of economic motivation and to achieve it, he could strive hard and get internalize him about different aspects of managing enterprise besides aiming profit maximization. Hence, it is quite natural to expect the positive relationship. This finding is in line with the finding of Narmatha *et al.* (2002).

#### Conclusion :

The education (0.3237\*\*), land holding (0.4155\*\*), annual income (0.2257\*), social participation (0.245\*), extension contact (0.232\*) and economic motivation (0.2021\*) of respondents showed positively and only age (-0.1925\*) found negatively significant relationship with entrepreneurial behaviour of dairy farmers. Whereas, other variables like occupation, family size and herd size (0.1277 NS) did not

establish any significant relationship with their entrepreneurial behaviour of dairy farmers.

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