

## **Entrepreneurial Behaviour of Vegetable Growers**

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Entrepreneurial behaviour is the function of an individual's personality characteristics (self confidence, achievement motivation, risk taking ability etc.) and environmental factors (socio-cultural factors, support system). Entrepreneurship is the response of the entrepreneur in order to earn profit by bearing the risk factor. It is centered on human skill, efficiency and strong impulse to try out the known technology with an ultimate aim to reduce the cost of production. For the present study entrepreneurial behaviour is operationalized as assemblage of personality characteristics and environmental factors contributing to transformation of physical, natural and human resources into marketable product. The present study was undertaken to analyse and understand entrepreneurial behaviour of vegetable growers.

### **METHODOLOGY**

The study was carried out in two districts i.e. Nainital and Almora of Kumaon division of Uttarakhand. They rank number one and two respectively in terms of vegetable production and area Multi stage random sampling was used to select the respondents. A list of major vegetable growing community development blocks was obtained from the District Horticulture Office. Two villages from each block having maximum area under vegetable cultivation were selected with the help of incharge of Horticulture Mobile. Team working at the block level. Thus, finally eight villages namely Budhibana, Parwara, Kafulta and Khalad from Nainital district and Tunokot, Tipola, Natadol and Mor patyuri from Almora district were selected. A random sample of 15 respondents from each village was selected to pool up to total 120 respondents for the study.

Profile of the vegetable growers were studied in

terms of education, caste, socio-economic status, sources of information utilisation, marketing facilities, ability to coordinate farming activities, value orientation, farming experience and training received.

### **RESULTS AND DISCUSSION**

#### **Profile of vegetable growers**

The relevant data of profile showed that majority of the respondents had high value orientation (59.16%), medium level of education (80%), medium socio-economic status(88%) and belonged to the general caste category (88.32%). Beside this, most of them were under medium category of sources of information utilization (82.5%), marketing facilities (62.50%), farming experience(71.66%) and ability to coordinate farming activities (79.16%).

#### **Entrepreneurial behaviour**

It was studied with respect to nine dimensions. The data on entrepreneurial is presented in Table 1, when show that majority of the respondents had medium level of knowledge of vegetable cultivation (97.50%), self-confidence (90.83%), management orientation(79.16%), farm decision making (69.16%), leadership ability (57.50%), risk taking ability (76.66%) and innovativeness (68.33%). Equal percentage (70%) of respondents was in medium category of utilization of available assistance and achievement motivation.

The result indicated that majority (65.83%) of the respondents fell under the category of medium level of entrepreneurial behaviour. It was followed by high ( 17.50%) and low (16.66%) category of entrepreneurial behaviour.

The data in table 2 show the relationship and

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contributory influence of selected independent variables with entrepreneurial behaviour of vegetable growers. The relationship between the independent profile variables and entrepreneurial behaviour was examined with the Pearson's co-efficient of correlation. The value showed a significant and positive relationship between the entrepreneurial behaviour and their education (0.837), caste (0.618), socio- economic status. (.0.799), sources of information utilization (0.489), training received (0.438). marketing facilities (0.573), ability to coordinate farming activities (0.797) value orientation (0.711) and farming experience (0.242). This implies that Increase in these

variables had corresponding significant increase on the entrepreneurial behaviour of vegetable growers.

In order to find out the relative contribution of independent variables on dependent variable i.e. entrepreneurial behaviour of the vegetable growers, the technique of multiple regression analysis using linear mode (predictive equation) was computed. Nine selected variables were fitted in the multiple regressions for all vegetable growers. It is evident from the value of  $R^2$  (0.795) that all variables contributed jointly to the extent of 79.5% of variation in the entrepreneurial behaviour. F ratio was 47.260 significant at 9 and 110 degrees of

**Table 1. Distribution of vegetable growers according to entrepreneurial behaviour**

Sl. No.	Entrepreneurial behaviour	Dimension range(in percentage) (N= 120)		
		Low	Medium	High
1.	Management orientation	20.83	79.16	--
2.	Farm decision making	2.5	69.16	28.33
3.	Leadership ability	10.83	57.50	31.66
4.	Risk taking ability	13.33	76.66	10.00
5.	Knowledge of vegetable farming	2.5	97.50	--
6.	Achievement motivation	17.50	70.00	12.50
7.	Innovativeness	14.16	68.33	17.50
8.	Utilization of available assistance	17.50	70.00	12.50
9.	Self confidence	9.16	90.83	--
10.	Total entrepreneurial trend	16.66	65.83	17.50

freedom. Out of nine variables the observed 't' value was significant in case of caste, value orientation, ability to coordinate farming and socio-economic status. It contributed in the prediction of entrepreneurial behaviour of the vegetable grower. It seems that socio- economic status of vegetable growers influence the education financial background, risk taking ability and use of multiple channels in getting inputs etc. Significant relationship of caste with entrepreneurial behaviour indicated that it was an important social factor which determines the social status of a vegetable grower. Positive value orientation was found in terms of adoption of scientific innovations, use of cosmopolite source, liberal attitude towards accepting a new fact and high aspiration to improve the standard of living. Positive

association of ability to coordinate 'farming activities was observed at the farm and home of vegetable growers. Some of the farm activities were being performed by the growers in advance to avoid the last minute delay.

Thus, it may be suggested that these four variables should be taken care of by the extension agencies in conducting training programmes for entrepreneurship development of vegetable growers.

Multiple  $R^2 = 0.795$ , F value for  $R = 47.260$  with 9 and 110 dfs, intercept constant = 126.330, S.E. of intercept = 9.754

\*\* Significant at 0.01 level of probability, Significant at 0.05 level of probability, NS – Non- significant.

**Table 2. Correlation and regression analysis of independent variables 'with entrepreneurial behaviour oil vegetable growers'.**

Sl. No.	Predictor variables	Co-efficient of correlation 'r'	b-value regression coefficient (RC)	S.E. of b	t value for b
1.	Education	0.837*	-5.146	3.042	-1.692 NS
2.	Socio-economic status	0.799**	0.132	0.024	5.947**
3.	Caste	0.618**	11.580	3.442	3.364**
4.	Sources of information utilization	0.438**	-0.621	0.680	-0.913 NS
5.	Training received	0.489**	-2.011	0.767	-2.623 NS
6.	Marketing facilities	0.573**	-1.015	0.409	-2.481 NS
7.	Ability to coordinate farming activities	0.797**	1.150	0.755	1.522**
8.	Value orientation	0.711**	1.451	0.671	2.162**
9.	Experience in fanning	0.242*	-0.152	0.075	-2.017 NS

### CONCLUSION

Vegetable growers largely belonged to the general caste category with medium socio- economic status. Education, sources of information utilization, marketing facilities, ability to coordinate farming and farming experience. But they had high value orientation and low training received. The result of multiple regression

analysis indicated caste followed by value orientation, ability to coordinate farming activities and socio-economic status had significant contributing influence upon the entrepreneurial behaviour of vegetable growers. It indicated that increase in these variables had significant impact on rise of entrepreneurial behaviour of vegetable growers.