

Entrepreneurial Behaviour and Constraints Encountered by Dairy and Poultry Entrepreneurs in Jammu Division of J&K State

Bhavana Gupta¹, S.K. Kher², and M.S.Nain³

ABSTRACT

The investigation on 60 entrepreneurs, thirty each selected from dairy and poultry entrepreneurs from Jammu and Kathua districts or J & K state revealed that majority of the entrepreneurs had medium level of achievement motivation, risk taking behaviour, decision making ability, communication skills, adoption propensity and self confidence. Poultry entrepreneurs had more internal locus of control than dairy entrepreneurs. Overall entrepreneurial behaviour index was high in case of poultry entrepreneurs. The major constraints identified in case of dairy entrepreneurs were high initial investments (80%), costly veterinary medicines and treatment (66.66%), frequent prevalence of diseases (63%), lack of storage facilities (60%) and lack of knowledge about balanced diet (53%). In case of poultry entrepreneurs, high mortality rate (73.33%), high cost of good quality feed (60%), difficulty in borrowing loans (53.33%), lack of technical guidance (50%) and lack of knowledge about causes and treatment of diseases (46.66%) were the major constraints reported by the entrepreneurs.

Key Words : Entrepreneurial behaviour, poultry entrepreneurs, dairy entrepreneurs, constraints

INTRODUCTION

The concept of entrepreneurship has assumed prime importance in research and development for accelerating economic growth in India. In the new concept, entrepreneur is one who evaluates a new situation in his environment and directs the making of such adjustments in the economic system as one deems necessary. The development of entrepreneurship benefits by linking innovations, risks taking, vision and organizing skills. Entrepreneurship is the capacity of an individual to innovate. It involves confidence and competence to meet unforeseen and adverse conditions. The contribution of entrepreneurs is likely to be greater in a society that attaches higher prestige to entrepreneurship and provides greater security for establishment and operating individual ventures. From the social and macro-economic perspective, it is held that the economic development is a direct function of the number of high quality innovators and entrepreneurs. Entrepreneurs discover, create or invent opportunities and exploit them to their own benefit as well as to the benefit of the society. Therefore, entrepreneurship needs to be encouraged, promoted and supplemented for the benefit of the aggregate economy. Entrepreneurship is the process of identifying the new business opportunities and turning same into practical reality by taking risks, experimenting with new ideas and initiatives. Based on the review of different literature, the present study on entrepreneurship behavior was planned with following objectives.

To study the entrepreneurial behaviour of dairy and poultry entrepreneurs and to identify the constraints encountered by dairy and poultry entrepreneurs

METHODOLOGY

The study was conducted in Jammu and Kathua districts of Jammu and Kashmir State. Thirty entrepreneurs each from dairy and poultry enterprise whose occupation was primarily farming along with allied ventures like dairy and poultry were selected purposively for the study. A questionnaire regarding entrepreneurial behaviour covering seven important entrepreneurial traits was developed for study. Entrepreneurial traits like achievement motivation, risk taking capacity, decision making ability, communication skills, adoption propensity and self confidence were measured by the scales developed by the other authors and which were modified and tested for the reliability and validity as per the requirement of the study. Based on the scores obtained, the entrepreneurs were grouped into low, medium and high category by adopting S.D. \pm Mean criteria. Entrepreneurial Behaviour Index (EBI) of entrepreneurs was calculated by the following procedure.

$$EBI = \frac{\text{Actual scores obtained}}{\text{Maximum obtainable scores}} \times 100$$

¹Division of Agri. Extn. Edu., FOA, SKUAST-J, Chatha. ² Senior Scientist, Division of Agri. Extension, IARI, New Delhi

RESULTS AND DISCUSSION

The major thrust in the present investigation was on certain psychological characteristics among the farm entrepreneurs. Entrepreneurial behaviour is the extent of qualitative and innovative activities carried out by an entrepreneur in their respective enterprises. It was measured on various dimensions of entrepreneurship behaviour.

Achievement motivation

The findings regarding achievement motivation are presented in Table 1.

Table 1: Distribution of entrepreneurs according to their achievement motivation.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	7 (23.33)	15 (50.00)	8 (26.67)	30
Scores	<8	8-9	>9	
Poultry entrepreneurs	0 (0.00)	17 (56.67)	13 (43.33)	30
Scores	<8	8-9	>9	

Figures in parenthesis shows percentages.

The data presented in Table 1 revealed that one-half (50%) of the dairy entrepreneurs were having medium level of achievement motivation followed by respondents in the high category (26.67%) and low category (23.33%). However, the results in case of poultry was showing healthy trend as there was no poultry entrepreneur having low achievement motivation. Majority (56.67%) of them belonged to the medium category and 43.33 per cent fell in the high category. The probable reason for this trend might be that the poultry entrepreneurs were more literate than dairy entrepreneurs and were in joint family system compared to dairy entrepreneurs. The urge to earn more and to be self sufficient might had resulted in their higher achievement motivation.

Table 2: Distribution of entrepreneurs according to risk taking behaviour.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	4 (13.33)	18 (60.00)	8 (26.67)	30
Scores	<4	4-5	>5	
Poultry entrepreneurs	3 (10.00)	22 (73.33)	5 (16.67)	30
Scores	<5	5-8	>8	

Figures in parenthesis shows percentages.

A perusal of data in Table 2 revealed that majority of the dairy (60%) and poultry (73.33%) entrepreneurs were in medium level of risk taking capacity. The risk taking capacity was high (26.67%) in case of dairy entrepreneurs as compared to poultry entrepreneurs who were having only 16.67 per cent of risk taking capacity. Only 10 per cent of the poultry entrepreneurs and 13.33 per cent of the dairy entrepreneurs were having low level of risk taking capacity. The probable reason about the high level of risk taking capacity in case of dairy owners may be due to the fact that there is a lot of demand for the milk as this is consumed by every household and fetches a good profit by way of producing by products like cheese, curd and butter.

Table 3: Distribution of entrepreneurs according to their decision making ability.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	1 (3.33)	17 (56.67)	12 (40.00)	30
Scores	<4	4-5	>5	
Poultry entrepreneurs	0 (0.00)	13 (43.33)	17 (56.67)	30
Scores	<4	4-5	>5	

Figures in parenthesis shows percentages.

The findings of Table 3 depict that majority of the entrepreneurs (dairy and poultry) were in medium category of decision making ability. A negligible (3.33%) number of dairy entrepreneurs were in low level of decision making ability. None of the poultry entrepreneur was in this category. About 56.67 per cent and 40 per cent of poultry and dairy entrepreneurs were in high category of decision making ability respectively. The increased response in high category of decision making may be due to the fact that more than 95 per cent of entrepreneurs were having individual ownership status and majority of them were of the view that it was their self decision to start the enterprise.

Table 4: Distribution of entrepreneurs according to their communication skills.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	8 (26.67)	14 (46.66)	8 (26.67)	30
Scores	<9	9-16	>16	
Poultry entrepreneurs	2 (6.67)	21 (70.00)	7 (23.33)	30
Scores	<10	10-17	>17	

Figures in parenthesis shows percentages.

The Table 4 reveals that 46.66 per cent of dairy entrepreneurs and 70 per cent of poultry entrepreneurs were in the medium category of communication skills. About 27 per cent of the dairy entrepreneurs were having low communication skills compared to 6.67 per cent in case of poultry entrepreneurs. However, in high category dairy entrepreneurs had slight edge over the poultry entrepreneurs as 26.67 per cent of dairy entrepreneurs were in high category of communication skills compared to 23.33 per cent of poultry entrepreneurs. The probable reason of medium level of communication skills might be that majority of the entrepreneurs had not received any training and their social participation was also low.

Table 5: Distribution of entrepreneurs according to their adoption propensity.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	8 (26.67)	15 (50.00)	7 (23.33)	30
Scores	<2	2-5	>5	
Poultry entrepreneurs	4 (13.33)	18 (60.00)	8 (26.67)	30
Scores	<6	6-7	>7	

Figures in parenthesis shows percentages.

With regard to innovativeness, Table 5 shows that 60 per cent of the poultry entrepreneurs and 50 per cent of the dairy entrepreneurs were in medium category of adoption propensity. However, there was a difference as far as low category of adoption propensity with regard to dairy and poultry entrepreneurs is concerned. The frequency of entrepreneurs was less (13.33%) in low category in case of poultry entrepreneurs while it was twice (26.66%) for dairy entrepreneurs. The probable reason for higher adoption propensity in case of poultry entrepreneurs may be due to the fact that they were more literate having high risk taking capacity as compared to dairy entrepreneurs.

Locus of control has a central place as far as the entrepreneurial traits are concerned as it reveals the inner urge of an entrepreneur. The data presented in Table 6 with regard to locus of control reveals that the poultry entrepreneurs had taken a lead in this trait, a large majority of (76.67%) of the poultry entrepreneurs were having internal locus of control. In comparison, the dairy entrepreneurs had more than one-half (53.33%) which were having the introvert personality. The probable reason might be that poultry entrepreneurs were ahead of the dairy entrepreneurs in every respect of entrepreneurial traits. This is a positive sign for developing the poultry entrepreneurs as successful role models for other famers.

Table 6: Distribution of entrepreneurs according to their locus of control.

Entrepreneurs	Locus of control		Total
	Internal	External	
Dairy entrepreneurs	16 (53.33)	14 (46.67)	30
Poultry entrepreneurs	23 (76.67)	7 (23.33)	30

Figures in parenthesis shows percentages.

Table 7: Distribution of entrepreneurs according to the self confidence.

Entrepreneurs	Category			Total
	Low	Medium	High	
Dairy entrepreneurs	1 (3.33)	14 (46.67)	15 (50.00)	30
Scores	<4	4-5	>5	
Poultry entrepreneurs	1 (3.33)	16 (53.33)	13 (43.33)	30
Scores	<4	4-5	>5	

Figures in parenthesis shows percentages.

The Table 7 depicts that one-half (50%) of dairy and 43.33 per cent of poultry entrepreneurs were in high category of self confidence. About 46.67 per cent of dairy and 53.33 per cent of poultry entrepreneurs were in medium category of self confidence. Negligible number (3.33% each) of dairy and poultry entrepreneurs were in low category of self confidence. About 53.33 per cent and 46.67 per cent of the poultry and dairy entrepreneurs were in medium category of self confidence. The probable reason for high level of self confidence in both the entrepreneurs might be because of medium level of achievement motivation, decision making ability and adoption propensity. Since dairy entrepreneurs had greater risk taking capacity, it might have helped them to dominate over poultry entrepreneurs with respect to self confidence.

Table 8: Entrepreneurial behaviour index of entrepreneurs.

Entrepreneurial traits	Entrepreneurs	
	Dairy entrepreneurs	Poultry entrepreneurs
Achievement motivation	76.94	78.88
Risk taking capacity	42.77	59.72
Decision making ability	88.33	90.55
Communication skills	61.75	64.76
Adoption propensity	41.66	68.00
Locus of control	Internal	16.25
	External	85.71
Self confidence	57.22	71.66
Mean EBI	58.83	65.47

Table 8 depicts that the mean Entrepreneurial Behaviour Index (EBI) of poultry entrepreneurs was maximum (65.47) as compare to dairy entrepreneurs (58.83). The probable reason for higher EBI of poultry entrepreneurs might be due to the fact that dairy entrepreneurs were not much innovative and having medium level of decision making ability, achievement motivation, self confidence and communication skills.

Table 9: Constraints encountered by dairy entrepreneurs.

Constraints	Number	Percentage	Rank
Costly veterinary medicines and treatment	20	66.66	II
Inadequate milk processing infrastructure	12	40.00	VII
Frequent prevalence of diseases	19	63.00	III
Lack of knowledge about balanced diet	16	53.00	V
Lack of technical knowledge regarding deworming of animals	15	50.00	VI
Lack/failure of artificial insemination centres	11	36.66	VIII
High initial investment	24	80.00	I
Lack of storage facilities	18	60.00	IV
Lack of practical training	9	30.00	IX
Lack of co-operative societies	20	66.66	II

Multiple response.

The data in Table 9 depict that 'high initial investment' was major constraint encountered by the dairy entrepreneurs and ranked I. 'Costly veterinary medicines and treatment' (66.66%) and 'lack of co-operative societies' (66.66%) shared their positions with rank II followed by frequent prevalence of diseases (63%), 'lack of storage facilities' (60%), 'lack of knowledge about balanced diet' (53%), 'lack of technical knowledge regarding deworming of animals' (50%), 'inadequate milk processing infrastructure' (40%), 'lack/failure of artificial insemination centres' (36.66%) and the last constraint observed by the respondents was 'lack of practical training' (30%).

Table 10. Constraints encountered by poultry entrepreneurs.

Constraints	Number	Percentage	Rank
Lack of knowledge about causes and treatment of diseases	14	46.66	V
Difficulty in maintaining temperature and environmental conditions	11	36.66	VIII
High mortality rate	22	73.33	I
High cost of good quality feed	18	60.00	II
Difficult in borrowing loans	16	53.33	III
Lack of technical guidance	15	50.00	IV
Fluctuation in prices	13	43.33	VI
High charges for loading and unloading	10	33.33	IX
Lack of literature in vernacular language	9	30.00	X
Lack of cosmopolitanism	12	40.00	VII

Multiple response.

Table 10 shows that the constraint 'high mortality rate' was highest (73.33%) reported by poultry entrepreneurs, which was followed by constraint 'high cost of good quality feed' (60%), 'difficulty in borrowing loans' (53.33%), 'lack of technical guidance' (50%), 'lack of knowledge about causes and treatment of diseases' (46.66%), 'fluctuation of prices' (43.33%), 'lack of cosmopolitanism' (40%), 'difficulty in maintaining temperature and environmental conditions' (36.66%), 'high charges for loading and unloading' (33.33%) and 'lack of literature in vernacular language' (30%).

CONCLUSION

The study revealed that majority of the entrepreneurs had medium level of achievement motivation, risk taking capacity, decision making ability, communication skills, adoption propensity and self confidence. Majority of the entrepreneur were high internal locus of control. Entrepreneurial behaviour index was high in case of poultry entrepreneurs. The major constraints for dairy entrepreneurs were high initial investment, costly veterinary medicines and treatment, frequent prevalence of diseases, lack of storage facilities and lack of knowledge about balanced diet. The major constraints in case of poultry entrepreneurs were high mortality rate, high cost of good quality feed, difficulty in borrowing loans, lack of technical guidance and lack of knowledge about causes and treatment of diseases. Therefore, it is important that entrepreneurial skills of poultry and dairy farmers are recognized and capacity building initiations are undertaken to enhance their capabilities for socio-economic upliftment.

REFERENCES

- Firdoos, R. 2001. Determinants of entrepreneurship among members of Punjab Kissan Club of Punjab Agricultural University, Ludhiana. M.Sc. thesis, Punjab Agricultural University, Ludhiana, India
- Mc Clelland, D.C. and Winter, D.C. 1969. Motivating Economic Achievement. The Free Press, New York.
- Nain M.S. , Singh Rashmi, Sangeetha V., Chandel S.S., Kumar P. and Peer J. A. (2013). Strategies for entrepreneurship development through fruit production in J & K state. *Agric. Sci. Digest.*, 33 (3) : 165 - 171, 2013
- Manhas, J.S. 2005. An analytical study of dairy entrepreneurship and its future strategy in Jammu district of Jammu and Kashmir. Ph.D. thesis, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan, India.
- Rotter, J. 1966. Rotter's locus of control scale. <http://www.ballarat.edu.au/ard/bssh/psych/rot.htm>.
- Solanki, K.D. and Soni, M.C. 2004. Entrepreneurial behaviour of potato growers. *Indian Journal of Extension Education*. 40: 33-36.