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Correlations of Sub-components of Entrepreneurial Behaviour with the Profile Characteristics of Sugarcane Growers

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ABSTRACT

Education, land holding, social participation, extension participation, mass media participation, scientific orientation and management orientation showed significant relationship with entrepreneurial behaviour. However age, occupation and credit orientation showed non-significant relationship with entrepreneurial behaviour in the study conducted with an ex-post facto research design in Mandya district of Karnataka over a randomly drawn sample of 120 sugarcane growers.

Key words : Correlation, Entrepreneurial behaviour, Profile, Sugarcane, Variables.

The entrepreneurship of the farmer directly or indirectly related to his behaviour. The term entrepreneurship can be defined as a creative and innovative response to the environment. The entrepreneur is an economic man, who strives to maximize his profits by adopting innovations. They are men with a will to act, to assume risk and to bring about a change through organization of human efforts. The future looks bright for innovative entrepreneurs who possess the skills and experiences needed for the challenges of this entrepreneurship.

The sugar industry is the largest among the agro-based industries in the country and is situated mostly in rural areas. To meet the increasing demand of the people for sugar, the chief sugarcane growing regions has to increase their sugarcane production. Thus entrepreneurs can play an important role in increasing sugarcane production. Keeping this in view, the study was designed to assess the sub-components of entrepreneurial behaviour and its relation with profile characteristics of sugarcane growers in Mandya district of Karnataka.

MATERIAL AND METHODS

The study has been carried out with ex-post facto research design in Mandya district of Karnataka. Mandya district was selected purposively because of the predominance and extensive cultivation of sugarcane crop in the study area and from Mandya district four taluks namely Mandya, Srirangapatna, Malavalli and Pandavapura were randomly selected. From each of the selected taluks, three villages were selected based on random sampling procedure. Thus, totally twelve villages were selected for the study. Accordingly, from each of the selected village ten farmers were randomly selected. Thus, a total of 120 farmers formed the sample for the study. Interview schedule was developed in the light of the objectives to collect the responses from the sugarcane growers and the schedule was pre tested in a non sample area. Finally the data collected was coded, classified and tabulated in order to make the findings meaningful. The findings were suitably interpreted and necessary conclusions and inferences were drawn using correlation.

RESULTS AND DISCUSSION

On perusal of results from Table 1, it is evident that education, land holding, social participation, mass media participation, extension participation, management orientation and scientific orientation were positively and significantly correlated with innovativeness. Education enables an individual to open his faculties of thinking to outside world. Land holding provides the economical base for the farmer to practice new agricultural technologies. Generally, educated persons venture to become members of formal and informal institutions for better use of resources. Mass media are the proven channels for quick dissemination of information to a widely dispersed and large number of people in a short period. Further, participation in extension activities certainly facilitate one to acquire first hand information and equip with latest technical know-how for putting technology into practice, those interactions with extension agencies might have helped the sugarcane growers for effective

management of production and marketing activities and to apply scientific approach in sugarcane cultivation.

The characteristics like education, land holding, social participation, extension participation, mass media participation, management orientation and scientific orientation were positively and significantly correlated with cosmopoliteness. Higher education and land holding provides an impetus to the farmer to introduce technological changes and produce more. Extension and Social participation provides the required skills to take appropriate decisions for achieving maximum profits. Mass media participation helps to know the facts and update their technical knowledge. However, management and scientific orientation provides superiority to the farmer in terms of ideas and skills in doing farm work.

There is a positive and significant relationship between the characteristics like education, land holding, social participation, mass media participation, extension participation, management orientation with decision making ability. Education widens the horizon of decision making through formal exposure to various sources. Higher land holding with greater participation in social and extension activities coupled with their scientific knowledge facilitates the sugarcane growers to choose wise decisions among available alternatives at right time and at right place.

The data furnished in Table 1 revealed that variables such as education, social participation, mass media participation, scientific orientation management orientation and had positive and significant relationship with economic motivation. Higher formal education directed the sugarcane growers to have higher economic orientation. However, higher social and mass media participation encourages the farmers to take up more economic activities and to achieve higher status in the society while, management and scientific orientation helps in effective crop production and to derive more economic returns.

The independent variables such as education, land holding, social participation, mass media participation, extension participation, scientific orientation were positively and significantly associated with risk orientation and management orientation. The above personal, socio-economic and psychological characteristics have helped the sugarcane growers to take calculated risk for their field operations. Generally, farmers having big land holding with good economic conditions were daring enough to invest huge capital on farming.

A critical observation of above findings indicates that extension participation is the only independent variable that is having positive and significant associations with leadership ability. The participation of farmers in various extension activities had direct effect on gain in knowledge about improved agricultural practices. It helps the farmer to adopt new agricultural practices earlier than other members in his social system and to build up their leadership ability.

It could be inferred from the Table 1 that variables such as education, social participation, mass media participation, scientific orientation and management orientation had positive and significant relationship with achievement motivation. Higher education and mass media exposure helps a person to enlighten himself and improve his awareness. Whereas, high social participation acts as a stimulant for a farmer to achieve more. Scientific and management orientation helps to organize efforts from all the family members to achieve the determined goal.

The characteristics of education, land holding, social participation, extension participation, mass media participation, scientific orientation and management orientation were positively and significantly correlated with information seeking behaviour. Realization of importance of information might have motivated them to pursue higher education. Farmers having medium size of land holding were found to have more information seeking behaviour because of their more achievement motive. Their frequency of contact with extension agents and their consumption of mass media like newspaper, radio, television *etc.* are responsible for their orientation towards information seeking. Scientific orientation and management will be increased with higher information seeking behaviour.

The results from the Table 1 indicated that variables such as education, land holding, social participation, mass media participation, extension participation, management orientation and scientific orientation were positively and significantly associated with their ability to coordinate farm activities. In farming business, farmer has to harmonize and synchronize various farm activities in order to complete the work in stipulated period. It might be due to the fact that the farmers who oriented to their farm management will become efficient in the management of land, labour, capital and other aspects of production. So, it is natural to think that these farmers are better oriented to co-ordinate farm activities in time dimensions.

Table 1: Correlation between sub-components of entrepreneurial behaviour of sugarcane growers and their profile characteristics.

variables	Sub-components of Entrepreneurial behaviour									
	Innova tiveness	Cosmopo liteness	Decision Making ability	Economic motivation	Risk orientation	Leadership ability	Achieve-ment motivation	Information seeking behaviour	Ability to co-ordinate farm activities	Overall entrepreneur-ial behaviour
Age	0.06NS	-0.09 NS	0.02 NS	-0.03 NS	-0.09 NS	0.11 NS	-0.06 NS	-0.04 NS	0.02 NS	-0.02 NS
Education	0.28**	0.47**	0.38**	0.28**	0.46**	-0.23 NS	0.36**	0.38**	0.27**	0.48**
Occupation	0.14 NS	0.17 NS	0.14 NS	0.04 NS	0.13 NS	0.05 NS	0.00 NS	0.17 NS	0.05 NS	0.17 NS
Land holding	0.35**	0.29**	0.38**	0.07 NS	0.28**	0.03 NS	0.03 NS	0.31**	0.34**	0.39**
Social participation	0.35**	0.61**	0.47**	0.19*	0.28**	0.14 NS	0.19*	0.42**	0.39**	0.59**
Extension participation	0.37**	0.50**	0.39**	0.13 NS	0.25**	0.19*	0.17 NS	0.38**	0.32**	0.48**
Mass media participation	0.36**	0.35**	0.38**	0.46**	0.63**	-0.09 NS	0.39**	0.43**	0.25**	0.56**
Credit orientation	0.06 NS	0.02 NS	0.14 NS	-0.05 NS	0.13**	-0.07 NS	0.17 NS	-0.07 NS	-0.06 NS	0.05 NS
Scientific orientation	0.35**	0.32**	0.38**	0.33**	0.49**	0.01 NS	0.35**	0.42**	0.34**	0.53**
Management n orientation	0.29**	0.18*	0.28**	0.38**	0.57**	-0.10 NS	0.43**	0.29**	0.33**	0.46**

NS Non significant

* Significant at 0.05 % level of significance

** Significant at 0.01 % level of significance

The overall view of the Table 1 indicated that personals, socio-economic and psychological characteristics like education, land holding, social participation,extension participation, mass media participation, scientific and management orientation orientation were found to have positive and significant relation with entrepreneurial behaviour of sugarcane growers. This might be due to the fact that education widens horizons of the individual to get information from various sources whereas land holding provides the economical base for the farmer to practice new agricultural technologies and for achieving maximum profits. Social participation encourages farmers to establish contact with the support system and play important role in training individuals which in turn influences entrepreneurial behaviour. Extension participation helps the farmer to adopt new agricultural practices earlier than other members in his social system and to build up their entrepreneurial attitude. Mass media consumption widens the mental horizon of the individual towards information seeking. However, scientific orientation helps the individuals to orient themselves with the latest innovations and check their validity and reliability with subject matter. The efficient management of farm resources contributed to achieve higher yields and in turn more profits.

The similar finding was reported by Pandya (1996), Subramanyeshwari (1997), Palaniswamy and Sriram (2001), Patel *et al.* (2003), Nagesha (2005) and Chandra Mouli (2005) who also reported social participation, mass media participation, scientific orientation, education, extension participation, management orientation, land holding and were positively and significantly related with entrepreneurial behaviour.

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