



Relationship of Profile Characteristics of Pomegranate Growers with their Entrepreneurial Behaviour

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ABSTRACT

The study revealed that majority of the pomegranate growers belonged to medium entrepreneurial behaviour (65.00%) followed by low (19.17%) and high (15.83%) levels. The relationship between profile characteristics and entrepreneurial behaviour of pomegranate growers observed that computed 'r' values of education, land holding, mass media exposure, experience in pomegranate cultivation, training exposure, scientific orientation, credit orientation and market orientation were positively significant at 0.01 per cent level of probability. Age was negatively significant and social participation was negatively non-significant with entrepreneurial behaviour of pomegranate growers.

Key words : Entrepreneurial behaviour, Pomegranate growers, Profile, Relationship

India is endowed with diverse agro-climatic conditions ranging from temperate, sub-tropical, tropical to arid types. This leads us to produce every class of horticultural produce. India is the world second largest fruit producer and fast growing exporter; Pomegranate is one of the fruit crop having more demand in domestic and international market.

In India, Maharashtra is the leading producer of pomegranate followed by Karnataka. In Karnataka, Pomegranate occupies an area of 14,996 hectares with production of 1, 40,682 tons and productivity at 9.38 tons hectare⁻¹. (Horticultural Crop Statistics of Karnataka State at a glance, 2008-09). In Karnataka, Koppal is the leading district with an area of 5993 hectares with production of 71,502 tons and productivity at 11.93tons hectare⁻¹.

Entrepreneurs are innovative, flexible and are willing to adopt changes; they are not satisfied with conventional and routine way of doing things. They involve themselves in finding new ways of doing the things for the better. Entrepreneur always takes a calculated risk and is not afraid of failure.

Thus Entrepreneurial behaviour is possession of different entrepreneurial characteristics and traits, endowed with quality of entrepreneurship by an individual.

Pomegranate cultivation has tremendous potentiality to generate more employment, promote export, avenues of setting processing plants, which

could bring progressive improvement in socio-economic status of farmers.

In the light of the above scenario, a study was conducted with an objective to find out the relationship between the profile characteristics of pomegranate growers and their entrepreneurial behaviour, in Koppal District of Karnataka.

MATERIAL AND METHODS

The study was conducted in Koppal district of Karnataka state during the year 2011 as Karnataka is one of the major pomegranate growing States in India occupying second position in pomegranate production and area, after Maharashtra. Of four Talukas of Koppal, two talukas, Kustagi and Yalburga were purposively selected as they have more area under pomegranate cultivation in the district. From each taluka, five villages had been selected randomly by following simple random sampling procedure. Respondents from each village had been selected by following proportionate random sampling procedure, thus making a total of 120 respondents. Ex-post-facto research design had been followed in this study. The primary data were taken from the respondents by personal interview with the help of pre-tested interview schedule. To convert the data into meaningful findings, the following statistical tools were used; Arithmetic

Table 1. Distribution of respondents according to their entrepreneurial behaviour.

S.No.	Categories of farmers	(n= 120)	
		Frequency	Percentage
1	Low (<112.5)	23	19.17
2	Medium (112.55-148.62)	78	65.00
3	High (>148.62)	19	15.83
	Mean = 130.58	S.D = 18.03	

Table 2. Relationship between profile characteristics and entrepreneurial behaviour of pomegranate growers.

(n= 120)		
Sl. No.	Independent variables	'r' values
1	Age	-0.452**
2	Education	0.649**
3	Land holding	0.409**
4	Social participation	0.368**
5	Mass media exposure	0.719**
6	Experience in pomegranate cultivation	0.473**
7	Training exposure	0.686**
8	Scientific orientation	0.757**
9	Credit orientation	0.556**
10	Market orientation	0.751**

** Significant at 0.01 level of probability

NS - Non-significant

Mean (\bar{X}), Standard Deviation (δ), Frequency, Percentage, correlation (r) and Multiple Linear Regression (MLR).

RESULTS AND DISCUSSION

From the Table-1, it was evident that majority (65.00%) of Pomegranate growers belonged to medium entrepreneurial behaviour category followed by low (19.17%) and high (15.83%) entrepreneurial behaviour categories, respectively.

This might be due to the reason that the study area was more suitable for pomegranate cultivation and farmers had favourable attitude towards adoption of new technologies. And majority of respondents belonged to medium decision making ability, self confidence, economic motivation, information seeking behaviour, education upto high school level, having medium to high innovativeness, medium management orientation and risk taking ability.

This result was in agreement with the findings of Badodiya *et al.*, (2010).

From the Table-2, it was clear that there was negative and significant relationship between age and entrepreneurial behaviour of pomegranate growers, which indicates that the younger was the age of respondent, more was his entrepreneurial behaviour. In other words old age pomegranate grower possesses low entrepreneurial behaviour. This might be due to the reason young age farmers were generally more receptive towards new subject and advance technologies, and possess more achievement zeal. This was in confirmity with the findings of Patil *et al.*, (1999).

The results from the Table-2 indicated that education and entrepreneurial behaviour were positively and significantly related, and indicated that the higher the education of the respondents, more would be the entrepreneurial behaviour. This might

be due to the fact that, the education played greater role in acquiring and understanding of the information, that widened the thinking horizon and made the farmer more prone to change, innovative and more scientifically oriented. The results were in agreement with the findings of Badodiya (2010).

The results furnished in the Table-2 indicated that, there was positive and significant relationship between land holding and entrepreneurial behaviour of Pomegranate growers. Which indicated higher the land holding, higher would be the entrepreneurial behaviour. This might be due to the fact that land holdings and earnings were interlinked, if farmers having more land holdings means, they can bear more risk and uncertainty by diversifying the agriculture. The results were in conformity with Ram *et al.*, (2010).

From the Table-2, it was clear that social participation of pomegranate growers was positively and significantly associated with their entrepreneurial behaviour, which indicated that higher the social participation, higher would be the entrepreneurial behaviour. The finding was in agreement with Gowda (2009).

It was evident from the Table-2 that there was positive and significant relationship between mass media exposure and entrepreneurial behaviour, indicating that more the mass media exposure more would be the entrepreneurial behaviour. This might be due to the reason that mass media exposure helped in getting information from different mass media channels and kept him updated on new agricultural advancements and variation in market trends, enabling him minting more profits with updated technologies. The findings were in agreement with Badodiya *et al.*, (2010).

It was obvious from the Table-2 that experience in pomegranate cultivation was found to be positively and significantly associated with entrepreneurial behaviour, indicating that more the experience in Pomegranate cultivation, higher would be the entrepreneurial behaviour. This might be due to the fact that experience is the best teacher, farmer having more experience in Pomegranate, irrespective of age, would know the difficulties and problems in production better than less experienced and could also come up with good management strategies out of their past experiences. The findings were in agreement with Chaudhari (2006).

Table 3. Multiple regression analysis of profile characteristics of pomegranate growers and their entrepreneurial behaviour.

(n= 120)				
Sl. No.	Independent variables	Regression coefficient (B)	Standard error	't' value
1	Age	-0.510	0.88	-5.796**
2	Education	1.775	0.757	2.345*
3	Land holding	0.198	0.059	3.364**
4	Social participation	-0.213	0.437	-0.488NS
5	Mass media Exposure	+0.367	0.408	0.898 NS
6	Experience in pomegranate cultivation	7.306	1.661	4.398**
7	Training Exposure	4.039	1.88	2.149*
8	Scientific orientation	1.773	0.809	2.192*
9	Credit orientation	0.923	0.746	1.237NS
10	Market orientation	2.162	0.739	2.926**

$R^2 = 0.834$

$a = 53.547$

* Significant at 0.05 level of probability

**Significant at 0.01 level of probability

NS – Non-significant

From the Table-2, it was clear that there was positive and significant relationship between training exposure and entrepreneurial behaviour of Pomegranate growers. This might be due to the fact that the training imparted knowledge and skill to the farmers on latest management practices of Pomegranate production and helped in reaping higher harvests. The findings were in agreement with Nayak (2010).

From the Table-2, it was evident that there was positive and significant relationship between scientific orientation and entrepreneurial behaviour of Pomegranate growers. It might be due to the reason that, the farmers having more scientific orientation would gather more information from authentic sources and think rationally before application into the field conditions, get the higher production and profits. The findings were in conformity with Chaudhari (2006).

It was evident from the Table-2 that there was positive and significant relationship between credit orientation and entrepreneurial behaviour. This might be due to the fact that as on today many commercial banks, Regional Rural banks (RRB's), Primary Agricultural Societies were involved in advancing the loans to the farming community at cheaper interest rates following healthy transaction of bank loans viz., borrowing loans from public lending institutions and use it for agriculture purpose only and farmers were also repaying it after selling of the produce, would made the farmer trustworthy borrower, as the credit is indirect and essential input that led to the increase in production and productivity of farm. The findings were in conformity with Vivekananda (1994).

The results from the Table-2 indicated that market orientation and entrepreneurial behaviour were positively and significantly related. This might be due to the fact that farmers having more market orientation keep themselves updated with the market information regarding price fluctuation, variety which is more in market demand and sell when prices were at peak and ultimately earning the more profits. The findings were in conformity with Yogita (2004).

From the Table-3, it could be inferred that the multiple regression equation with ten selected independent variables put together contributed 83.40 per cent to the total variance in the entrepreneurial

behaviour, remaining 16.60 per cent was due to the extraneous effects of the variables. Though, all the independent variables contributed to the total variation, in particular age, education land holding, experience in Pomegranate cultivation, training exposure, scientific orientation and market orientation were significantly contributed towards entrepreneurial behaviour.

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