



Entrepreneurial Behavior of Sugarcane Farmers in North Coastal Districts of Andhra Pradesh

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ABSTRACT

The study conducted during 2010-2011 in north coastal districts of Andhrapradesh to know the level of entrepreneurial behaviour of sugarcane farmers by following ex-post facto research design. A total of 180 respondents comprising of small, medium and big sugarcane farmers, selected by random sampling technique. An index was developed to measure the entrepreneurial behaviour of the sugarcane farmers. The results revealed that majority of the sugarcane farmers possessed medium entrepreneurial behavior followed by high and low entrepreneurial behaviour.

Key words : Entrepreneurial behaviour, Sugarcane farmers.

Rural development is linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for improving farm earnings; and women see it as an employment possibility near their homes which provides autonomy, independence and reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment.

Entrepreneurship is the degree to which an entrepreneur strives to maximize his profits by making creative and innovative response to the environment through diversification of the enterprise. All round development of agriculture is possible with the effective exploitation of human as well as material resources. In our country, where human resources are found to be plenty, we can identify individuals in all segments of population who have the requisite entrepreneurial skills. At this juncture, it is logical to analyze to what extent our sugarcane farmers are having the entrepreneurial behaviour characteristics. Keeping the above facts in view,

the study was designed to critically analyze the entrepreneurial behaviour of sugarcane farmers in north coastal districts of Andhra Pradesh.

MATERIAL AND METHODS

The study was conducted in north coastal districts of Andhra Pradesh during the year 2010-11. Ex-post facto research design was followed. Three districts of north coastal zone viz. Visakhapatnam, Vizianagaram and Srikakulam were purposively selected based on the highest area under sugarcane. From each district two mandals and four villages were selected based on highest area under sugarcane. From each village 15 farmers 5 each of small, medium and big categories were selected by using random sampling procedure. Thus, the total sample size constituted 180 respondent farmers. Here, the entrepreneurial behaviour score of the respondents was calculated as summation of the scores of ten selected components of entrepreneurial behaviour

Measurement of Entrepreneurial behaviour and Constitution of Entrepreneurial behaviour Index:

An index was developed to measure the entrepreneurial behaviour of the sugarcane farmers. After careful perusal of relevant literature and intensive consultation with the experts in the field of agricultural extension an initial list 18

components which are normally considered as components in entrepreneurial behaviour were made. Out of which 10 components selected as more relevant to constitute entrepreneurial behaviour index through weighted mean score method given by 35 judges from teachers from Department of Extension Education, Agricultural colleges of Tirupati and Naira, scientists of RARS, Anakapalli, DAATTC centre of the north coastal zone and Officers of sugar factories through mailed questionnaire.

Overall mean score =

$$\frac{\text{Total Score of all attributes for all judges}}{\text{Total no. of attributes} \times \text{Total no. of judges}}$$

Mean score of each attribute =

$$\frac{\text{Total score of each attribute}}{\text{Total Number of judges}}$$

RESULTS AND DISCUSSION: Entrepreneurial behaviour characteristics of sugarcane farmers of North coastal Andhra Pradesh

The results of entrepreneurial behaviour characteristics of sugarcane farmers of North coastal Andhra Pradesh were depicted in Table .2.

Innovativeness:

It is clear from the table 2 that, majority (55.00%) of sugarcane farmers were with medium innovativeness followed by high (26.11%) and low (18.89%) categories, This trend might be due to the fact that majority of respondents were of middle aged, middle level of education, medium social participation, their reach to information sources also medium, medium to high annual income favoured them to try for new technologies. They were receptive to new ideas and were interested and

Table 1. Entrepreneurial behaviour components selected for the study.

S.No	Components	Weighed Mean Scores
1.	Innovativeness	2.68 *
2.	Risk bearing ability	2.73 *
3.	Decision making ability	2.53 *
4.	Achievement motivation	2.60 *
5.	Information seeking behavior	2.48 *
6.	Knowledge of the enterprise	2.50 *
7.	Utilization of assistance	1.98
8.	Cosmo politeness	1.97
9.	Coordination Ability	2.38 *
10.	Problem solving ability	1.97
11.	Self confidence	2.23*
12.	Stress coping ability	1.78
13.	Management orientation	2.52*
14.	Leadership ability	1.80
15.	Planning ability	1.93
16.	Differed gratification	2.10*
16.	Communication ability	1.67
17.	Time management	1.93
18.	Motivation ability	1.77

*Components Selected

Thus, an entrepreneurial behavior index was constituted with ten components selected along with their weighed mean scores was given in Table 1

enthusiastic to learn new ways of farming which resulted in medium innovativeness. Similar findings were reported by Nagabhusana (2007), Chidananda (2008) and Nrusimha Kalyan (2011).

Risk bearing ability:

It is evident from the table 2 that majority of the sugarcane farms had medium (58.89%) risk bearing ability followed by high (22.78%) and low (18.33%) categories. The sugarcane farmers were with medium annual income, middle level of education, medium experience and achievement motivation were the possible reasons for medium risk bearing ability and the low annual income conditions of the small and marginal farmers prevented them to take risks. Sugarcane crop is one with minimum efforts and management assured returns were possible, hence there is lot of scope to improve risk bearing ability of sugarcane farmers in the study area by timely supply of inputs, timely cane procurement and price support for the farmers who are ready to take up any type of risk in sugarcane cultivation.

Decision making ability:

Table 2 indicated that 61.67 per cent of sugarcane farmers had medium decision making ability, followed by high (20.00%) and low (18.33%) categories, regarding farm related operations. This trend might be due to fact that most of the sugarcane farmers were with medium to high annual income and middle level education and they could become highly rationale in arriving decisions on important farm operation by consulting the appropriate source of information such as their friends, neighbors and family members to get assured returns for their efforts and investment made hence majority of sugarcane farmers were under medium decision making ability. Suresh (2004) and Chidananda (2008) had obtained similar results in their study.

Achievement motivation:

Majority (65 %) of the sugarcane farmers had medium achievement motivation followed by high (19.44%) and low (15.56%) categories.

Achievement motivation mentally drives the human beings to act upon based on their activeness and compel them to move forward and also to achieve their goals. Most of the sugarcane farmers were aware of goal setting to get motivated

and to achieve them. With their experience they tasted the fruits of achievement previously which made them cultivate sugarcane crop this might be the reason for medium achievement motivation. The findings were in accordance with the results of Chidananda (2008) and Nrusimha Kalyan (2011).

Information seeking behaviour:

It could be observed that 53.89 per cent of the sugarcane farmers had medium information seeking behaviour followed by low (25.56 %) and high (20.56 %) categories. The possible reason for this might be due to fact that sugarcane farmers sought information largely from informal sources like neighbors, friends, some extent on formal sources like research stations, extension units, frequency of their contacts with formal sources of information was meager. Moreover, due to medium education and social participation they might have depended much on informal sources for information. Formal sources like department of agriculture and research stations and extension agencies of agricultural university were less utilized by the sugarcane farmers for information on sugarcane cultivation. Majority of farmers depend on sugar factory staff to seek information on procurement and transportation of cane and payments rather than technical information. The results were similar with the results of Navasakthi (2005) and Chidananda (2008).

Management orientation :

A perusal of data from the table 2 reveals that majority (56.11%) of sugarcane farmers had medium management orientation followed by (22.78%) and (21.11%) low and high management orientation respectively. The results clearly show that sugarcane farmers were cautious about planning, production aspects of sugarcane crop. However, these were not found sufficiently with the farmers. More over sugarcane farmers were more concentrating on production aspects only and they were least bothered about planning and marketing aspects, as the sugar factories take care of the procurement and because majority of the sugarcane farmers had agreement with sugar factories, which resulted them to have medium management orientation. This result was in conformity with the results of Rajaram (2002) and Subramanyeswari *et al.* (2007).

Table 2. Entrepreneurial Behaviour Characteristics of sugarcane farmers (n=180).

S. No	Entrepreneurial behaviour character	Category	Respondents	
			Frequency	Percentage
1	Innovativeness Mean :27.31 SD : 7.68	Low	34	18.89
		Medium	99	55.00
		High	47	26.11
2	Risk bearing ability Mean :17.48 SD :4.80	Low	33	18.33
		Medium	106	58.89
		High	41	22.78
3	Decision making ability Mean :27.48 SD :7.83	Low	33	18.33
		Medium	111	61.67
		High	36	20.00
4	Achievement motivation Mean :19.60 SD :4.80	Low	28	15.56
		Medium	117	65.00
		High	35	19.44
5	Information Seeking Mean :28.37 SD :8.64	Low	46	25.56
		Medium	97	53.89
		High	37	20.56
6	Management orientation Mean :55.07 SD :13.94	Low	41	22.78
		Medium	101	56.11
		High	38	21.11
7	Coordination ability Mean :7.66 SD :1.50	Low	45	25.00
		Medium	97	53.89
		High	38	21.11
8	Self confidence Mean :30.50 SD :7.55	Low	23	12.78
		Medium	120	66.67
		High	37	20.55
9	Knowledge on enterprise Mean :17.30 SD :4.50	Low	43	23.89
		Medium	107	59.44
		High	30	16.67
10	Deferred Gratification Mean :20.33 SD :4.28	Low	40	22.22
		Medium	108	60.00
		High	32	17.78

Coordination ability :

Majority (53.89%) of sugarcane farmers had medium level of coordination ability followed by low (25.00%) and high (21.11%) categories. They might have good relations with sugar factory officials, maintain good relations with field staff for timely progress of the farm operations and synchronize credit with farm operations for better utilization. Aspiration of the sugarcane farmers were more towards increasing the farm productivity so that they can able to coordinate the production

oriented activities. The finding was in line with the results of Suneetha (2003).

Self confidence:

The data furnished in the table 2 indicated that majority of the sugarcane farmers (66.67%) had medium self confidence category followed by high (20.55%) and low (12.78%) categories. This trend might be due to fact that sugarcane farmers had medium farming experience, medium to high annual income and middle level education and

medium sized farms and medium to high extension contact which lead them to medium level of self confidence. The finding was similar to the findings of Navasakthi (2005) and Sasidharreddy (2007).

Knowledge on enterprise:

it is evident from the table 2 that majority, (59.44%) of the sugarcane farmers had medium knowledge about recommended practices of sugarcane cultivation followed by (23.89%) with low knowledge level and (16.67 %) with high knowledge.

This might be due to fact that majority of the sugarcane farmers were medium in education, scientific orientation, social participation and participation in trainings, which might had made them to know the recommended practices also to be medium level. This finding in concurrence with the findings of Navasakthi (2005) and Sasidharreddy (2007).

Deffered gratification:

It could be inferred from the table 2 that majority (60.00 %) of the respondents had medium deferred gratification followed by low (22.22 %) and high (17.78 %) categories. The possible reason for this may be that, most of the sugarcane farmers were small and medium category. Their annual income was also medium which made them to be very conservative in spending money, keeping in view their resources and aspirations. This finding in line with the finding of Nagbhushana (2007).

Results presented in Table-3 revealed that (61.67%) of the sugarcane farmers had medium

entrepreneurial behaviour followed by high (21.11%) and low (17.22%) entrepreneurial behavior respectively.

This trend might be due to the fact that most of the sugarcane farmers were small and medium farmers with proportionate annual income had middle to high school education, medium to high innovativeness, risk bearing ability, decision making ability, self confidence, medium level of information seeking behaviour, achievement motivation, management orientation and knowledge contributing most towards their entrepreneurial behavior

Education coupled with experience, participation in social activities and contact with external sources of information might have made them acquire high knowledge in sugarcane cultivation which greatly contributed to their entrepreneurial behavior. Big sugarcane farmers could venture to take risks and they can withstand uncertainties as compared to small and medium categories of sugarcane farmers. Few farmers were with low entrepreneurial behaviour due to their marginal land holdings, low annual income and these sugarcane farmers might have developed positive attitude towards the technology generated due to dissatisfaction with the technologies adopted earlier with the result being the attributes viz. innovativeness, management orientation, self confidence and scientific orientation contributing little towards their entrepreneurial behavior. These findings were in tune with the findings of Chandramouli (2005), Subramanyeswari *et.al.* (2007) and Chidananda (2008).

Table No 3. Distribution of sugarcane farmers based on their Entrepreneurial behaviour.

(n=180)			
S .No	Entrepreneurial behaviour	Frequency	Percentage
1.	Low	31	17.22
2.	Medium	111	61.67
3.	High	38	21.11
	Total	180	100.00

Mean: 252.56 S.D.:51.60

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