



## **Factors Associated with the Attitude of Entrepreneurs towards Vermicompost Technology**

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### **ABSTRACT**

The present study was conducted in Guntur district of Andhra Pradesh. The investigation was done to assess the factors associated with attitude of the entrepreneurs towards vermicompost technology. Ex-post facto research design was followed and a total number of 60 entrepreneurs were approached personally by the investigator for collection of relevant data and facts. The results showed that education, occupation, experience in vermicompost preparation, training received, economic orientation, market orientation, innovativeness, risk orientation and achievement motivation were found to have association with the attitude of the entrepreneurs whereas age, social participation, land holding, family size did not show any association with the attitude of the entrepreneurs.

**Key words :** Attitude, Entrepreneur, Profile, Relationship, Vermicompost

Entrepreneurs are considered to be the most important economic agents for the economic augmentation of any country. Entrepreneurs are a central figure of economy activity and prime movers of development. They are persons who initiate, organize, manage and control the affairs of an enterprise that combine the factors of production to supply goods and services in any sector.

They act as the owners, co-coordinators, market makers, decision makers, risk takers and innovators. They provide an improved allocation of resources in the best interest of their enterprises as well as the country. They increase productivity and improve the quality of output through the application of, more efficient production techniques, better plant layout and effective marketing policies.

Hence, the present study was undertaken with an objective to find out the relationship of profile characteristics of entrepreneurs with their Attitude towards vermicompost technology.

### **MATERIAL AND METHODS**

This study was organised in Guntur district of Andhra Pradesh. This district consists of 57 mandals. Out of these mandals, twenty seven mandals having more number of entrepreneurs were selected randomly. A list of all the vermicompost entrepreneurs was prepared and considered as sample. Thus, the researcher

interviewed 60 entrepreneurs for the study purpose. The data were collected through pre-tested interview schedule and the investigator contacted all the sampled entrepreneurs and collected the data personally. The data were tabulated and analyzed to draw the conclusion.

### **RESULTS AND DISCUSSION**

On persual of the table 1 nearly three fourth (71.66%) of the vermicompost entrepreneurs had moderately favourable attitude towards vermicompost technology followed by high (16.66%) and low (11.66%) attitude levels.

From this we can conclude that majority of the entrepreneurs (88.32%) were having favourable attitude towards the vermicompost technology. This might be due to the fact that trustworthiness of entrepreneurs towards vermicompost technology in bringing out profit and maintenance of soil health and in improving the quality of products. It is, therefore inferred that this has created a considerable impact on the minds of the entrepreneurs. This favourable attitude may be a reflection of the success in implementation of vermicompost technology. Therefore one can motivate others to take up the vermicompost technology in order to get benefit out of it. The results were in agreement with the findings of Nagdeve and Venkataramaiah (2010).

It was evident from the Table 2 that computed 'r' values of education, occupation, experience in vermicompost preparation, training received, economic orientation, market orientation, innovativeness, risk orientation and achievement motivation were positively significant at 0.01 per cent level of probability with Attitude of vermicompost entrepreneurs. The variables Age, land holding, family size and social participation were Non-significant with Attitude towards vermicompost technology.

It was revealed from the table 2, that there was negative and non-significant relationship between age and attitude towards vermicompost technology. This might be due to the reason that the age increases the knowledge and attitude level decreases. Age might have negatively influenced on other characters of entrepreneur confidence and intelligence, where as irrespective of age of entrepreneur, they have same attitudes and sometimes leading to unfavourable attitude towards the adoption of modern technologies on vermicompost technology. The results were in consonance with the results of Kumar *et al.* (2008)

The results from the table 2 indicated that education and attitude were positively and significantly related, and indicated that the higher the education of the respondents, more would be the attitude level. This reflects an impression that educated entrepreneurs would have better ability to acquire knowledge, comprehension and favourable attitude towards their work. Similar findings were reported by Kumar *et al.* (2008).

A perusal of the Table 2, inferred that there was a positive and significant relationship between occupation and attitude of vermicompost entrepreneurs. Thus it could be concluded that vermicompost entrepreneurs having both vermicompost and business as their occupation had higher attitude towards vermicompost technology than other entrepreneurs. The same findings were expressed by Pratap and Ponnusamy (2006).

Perusal of the table 2 revealed that there was positive and non-significant relationship between land holding and attitude of vermicompost entrepreneurs. It might be due to the fact vermicompost entrepreneurs irrespective of their land holding had the same attitude in taking up of vermicompost enterprise in gaining profits. This was

in agreement with the findings of Thaker and Khare (2003).

It was evident from the table 2, that there was positive and significant relationship between experience in vermicompost preparation and attitude of vermicompost entrepreneurs, indicating that more the experience in vermicompost technology, higher would be the attitude. This might be due to the fact that experience is the best teacher, farmer having more experience in vermicompost technology, irrespective of age would know the difficulties and problems in production and marketing better than less experienced and could also come up with good management strategies out of their past experiences. Similar trend was reported by Kumar *et al.* (2008).

It was inferred from the table 2, that there was negative and non-significant relationship between family size and attitude of vermicompost entrepreneurs. It might have been due to the respondents getting themselves distributed between the two categories considered more or less equally with differential degree of attitude. The results were in tune with the findings reported by Ramakrishnan *et al.* (2004)

It was evident from the table 2, that there was positive and significant relationship between training received and attitude of vermicompost entrepreneurs. This might be due to the fact that the vermicompost entrepreneurs exposed to high level of trainings and frequently entrepreneurs were contacted with agricultural department personnel and scientists, which lead to achieve high production. These findings were in line with the results of Ramakrishnan *et al.* (2004).

The results furnished in the table 2, indicated that there was negative and non-significant relationship between social participation and attitude of vermicompost entrepreneurs. This might be an account of majority of entrepreneurs are not having membership in the organizations. But this, it could be inferred that entrepreneurs should be motivated to actively involve in such organizations that strive for social welfare like social forestry schemes, youth clubs, mahila mandals, lions clubs and other related co-operative organization.

Table 2, explained that there was positive and significant relationship between economic orientation and attitude of vermicompost

Table 1. Distribution of respondents according to their Attitude towards vermicompost technology.

S.No.	Category	Respondents	
		Frequency	Percentage
1	Low (<114.74)	07	11.66
2	Medium (114.74-133.89)	43	71.66
3	High (>133.89)	10	16.66
Mean = 124.31		S.D = 9.57	

Table 2. Correlation coefficient between profile characteristics and Attitude of vermicompost entrepreneurs towards vermicompost technology.

S.No.	Independent variables	'r' values
1	Age	-0.039NS
2	Education	0.593**
3	Occupation	0.589**
4	Land holding	0.099NS
5	Experience in vermicompost preparation	0.545**
6	Family size	-0.044NS
7	Training received	0.598**
8	Social participation	-0.001NS
9	Economic orientation	0.642**
10	Market orientation	0.593**
11	Innovativeness	0.631**
12	Risk orientation	0.656**
13	Achievement motivation	0.601**

\*\* Significant at 0.01 level of probability

NS - Non-significant

entrepreneurs. It could be inferred that the vermicompost entrepreneurs with more economic orientation would be oriented with more attitude towards vermicomposting technology. Entrepreneurs with economic orientation always cut down the cost of production without compromising on yield and quality on a long range basis. This finding was supported by the findings of Kumar *et al.* (2008).

The results from the table 2 indicated that market orientation and attitude of vermicompost entrepreneurs were positively and significantly related. This might be due to the fact that higher the attitude higher will be the market orientation in gaining knowledge regarding the price fluctuations in various seasons.

Table 2, indicated that there was a positive and significant relationship between innovativeness and attitude of vermicompost entrepreneur. Innovativeness is the individuals who are prone to innovation, generally it will have higher orientation towards technology and competition, and these factors do naturally influence one's attitude vermicompost practices in vermicompost technology. This finding was in concurrence with that of Kumar *et al.* (2008).

It is clear from the table 2, that there was a positive and highly significant relationship between risk orientation and attitude level of vermicompost entrepreneur. This might be due to the fact that the entrepreneur having higher attitude would be able to take more risks in gaining profits and successful

Table 3. Multiple regression analysis of profile characteristics and Attitude of vermicompost entrepreneurs.

S.No.	Independent variables	Regression coefficient (b <sub>i</sub> 's)	Standard error	't' value
1	Age	-0.148	0.102	-1.448NS
2	Education	-0.168	0.803	-0.209NS
3	Occupation	1.049	0.831	1.262NS
4	Land holding	-0.244	1.433	-0.170NS
5	Experience in vermicompost preparation	1.490	1.500	0.992NS
6	Family size	3.002	1.973	1.521NS
7	Training received	1.185	1.336	0.887NS
8	Social participation	-0.010	0.164	0.063NS
9	Economic orientation	0.350	0.343	1.022NS
10	Market orientation	0.959	0.567	1.689NS
11	Innovativeness	0.874	0.672	1.301NS
12	Risk orientation	1.565	0.747	2.095*
13	Achievement motivation	0.449	0.507	0.886

R<sup>2</sup> = 0.7214

F = 9.16\*\*

a = 55.84

\* Significant at 0.05 level of probability

NS - Non-significant

\*\* Significant at 0.01 level of probability

running of his business. This trend was also noticed by Chinchmalatpure and Mayani (2002).

It was stated from table 2, that there was a positive and highly significant relationship between achievement motivation and attitude level of vermicompost entrepreneur. Vermicompost entrepreneurs with higher achievement motivation generally tried to reduce the cost of production and maximize profits. It implied that same individual to work constantly towards reaching the goal which they carried for themselves, the individual attain a sense of accomplishment. The results were in consonance with the results of Kumar *et al.* (2008).

It was observed from the Table 3, that the thirteen independent variables with the Attitude by the vermicompost entrepreneurs taken on Multiple Linear Regression Analysis gave the R<sup>2</sup> (Coefficient of multiple determination) value of 0.7214. Hence, it could be inferred that independent variables put together contributed for 72.14 per cent

of the total variation in the Attitude of the vermicompost entrepreneurs, leaving the rest to extraneous effects. The independent variable like risk orientation of the respondents had contributed significantly at 0.05 level of probability towards the variation in the Attitude of the vermicompost entrepreneurs.

It could be concluded from the findings that majority of the vermicompost entrepreneurs possessed medium to high favourable Attitude. Among the selected independent variables education, occupation, experience in vermicompost preparation, training received, economic orientation, market orientation, innovativeness, risk orientation and achievement motivation were positively significant at 0.01 level of probability, while age, land holding, family size and social participation were non-significant with the Attitude of vermicompost entrepreneurs.

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