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Correlates of Entrepreneurial Behavior of Sugarcane Growers with their Characteristics



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A B S T R A C T

Sugarcane is a very important cash crop of India and its play a greater role in economic development. The present study was conducted in Dabra block of Gwalior district of (M.P). The total sample consisted of 120 respondents spread over 10 villages of the block. Data were collected with the help of structured interview schedule. The majority 67.50 percent of the small, medium and large farmers had medium level of entrepreneurial behavior and overall mean was found 157.3. Majority 54.17 percent of the respondents were found in medium adoption category. Out of 16 independent variables, 14 variables, viz., education, farm experiences, institutional participation, area under sugarcane, annual income, farm mechanization, irrigation potentiality, information source utilization, extension participation, mass media exposure, cosmopolitaness, risk orientation, innovative orientation, and knowledge about sugarcane production technology, were found positive and significant relationship with the entrepreneurial behavior of sugarcane growers.

Key words- *Entrepreneurial Behaviour, Sugarcane Growers*

Introduction

Sugarcane (*Saccharum officinarum* L.) is the most important cash crop. Sugarcane is bound to play a greater role in the Indian economy in the years to come by offering a stable income to the farmers by way of cane price, by providing employment to rural masses, by realizing excise duty, cane cess / purchase tax and foreign exchange earnings. Sugar industry is the largest agro-based processing industry next only to textile

in India. At present there are 450 sugar factories. Sugar production in India during 1998 was 142.332 lakh tones. Average sugar recovery in 1996-97 was 11%. Molasses is an important by product of sugar industry. It is used for production of alcohol by the distilleries. Alcohol serves as a base material in pharmaceuticals and several other industries. The manufacture of Gur (Jaggery) and Khandsari as alternative sweetening agents in India from sugarcane also plays considerable role in the Indian

economy, particularly in rural area. Nearly 40% of the sugarcane produced is utilized for manufacture of Gur and Khandsari. Sugarcane cultivation is a lucrative enterprise for farmers. Effectiveness of enterprise depends upon the entrepreneurial and management capabilities of those involved in the business. Because of its size and unique operating characteristics enterprise requires a managerial approach, which is a unique feature; as such they are managed in a personalized fashion. In other words, in order to perform well as an entrepreneur, it is necessary to possess the competencies in varying measures irrespective of geographical locations, where the entrepreneur is operating. Entrepreneurial development is a complex phenomenon. Productive activity undertaken by him and constant endeavour to sustain and improve it are the outward expression of this process of development of one's personality. Several factors go into the making of an entrepreneur. Individuals who initiate establish, maintain and expand new enterprises constitute the entrepreneurial class. The socio-political and economic conditions, the availability of technology and know-how, culture markets products and services all have a bearing on the growth of entrepreneurship. Looking to the above, this study was planned to explore the entrepreneurial behaviour of the sugarcane growers/producers.

Objectives of investigation:- 1. To study the entrepreneurial behaviour of sugarcane growers. 2. To determine the extent of adoption of

recommended technology of sugarcane production among the farmers. 3. To explore the relationship between the attributes of sugarcane growers with their entrepreneurial behaviour.

Methods and materials- In order to achieve these objectives, the research study was conducted in Gwalior district of Gird region. There are four blocks in the district namely – Dabra, Morar, Ghatigaon and Bhitwar. Out of these, Dabra block was selected purposively due to maximum area covered under sugarcane crop. A representative sample of 120 sugarcane growers was drawn from the 10 randomly selected villages of the block and data were collected with the help of an interview schedule (pre-tested). The collected data was classified and tabulated and interpretations were made with the help of statistical tools like percentile, mean, standard deviation, coefficient of correlation.

Entrepreneurial behavior of Sugarcane growers: Entrepreneurial behavior of sugarcane growers has been extensively studied in terms of risk taking hope of success, persistence, feedback usage, self-confidence, knowledge ability, persuasion ability, manageability, innovativeness and achievement motivation.

Table-1& Fig.-1 show the percentage distribution of sugarcane growers according to their entrepreneurial behavior. It is clear from the table that the majority 67.5 per cent respondents had medium entrepreneurial behavior, 16.7 per cent had high and 15.8 per cent had low level of entrepreneurial behavior.

Table -1: Distribution of the respondents according to their entrepreneurial behavior

Entrepreneurial behavior	Small (N=34)		Medium (N=36)		Large (N=50)		Total (N=120)	
	No.	%	No.	%	No.	%	No.	%
Low	12	35.3	06	16.7	01	02.0	19	15.80
Medium	21	61.8	24	66.6	36	72.0	81	67.50
High	01	02.9	06	16.7	13	26.0	20	16.70
Mean	144.9		158.4		165.0		157.3	
SD	14.1		18.4		17.5		18.7	

Among large holding Sugarcane growers, 72 per cent of them had medium, 26 per cent had high and only 2 per cent had low level of entrepreneurship. In case of medium farmers 66.6 per cent had medium, 16.7 per cent had low and 16.7 per cent had high entrepreneurship. Regarding small farmers 61.8 per cent of them had medium, 35.3 per cent had low and 2.9 per cent high level of entrepreneurship. Table further

reveals that the overall mean entrepreneurship score was 157.3. The mean entrepreneurial score of small, medium and large holding sugarcane growers were 144.9, 158.4 and 165.0 respectively. The mean value of entrepreneurial behavior of large and medium holding sugarcane growers was higher than overall mean (157.3), while the mean value of entrepreneurial behavior of small sugarcane growers was lower than overall mean.

Overall adoption of sugarcane production technology by the sugarcane growers-

Table -2: Frequency distribution of respondents according to their overall adoption of sugarcane production technology

S. No.	Extent of adoption	Respondents (n=120)	
		Frequency	Percentage
1.	Low	24	20.00
2.	Medium	65	54.17
3.	High	31	25.83
Overall Total		120	100.00

It was observed from the data presented in Table-2 & Fig.-2, majority (54.17%) of the sugarcane growers belonged to medium adoption category, whereas, 25.83 and 20.00 per cent of the sugarcane growers were found in high and low adoption categories of sugarcane production technologies, respectively.

Extent of adoption of the regarding recommended technology of sugarcane production

The extent of adoption of recommended production technology of sugarcane by the respondents was assessed and is presented in Table-3 and depicted graphically in Fig.-3.

Table-3: Distribution of respondents according to their extent of adoption regarding recommended production technology of sugarcane

S. No.	Name of technology	Extent of adoption					
		Low		Medium		High	
		No.	%	No.	%	No.	%
1.	Improved variety	55	45.83	45	37.50	20	16.67
2.	Preparation of land	31	25.83	40	33.33	49	40.83
3.	Sowing time and method	46	38.33	51	42.50	23	19.17
4.	Manure and fertilizer	42	35.00	47	39.17	31	25.83
5.	Irrigation and drainage	46	38.33	41	34.17	33	27.50
6.	Plant protection measures	45	37.50	42	35.00	33	27.50

In case of improved variety the majority 45.83 per cent of respondents were found low level of adoption followed by 37.50 and 16.67 per cent of the respondents were medium and high level of adoption. While, in case of preparation of land, a higher percentage of them (40.83%) possessed high level of adoption, 33.33 per cent medium level of adoption and 25.83 per cent of the respondents possessed low level of adoption. With regards to the sowing time and method, most of them 42.50 per cent of the respondents, possessed medium level of adoption, followed by 38.33 per cent low level of adoption and 19.17 per cent of the respondent's high level of adoption regarding recommended production technology of sugarcane. In case of manure and fertilizer of the respondents, most of them 39.17 per cent had medium level adoption, followed by 35.00 per cent had low level adoption and 25.83 per cent had low level of adoption regarding to sugarcane production technology.

With regards to the irrigation and drainage of the respondents, a higher percentage of them 38.33 per cent had low level adoption, 34.17 per cent had medium level adoption and 27.50 per cent respondents had high level adoption. While, in case of plant protection measures, a higher percentage of them (37.50%) possessed low level of adoption, 35.00 per cent medium level of adoption and 27.50 per cent of the respondents possessed high level of adoption.

Relationship of attributes of Sugarcane growers and their entrepreneurial behavior.

For finding out the nature of relationship between the characteristics of sugarcane growers and their entrepreneurial behavior, the zero order correlation coefficients were computed and finding are furnished as under: Table -4 shows the value of correlation coefficient of attributes namely- education, farm experiences, area under sugarcane, annual income, farm mechanization, irrigation potentiality, information source utilization, extension participation, mass media exposure, cosmopolitaness, risk orientation, innovative orientation, and knowledge about sugarcane

production technology, had positive and significant relationship with the entrepreneurial behavior at 0.01 level of probability, whereas institutional participation & irrigation potentiality were found positive and significant at 0.05 level of probability and 2 variables viz., family size and economic motivation had non significant relationship with entrepreneurial behavior.

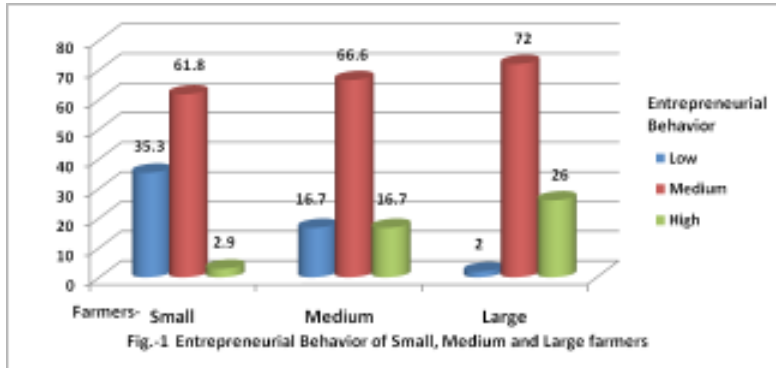
Table-4: Relationship between socio-personal characteristics of Sugarcane growers with their entrepreneurial behavior (N=120)

Characteristics	Correlation co-efficient (r)
X ₁ Education	0.44**
X ₂ Family size	0.008 NS
X ₃ Farm experience	0.49**
X ₄ Institution Participation.	0.20*
X ₅ Area under sugarcane	0.48**
X ₆ Annual income	0.41**
X ₇ Farm mechanization	0.45**
X ₈ Irrigation potentiality	0.28*
X ₉ Information source utilization.	0.57**
X ₁₀ Extension Participation	0.62**
X ₁₁ Mass media exposure	0.58**
X ₁₂ Cosmopolitaness	0.53**
X ₁₃ Risk orientation	0.52**
X ₁₄ Economic Motivation	0.019 NS
X ₁₅ Innovative orientation	0.48**
X ₁₆ Knowledge about sugarcane production technology.	0.59**

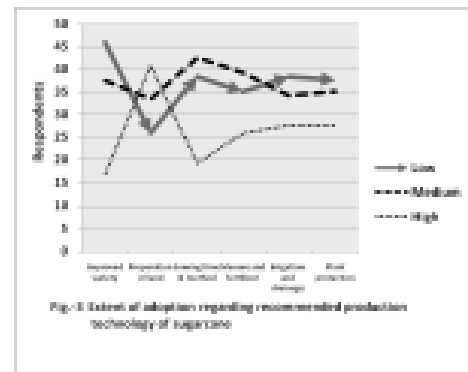
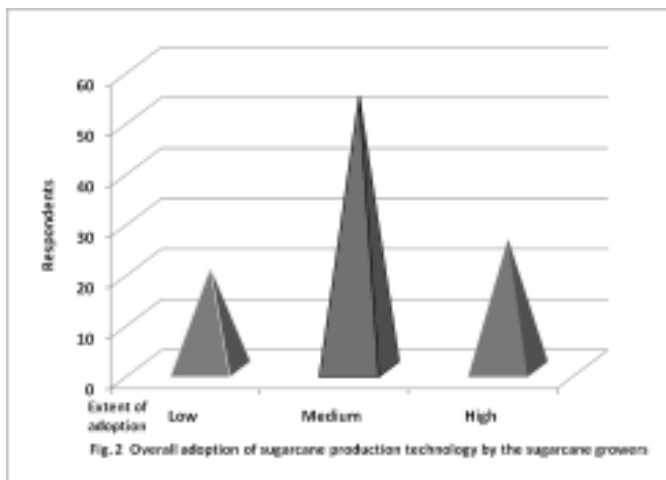
**Significant at 1 % level

*Significant at 5 % level

Conclusion-The study concluded that Mean of sugarcane growers was 158.4, indicating that the most of them had medium level of entrepreneurship behaviour. The study also revealed that the entrepreneurial behavior of large farmers was higher than the medium and small farmers. The results of correlation coefficient analysis indicated that out of 16 independent variables, 14 variables, viz., education, farm experiences, institutional participation, area under sugarcane, annual income, farm mechanization, irrigation potentiality, information source utilization, extension participation, mass media exposure, cosmopolitaness, risk orientation, innovative



orientation, and knowledge about sugarcane production technology, had positive and significant association with the entrepreneurial behavior and 2 variables viz., family size and economic motivation had no significant relationship with entrepreneurial behavior.



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