

ASSOCIATION BETWEEN CHARACTERISTICS OF AWARDED FARMERS AND THEIR ENTREPRENEURIAL MAKEUP

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ABSTRACT

The present investigation was carried out in 9 districts of middle Gujarat viz. Ahemdabad, Anand, Vadodara, Kheda, Dahod, Mahisagar, Panchmahal, ChhotaUdepur and Botad which fall under the jurisdiction of Anand Agricultural University and the study revealed that amongst the sixteen independent variables, eight variables viz., education, social participation, market facility, farm media exposure, training received, extension participation, attitude and information seeking behaviour had positive and significant, while rest eight variables had non-significant relationship with entrepreneurial makeup of awarded farmers of Middle Gujarat. Out of sixteen independent variables, the variables viz., attitude, market facility, education and information seeking behaviour were acquainting influence on entrepreneurial makeup. Further, the path analysis of entrepreneurial makeup showed that attitude, extension participation and market facility were the key variables in exerting considerable direct, indirect and substantial effect on the entrepreneurial makeup of awarded farmers.

Keywords: awarded farmers, entrepreneur, relationship

INTRODUCTION

Agriculture and allied sectors are considered to be the mainstay of the Indian economy. They are the important source of raw material and demand for many industrial products, particularly fertilizers, pesticides, agricultural implements and a variety of consumer goods. They contribute nearly 18 per cent of Gross Domestic Product (GDP) of India. About 65-70 per cent of the population is dependent on agriculture for their livelihood. 'Agriculture and allied' industry are further divided into several segments, namely: - horticulture and its allied sectors (including fruits and vegetables, flowers, plantation crops, spices, aromatic and medicinal plants); fisheries sector; animal husbandry and livestock; and sericulture. India's varied agro-climatic conditions are highly favourable for the growth of large number of horticultural crops, which occupy around 10 per cent of gross cropped area of the country. India is the second largest producer of fruits and vegetables in the world. It is also second largest producer of flowers after China. It is also leading producer, consumer and exporter for spices and plantation crops like tea, coffee, etc. (Raju & Raju, 2015).

In the success of the agriculture and allied sectors, farmers play a very important role. It is an undeniable fact that without farmers, the agricultural system of any country would collapse. Successful farming personalities with a strong

commitment to the field are recognised with awards in order to recognise their worthwhile efforts to strengthen agricultural development. These awards are given in India by various well-known institutions as well as the government at various levels. The Agricultural Technology Management Agency (ATMA) is one such institution that recognises such farmers' efforts by bestowing awards at various levels. Such honoured farmers must have made some significant contribution in the relevant field, which can serve as an inspiration to other farmers. It seemed interesting to investigate how the background factors affect the entrepreneurial makeup of these awarded farmers could lead to their success, and how the study's findings could be used to motivate other farmers. Considering this, the current investigation was planned to be carried out with the following objective.

OBJECTIVE

To study the association between characteristics of awarded farmers and their entrepreneurial makeup

METHODOLOGY

The current investigation was carried out in 9 districts of middle Gujarat viz. Ahemdabad, Anand, Vadodara, Kheda, Dahod, Mahisagar, Panchmahal, ChhotaUdepur and Botad which fall under the jurisdiction of Anand Agricultural University. Farmers of Middle Gujarat (comprising of 9

districts as stated earlier) who were awarded at taluka level by Agricultural Technology & Management Agency, Gujarat for last five years (from 2014-15 to 2018-19) were selected using stratified probability-proportional-to-size sampling (40 per cent of the total sample size of each district). Thus, out

of total 571 awarded farmers at taluka level, 228 awarded farmers were selected for the study as shown in Table 1. The interview schedule was prepared in accordance with the objective. The data were collected personally, tabulated, analyzed and interpreted with frequency and percentage.

Table 1: Taluka level selected Best ATMA awarded farmers of Middle Gujarat

Particulars	Ahemdabad	Anand	Vadodara	Kheda	Dahod	Mahisagar	Panchmahal	Chhota Udepur	Botad	Total
Taluka level Best ATMA awarded farmers (from 2014-15 to 2018-19)	55	55	56	123	62	85	69	38	28	571
40 % of the total sample size of each District using stratified probability-proportional-to-size sampling	22	22	22	49	25	34	28	15	11	228

(<https://atma.gujarat.gov.in/farmers-award-guj.htm>)

RESULTS AND DISCUSSION

Table 2 : Relationship between profile of the awarded farmers and their entrepreneurial makeup

(n=228)

Sr. No.	Independent variables	('r' value)
X ₁	Age	-0.08
X ₂	Education	0.25**
X ₃	Occupation	-0.04
X ₄	Marital status	-0.12
X ₅	Farming experience	0.05
X ₆	Family support	0.12
X ₇	Size of family	-0.15
X ₈	Land holding	0.01
X ₉	Annual income	0.10
X ₁₀	Social participation	0.20**
X ₁₁	Market facility	0.32**
X ₁₂	Farm media exposure	0.19**
X ₁₃	Training received	0.32**
X ₁₄	Extension participation	0.40**
X ₁₅	Attitude	0.55**
X ₁₆	Information seeking behaviour	0.36**

** = Significant at 0.01 level

The data presented in Table 2 indicate that amongst the sixteen selected variables in the study, eight variables had positive and significant influence on entrepreneurial makeup of awarded farmers, while eight variables had non-significant relationship. The independent variables which exhibited positive and significant relationship were education, social participation, market facility, farm media exposure, training received, extension participation, information seeking behaviour and attitude of awarded farmers. Age, occupation,

marital status, farming experience, family support, size of family, land holding and annual income failed to establish any significant relationship with entrepreneurial makeup.

These findings are partially supported by findings reported by Gulkari and Dohat (2022), Khandave et al. (2022), Rathwa (2021), Ravi *et al.* (2019), Ahuja *et al.* (2016), Patel (2016) and Patel (2013).

Table 3: Step-wise multiple regression analysis of entrepreneurial makeup among the awarded farmers of Middle Gujarat (n=228)

Model	Independent Variables	Multiple correlation coefficient (R)	Coefficient of Determination (R ²)	Partial regression coefficient (b)	Std. Error	Standard partial regression coefficient (SPRC)	Rank
1	Attitude	0.548	0.300 (30.00)	0.548	0.053	0.548	1 st
2	Attitude + Market facility	0.603	0.364 (36.40)	0.541 0.302	0.051 0.165	0.517 0.255	2 nd
3	Attitude + Market facility + Education	0.625	0.391 (39.10)	0.536 0.282 0.206	0.050 0.163 0.107	0.502 0.233 0.167	3 rd
4	Attitude + Market facility + Education + Information seeking behaviour	0.639	0.409 (40.90)	0.451 0.279 0.218 0.171	0.055 0.161 0.106 0.096	0.437 0.227 0.174 0.148	4 th

From the Table 3, it can be observed that out of sixteen independent variables, four variables were found to be influencing on entrepreneurial makeup. All these four independent variables together were contributing 40.90 per cent variation as indicated by R² value.

It can be inferred that attitude accounted for 30.00

per cent variation, while attitude along with market facility accounted for 36.40 per cent variation. Further, attitude, market facility and education explained 39.10 per cent variation, whereas attitude, market facility, education and information seeking behaviour accounted for 40.90 per cent variation in entrepreneurial makeup. The R² values at each stage of step wise regression were found to be significant.

Table 4: Path coefficients showing the direct, total indirect and substantial indirect effects of independent variables on entrepreneurial makeup of awarded farmers (n=228)

Sr. No.	Variables	Direct effect	Total indirect effect	Substantial indirect effect through	
				1	2
X ₁	Age	-0.1632	0.0824	0.0015 (X3)	0.0093 (X12)
X ₂	Education	0.1620	0.0920	0.0539 (X1)	0.0393 (X15)
X ₃	Occupation	-0.0663	0.0292	0.0097(X9)	0.0456(X11)
X ₄	Marital status	-0.0226	-0.0997	0.0089 (X5)	0.0020 (X3)
X ₅	Farming experience	0.1997	-0.1481	0.0080 (X15)	0.0057 (X12)
X ₆	Family support	0.0193	0.1023	0.0461 (X11)	0.0393 (X15)
X ₇	Size of family	-0.0225	-0.1255	0.0194 (X5)	0.0029 (X12)
X ₈	Land holding	-0.0086	0.0205	0.0282 (X11)	0.0193 (X5)
X ₉	Annual income	0.0397	0.0559	0.0563 (X11)	0.0102 (X2)
X ₁₀	Social participation	0.0280	0.1673	0.0570 (X15)	0.0522 (X2)
X ₁₁	Market facility	0.2188	0.1000	0.0457 (X15)	0.0229 (X2)
X ₁₂	Farm media exposure	-0.0558	0.2453	0.1214 (X15)	0.0276 (X13)
X ₁₃	Training received	0.0802	0.2437	0.1341 (X15)	0.0302 (X14)
X ₁₄	Extension participation	0.0822	0.3134	0.2065 (X15)	0.0483 (X16)
X ₁₅	Attitude	0.3729	0.1748	0.0475 (X16)	0.0455 (X14)
X ₁₆	Information seeking behaviour	0.1086	0.2514	0.1631 (X15)	0.0365 (X14)

The data presented in the Table 4 indicate that attitude had maximum direct positive effect (0.3729), followed by market facility (0.2188), experience in farming (0.1997), education (0.1620), information seeking behaviour (0.1086), extension participation (0.0822), training received (0.0802), annual income (0.0397), social participation (0.0280) and family support (0.0193). The maximum positive indirect effect was exerted by extension participation (0.3134) followed by information seeking behaviour (0.2514), farm media exposure (0.2453), training received (0.2437), attitude (0.1748), social participation (0.1673), family support (0.1023), market facility (0.1000), education (0.0920), age (0.0824), annual income (0.0559), occupation (0.0292) and land holding (0.0205) whereas maximum substantial indirect effect was channeled through attitude in the case of nine factors. The second-largest substantial indirect effect was channeled through market facility in the case of four factors. However, the third-largest substantial indirect effect was channeled through education and extension participation in the case of three factors; while occupation, farming experience, farm and media exposure exerted substantial indirect effects in case of two factors.

CONCLUSION

In nutshell, it can be said that out of the sixteen independent variables, eight variables showed positive and significant relationships viz., education, social participation, market facility, farm media exposure, training received, extension participation, attitudes and information seeking behavior. The rest of his eight variables were nonsignificant in relation to establish relationship with entrepreneurial makeup of awarded farmers of middle Gujarat whereas attitude, market facility, education and information seeking behaviour accounted for major variation in entrepreneurial makeup and attitude, extension participation and market facility were the key variables in exerting considerable direct, indirect and substantial effect on the entrepreneurial makeup of awarded farmers of Middle Gujarat.

CONFLICT OF INTEREST

This is to declare that there is “No conflict of interest” among researcher.

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