

ENTREPRENEURSHIP OF SUGARCANE GROWERS AND ITS DETERMINANTS

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ABSTRACT

The study was conducted in Bhopal Sugar Industry Zone of Madhya Pradesh to find out the contribution of various factors to the entrepreneurship of the sugarcane growers. Twenty three socio-personal, communicational and psychological factors were selected for the study. The results of the study clearly indicates that the entrepreneurship of sugarcane growers was significantly influenced by their achievement motivation, positive attitude towards innovation, better extension participation, information seeking behaviour. Hence, these factors need manipulation to develop the entrepreneurship of the farmers.

INTRODUCTION

Human behaviour is a manner of acting of an individual in a given situation to achieve certain results. The activity of an individual to decide to adopt certain enterprise to make an earning or profit is regarded as entrepreneurship. Behavioural scholars are of the opinion that this type of behaviour of an individual is dynamic in nature and involves mixture of traits, skills and propensity of mind to take calculated risk with confidence to achieve a pre-determined objective. Desai (1991) regarded such behaviour as the risk ability of an individual coupled with correct decision making.

Farmer deciding to take particular crop or scientific farming methods also exhibits entrepreneurship. Understanding of such behaviour may improve the quality of extension work and enable the farmers to accept and decide to adopt scientific farming methods to increase crop production and productivity to raise profit and economic status. Therefore, it is imperative to examine the determinants which can influence the entrepreneurship of sugarcane growers. With this view, the present study was carried out to analyse some of the socio-

economic, personal communicational and psychological factors which may help in explaining entrepreneurship of sugarcane growers.

METHODOLOGY

The study was confined to randomly selected 200 sugarcane growers of 20 randomly selected villages of Bhopal Sugar Industry Zone of Madhya Pradesh. Ex-post factor research design was used for the study. The data were collected using interview schedule. Entrepreneurship (dependent variable) in the present study has been operationalised as the degree with which an individual possessed the some special psychological qualities and this was measured using the scale developed by De (1981). The contribution of various factors to the entrepreneurship was assessed using step-wise multiple regression analysis (Draper and Smith, 1966).

RESULTS AND DISCUSSION

The determinants of entrepreneurship of sugarcane growers were analyzed using all 23 independent variables in the first run. The coefficient of multiple determination (R^2)

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Table 1: Regression analysis of socio-personal economic communicational and psychological factors with entrepreneurial behavior.

Independent variables	Correlation coefficient (r)	Regression coefficient (b)	"t" value calculated
1. Socio Personal and Economic factor			
X1 Caste	-0.0063	0.0559	-0.1140
X2 Age	0.0235	0.0534	0.4400
X3 Education	-0.0234	0.0732	-0.3190
X4 Land holding	0.0248	0.0758	-0.3270
X5 Annual income	0.0177	0.0658	0.2670
X6 Social participation	0.0796	0.0556	1.4320
X7 Socio-economic status	0.1058	0.0937	1.1290
X8 Farm mechanization	0.0356	0.0692	0.5140
X9 Sugarcane area intensity	0.0303	0.0618	0.4900
X10 Cropping intensity	0.0905	0.0534	1.6950
X11 Irrigation potentiality	-0.0168	0.0565	-0.2970
2. Communicational factors			
X12 Miss media exposure	0.0139	0.0722	0.1920
X13 Closeness with ext. agent	-0.0827	0.0670	-1.2330
X14 Extension participation	0.1598	0.0659	2.2980
X15 Information seeking	0.1319	0.0799	1.6510
X16 Cosmopolitaness	0.561	0.0691	0.8110
3. Psychological factors			
X17 Knowledge	0.4059	0.0836	4.8540
X18 Aspiration	0.0953	0.0710	1.3420
X19 Scientific orientation	0.787	0.0931	0.0002
X20 Attitude towards innovation	0.0000	0.0853	0.0002
X21 Credit orientation	0.0135	0.0674	0.2010
X22 Achievement motivation	0.0507	0.0777	0.6530
X23 Economic motivation	0.0009	0.799	-0.0120

R² 0.5962, R=0.7545 F value = 10.113 d.f. (23,176)

H Significant at 0.05 level of probability HH Significant at 0.01 level of probability.

shows 56.93 per cent variation in entrepreneurship of sugarcane growers (Table-1). In the second run, optimum-regression model was decided on the basis of the deviation mean square (S²) and observed that attitude towards innovation independent variable alone explain 31.70 per cent of variation in entrepreneurship of sugarcane growers. Ultimately, the combination of eleven independent variables was selected in the final run and they together explained 56.31 per cent of variation in entrepreneurship of sugarcane growers (Table-2). These eleven independent variables which showed their contribution towards explaining variation in

entrepreneurship were presented in Table-2. It is evident from data only four variables namely; achievement motivation, attitude towards innovation, extension participation and information seeking are found to have significant influence on entrepreneurship of sugarcane growers (Table-3).

CONCLUSION

The results of the study clearly indicate that the entrepreneurship of the sugarcane growers in the study area was significantly influenced by their achievement motivation, attitude towards innovation, extension participation and information seeking

Table 2 : Step-wise multiple regression analysis of socio-personal economic, communicational and psychological factors with entrepreneurship behavior

Particular	Factor entered	R ² Multiple	R F Ration	Note
Attitude towards innovation (X20)	0.3170	0.5630	91.877	HH2 X20 and
Extension participation (X14)	0.4331	0.6581	75.252	HH3 X20, X14 and
Socio-Economic Status (X7)	0.4860	0.6972	61.782	HH4 X20, X14, X7 and
Achievement Motivation (X22)	0.5171	0.7191	52.200	HH5 X20, X14, X7, X22 and
Knowledge (X17)	0.5323	0.7269	44.168	HH6 X20, X14, X7, X22, X17 and
Social participation (X6)	0.5404	0.7352	37.829	HH7 X20, X14, X7, X22, X17, X6 and
Information seeking (X15)	0.5471	0.7397	33.137	HH8 X20, X14, X7, X22, X17, X6, X15 and
Cropping intensity (X10)	0.5532	0.7437	29.555	HH9 X20, X14, X7, X22, X17, X6, X15, X10, and
Scientific orientation (X19)	0.5579	0.7469	26.644	HH10 X20, X14, X7, X22, X17, X6, X15, X10, X19 and
Closeness with extension agent (X13)	0.5605	0.7486	24.099	HH11 X20, X14, X7, X22, X17, X6, X15, X10, X19, X13 and
Cosmopolitaness (X16)	0.5631	0.7504	22.025	HH

HH Significant at 0.01 level of probability

Table 3 : Optimum model of multiple regression analysis of eleven factors with entrepreneurship behavior

Factors	Regression Correlation (b)	Std. Error	"t" value	Partial r ² Constant =
Social participation	0.0872	0.0521	1.6730	0.0147X17
Social-economic status	0.1126	0.0624	1.8040	0.0170X10
Cropping intensity	0.0898	0.0496	1.8110	0.0171X13
Closeness with Ext. Agent	-0.0731	0.0627	-1.1660	0.0720X14
Extension participation	0.1584	0.0657	2.4100	0.0300X15
Information seeking	0.1427	0.0699	2.0420	0.0217X16
Cosmopolitaness	0.648	0.0611	1.0600	0.0059X17
Knowledge	0.1222	0.0668	1.8300	0.1750X19
Scientific orientation	0.0947	0.0700	1.3530	0.0096X20
Attitude towards innovation	0.1667	0.6890	2.4210	0.3020X22
Achievement motivation	0.1839	0.0622	2.9590	0.4450

R = 0.56,31 Multiple R = 0.7504
H Significant at 0.05 level of probability

F=22.025 HH d.f. (7,192)
HH Significant at 0.01 level of probability.

behaviour. This leads to conclude that the quality which can be acquired to an individual sugarcane growers with reference to managerial, positive attitude towards innovation, better extension participation and information seeking behaviour. This leads to conclude that the quality which can be acquired by individual sugarcane growers with reference to managerial ability in sugarcane production is affected by these determinants.

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