

Entrepreneurial Behavior of Potato Growers

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ABSTRACT

For profitable and successful potato cultivation, the grower shall possess an entrepreneurial ability. The present research effort is made to study the farmers' characteristics that influence entrepreneurial behavior of potato grower. It is obvious from the results that the respondents possess good decision making ability, followed by achievement motivation. However, majority of the potato growers possessed low entrepreneurial behavior for its' different components. The education, social participation, annual income, credit orientation, market orientation, cropping intensity, extension participation, knowledge and adoption had positive and significant relationship with the entrepreneurial behavior of potato growers.

Introduction

The entrepreneur is an economic man, who strives to maximize his profit by adopting innovations: a man with a will to act, to assume risk and to bring about change by coordinating human efforts. Potato is an important cash food crop which is grown intensively in Gujarat. For profitable and successful potato cultivation, the grower requires risk bearing ability, rational decisions making power, managerial skills and resourcefulness. Thus, he shall possess an entrepreneurial ability. Very little efforts have been made to study the farmers' characteristics which influence entrepreneurial behavior. Keeping this in view, the present study was planned with the view to study the entrepreneurial behavior of the potato growers and also to study the relationship between selected characteristics of the potato growers and their entrepreneurial behavior.

Methodology

The present study was carried out in Vijapur taluka of Mehsana district in Gujarat State. As the acreage under potato cultivation in the district is highest in the selected taluka; it was selected purposively. For the purpose of the study, 10 intensive potato growing villages were selected randomly from the taluka. Ten potato growers from each village were selected at random, constitute a sample of 100 respondents.

Entrepreneurial behavior of farmer was measured by using entrepreneurial behavior scale developed by Nandapurkar (1982). The scale comprised of ten sub components of entrepreneurial behavior viz. innovativeness, decision making, risk taking ability, information seeking behavior, knowledge of farm enterprise, cosmopolitaness, coordinating ability, managerial ability, leadership ability and achievement motivation. The data were

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collected with the help of well structured, pretested interview schedule. The collected data were analyzed in the light of objectives. The entrepreneurial behavior index (EBI) was computed for each of the respondent.

Results and Discussion

Entrepreneurial behavior of the potato growers

The calculated entrepreneurial behavior index (EBI) for each of the sub-components of entrepreneurial behavior is presented in Table – 1.

Relationship between selected characteristics of potato growers and their entrepreneurial behavior

In order to study the relationship between personal, socio-economic, situational and psychological characteristics of potato growers and their entrepreneurial behavior, the zero order co-relation coefficient was computed for each of the independent variable. The data are presented in Table–2.

Table 1: Calculated EBI for different components of entrepreneurial behavior

Sr. No.	Components	EBI	Rank
1	Innovativeness	41.24	3
2	Decision making	69.69	1
3	Risk taking ability	26.10	6
4	Information seeking behavior	29.97	5
5	Knowledge of farming enterprise	31.21	4
6	Cosmopolitaness	29.97	5
7	Coordinating ability	21.20	7
8	Managerial ability	11.77	8
9	Leadership ability	10.92	9
10	Achievement motivation	60.90	2
Overall entrepreneurial behavior		54.03	

It is clear from the data presented in Table – 1 that the respondents were having good decision making ability, followed by achievement motivation. All the remaining components were very low EBI. The lowest EBI were for their leadership ability and managerial ability. There seems to be a great scope for improvement in almost all the sub components of entrepreneurial behavior of the potato growers.

It could be seen from the Table–2 that among the 12 variables selected for the study variables; nine namely education, cropping intensity, annual income, social participation, extension participation, credit orientation, market orientation, knowledge and adoption were observed to be positively and significantly related with entrepreneurial behavior of the potato growers.

Table 2: Relationship between selected characteristics of the respondents and their entrepreneurial behavior

Sr. No.	Characteristics	Correlation coefficient (r)
1.	Age	-0.014
2.	Education	0.836**
3.	Social participation	0.318**
4.	Land holding	0.080
5.	Annual income	0.218**
6.	Credit orientation	0.692**
7.	Market orientation	0.633**
8.	Irrigation facility	0.104
9.	Cropping intensity	0.167*
10.	Extension participation	0.745**
11.	Knowledge	0.775**
12.	Adoption	0.833**

Conclusion

Majority of the potato growers possessed low entrepreneurial behavior for its' different components. The education, social participation, annual income, credit orientation, market orientation, cropping intensity, extension participation, knowledge

and adoption had positive and significant relationship with the entrepreneurial behavior of potato growers. There is a need to train the potato growers for improving various components of their entrepreneurial behavior.