

ENTREPRENEURIAL BEHAVIOUR OF POTATO GROWERS

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ABSTRACT

Untapped opportunities can be overcome through managing and extending existing business by exhibiting entrepreneurial behavior applying innovation and considering related calculated risk. In context to this, a study was conducted to find out Entrepreneurial Behaviour of Potato Growers. Total four talukas i.e, two talukas (Anand, Umreth) of Anand district and two talukas (Kapadwanj, Nadiad) of Kheda district of Gujarat state of India were selected purposively. The data were collected through personal interview of random sample of 120 potato growers from 12 villages (i.e, 3 villages from each taluka). An index was developed to measure the entrepreneurial behaviour by obtaining the relevancy score for each component according to scores provided by 50 judges. Developed Scales were used for the measurement of selected components of entrepreneurial behavior including Decision making ability, Self confidence, Individual innovation, Economic motivation, Adoption of value added techniques in potato crop, Leadership abilities, Knowledge of value added techniques in potato crop, Market orientation, Achievement motivation, Risk orientation and Scientific orientation. Overall Entrepreneurial behaviour index was calculated for each respondent. More than half (54.17 per cent) of the potato growers had medium level of entrepreneurial behaviour, followed by 40.83 per cent, 5.00 per cent had high and very high level of entrepreneurial behaviour. It was assuring that no respondent falls under very low and low category of entrepreneurial behavior.

Keywords : *entrepreneurial behavior, entrepreneurial behavior index, potato growers*

INTRODUCTION

With globalization, economic liberalization concomitant with growing urbanization consumer preferences is changing. To address this situation, the emphasis is on enabling farmers to increase their level of competitiveness, to produce for an identified market and seeking new market opportunities that offer higher levels of income (Chauhan and Vinaya, 2016). This poses new opportunities but also challenges to small-scale producers, traders and processors. Therefore, producing a quality product is of great importance

Farmers need to be able to identify opportunities and seize them. Their production decisions should be based on what is possible. The farmer has to be entrepreneurial in adapting to threats; innovating and developing strategies to ensure the farm business remains profitable and viable. (Lichtenstein *et al.*, 2004).

Potatoes are increasingly being figured as an important cash crop. Being the king of vegetables, important factors responsible for having a wide scope in a growth of potato related enterprise are availability of indigenous potato varieties useful for processing and wide agro-ecological

conditions for growing these varieties for an adequate and round-the-year supply of raw material to the processing industry. Not only that potatoes are suitable for diversified processed products, but also that these products offer great market opportunities in India and abroad.

Gujarat has now become an alpha potato state. Against this emerging turning point, the most important challenge is how best to stabilize and specialize the potato production vis-à-vis increases the processing capacity in the country. Untapped opportunities can be overcome through managing and extending existing business by applying innovation considering related calculated risk i.e, through exhibiting entrepreneurial behavior.

Keeping in view the significant consequence of entrepreneurial behavior, to reap benefits to potato growers in prevailing competitive environment, the study was undertaken with following objective "To study the entrepreneurial behaviour of potato growers of Anand and Kheda district of Gujarat state".

OBJECTIVE

To know the enterprneurial behaviour of potato growers

METHODOLOGY

Four talukas i.e., Anand and Umreth talukas of Anand district and Nadiad and Kapadwanj talukas of Kheda district had been selected purposively. A random sample of 120 potato growers were selected from 12 villages (i.e., 3 villages from each taluka) as these talukas had more area under potato cultivation in middle Gujarat. The Ex-post-facto research design has been used in present investigation. Data were collected through personal interview.

An attempt was made in the present investigation to develop an instrument to measure the overall entrepreneurial behavior of potato growers. Based on the review of the literature as well as discussion with scientists, extension educationist, and extension functionaries, 18 items were selected as possible components of the overall entrepreneurial behaviour. These 18 components were given to 50 experts. The responses were obtained against each component in terms of their agreements or disagreements on a five point continuum according to their relevancy. On the basis of the responses received from the experts for relevancy of the items and other added items, the relevancy score for 11 finalised components were found by adding the scores on the rating scale for all the judges. From the data so gathered, 'Mean Relevancy score' were worked out for all the components.

Number of judges responded

The entrepreneurial behavior of potato growers was operationally defined as cumulative outcome of all its components.

Computation of Entrepreneurial Behavior Index

Respondents' entrepreneur behaviour was determined by using the following formula.

$$EBI = (R_1/M_1) \times W_1 + (R_2/M_2) \times W_2 + \dots + (R_n/M_n) \times W_n$$

Where

- ◆ EBI= Overall Entrepreneur Behaviour Index of the respondent
- ◆ R_1, R_2, \dots, R_n = Entrepreneur Behaviour Score obtained by respondent for particular Entrepreneur Behaviour component (Received score for each indicator by each respondent)
- ◆ M_1, M_2, \dots, M_n = Potential score of the respondent for particular Entrepreneurial Behaviour Indicator (Maximum score one can get for each indicator)
- ◆ W_1, W_2, \dots, W_n = Mean relevancy score of the particular Entrepreneurial Behaviour component

RESULT AND DISCUSSION

Overall entrepreneurial behaviour of potato growers

Entrepreneurial behaviour of potato growers is operationally defined as cumulative outcome of eleven components namely, Individual innovation, self confidence, achievement motivation, leadership ability, decision making ability, risk orientation, market orientation, scientific orientation, economic motivation, knowledge of value added techniques of potato and knowledge of value added techniques of potato. Entrepreneurial behaviour index (E.B.I) of the potato growers was calculated for the entire component and respondents were categorized into five groups as shown in Table 1.

Table 1 : Distribution of the respondents according to their overall entrepreneurial behaviour

n=120

Sr. No.	Category	Frequency	Per cent
1	Very low (up to 1.902)	0	0.00
2	Low (1.903 to 3.804)	0	0.00
3	Medium (3.805 to 5.706)	65	54.17
4	High (5.707 to 7.608)	49	40.83
5	Very high (Above 7.608)	6	5.00

It is obvious from the data presented in Table 1 that more than half (54.17 per cent) of the potato growers had medium level of entrepreneurial behaviour, followed by 40.83 per cent, 5.00 per cent had high and very high level of entrepreneurial behavior, respectively.

Similar trend has been reported by Chandramouli *et al.* (2007), Kumar *et al.* (2013), Ram *et al.* (2013) and Pawar (2016).

It can also be inferred that 95.00 per cent of potato growers falls in medium to high level category and also, 45.83 per cent of potato growers falls in high to very high level category of entrepreneurial behavior.

Overall entrepreneurial behaviour of potato growers is found to have resulted from 'medium to high' level of self confidence, achievement motivation, leadership ability, decision making ability, risk orientation, market orientation, scientific orientation and economic motivation. The potato growers exhibited 'low to medium' knowledge level of value added techniques of potato. Whereas, level of adoption of value added techniques of potato falls in 'very low to low level' category.

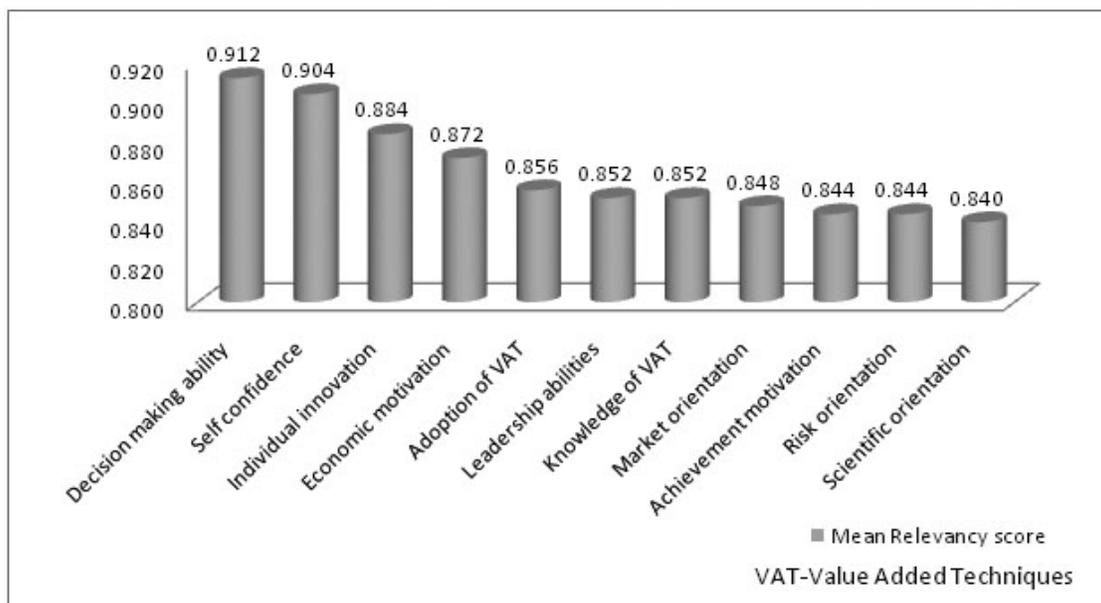


Fig. 1 : Relevancy weightage of selected components of entrepreneurial behavior

CONCLUSION

Although satisfactory result was obtained that potato growers exhibited medium to high level of entrepreneurial behavior. On the other hand downhearted result was obtained in case of the respondents falling in low knowledge level and 'very low' level of adoption level of value added techniques of potato. The current facts exhibit urgency for effective agricultural advisory extension services to play an essential role in the enhancing specified knowledge and adoption of value added practices so as to promote entrepreneurial behavior among potato growers.

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