

## Original Research Article

### Entrepreneurial Behaviour of Sweet Orange Growers

Y. S. Ekhande<sup>1\*</sup>, S. S. Raykar<sup>2</sup>, S.C. Holkar<sup>3</sup> and D. D. Suradkar<sup>2</sup>

<sup>1</sup>Department of Extension Education, College of Agriculture, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli- 415712, District - Ratnagiri (M.S.), India

<sup>2</sup>Department of Extension Education, College of Agriculture, Latur (M.S.), India

\*Corresponding author

#### ABSTRACT

A sweet orange (*Citrus sinensis* L.) is an important fruit crop of Maharashtra state of India. It is grown on an area of 55,000 ha with 6.5 lakh tones of production per year. The area under this fruit crop is increasing rapidly as a result of dynamic employment guarantee scheme launched by the Government of Maharashtra for fruit crops. Sweet Orange is a major fruit crop in Marathwada region of the State. 0.77 lakh hectares area is under this crop and 0.34 lakh hectares is under production. The total production is about 5.18 lakh M.T. (Anonymous, 2014a). The Ex-post-facto research design was used for the present study. The study was conducted in Aurangabad district. Three tahsils namely, Aurangabad, Paithan and Kannad were selected purposively on the basis of the maximum area under sweet orange cultivation. The main objective of this study is to study the components of entrepreneurial behaviour of sweet orange growers. It was observed during the study that, 30.00 per cent of farmers belonged to low entrepreneurial behaviour and 40.84 per cent of farmer's medium entrepreneurial behaviour and entrepreneurial behaviour index of the farmers, 68.34 per cent respondent's medium level of entrepreneurial behaviour. The present study was used as a multistage sampling procedure. Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation and entrepreneurial behaviour index.

#### Keywords

Sweet orange,  
Growers and  
Entrepreneurial  
Behaviour index

#### Introduction

India has the unique distinction to grow almost all the varieties of fruits and vegetables. India is the second-largest producer of fruits in the world 9 per cent after China. India is the second largest producer of fruits and vegetables in the world. Within India, Tamilnadu is the largest producer of fruits accounting for 13.30 per cent of India's total fruits production followed by Andhra Pradesh 12.6 per cent, Maharashtra 12.2 per cent, Gujarat 9.7 per cent and Karnataka 8.4 per cent. Major fruits cultivated in India are

banana 39.9 per cent, mango 20.3 per cent, Citrus 10 per cent, papaya 5.6 per cent, apple 3.9 per cent and guava 3.3 per cent. Citrus is the third most important tropical fruit crop of India after mango and banana with an area of 846 thousand hectares and 7464 thousand metric tonnes of production 8.8 Mt/ha productivity. The most important Citrus growing states in India are Andhra Pradesh, Maharashtra, Orissa, Gujarat and Uttarakhand (Anonymous, 2014).

A sweet orange (*Citrus sinensis* L.) is an important fruit crop of Maharashtra state of

India. It is grown on an area of 55,000 ha with 6.5 lakh tones of production per year. The area under this fruit crop is increasing rapidly as a result of dynamic employment guarantee scheme launched by the Government of Maharashtra for fruit crops. Sweet Orange is a major fruit crop in Marathwada region of the State. 0.77 lakh hectares area is under this crop and 0.34 lakh hectares is under production. The total production is about 5.18 lakh M.T. (Anonymous, 2014a).

Development of the economy of any nation depends primarily on the important role played by entrepreneurs. The role played by such entrepreneurs is of vital importance in a developing country like India, where there are ample opportunities for using innovations to exploit the available resources particularly in the field of agriculture. An entrepreneur is an economic man, who strives to maximize his profits by innovations. He is a man with a will to act, to assume the risk and to bring about a change through the organization of human efforts. They are persons who initiate, organize, manage and control the affairs of an enterprise that combine the factors of production to supply goods and services in any sector, as such, the development or underdevelopment of entrepreneurship in the country. All-round development of agriculture is possible with the effective exploitation of human as well as material resources. In our country, where human resources are found to be plenty, we can identify individuals in all segments of the population who have the requisite entrepreneurial skills (Sabale *et al.*, 2014)

Keeping above fact in view, the present study was designed to analyze the entrepreneurial behaviour of sweet orange Ggrowers in Marathwada region with the following specific objective.

To study the components of entrepreneurial behaviour of sweet orange growers.

### **Materials and Methods**

The study was conducted in Aurangabad district. Three tahsils namely, Aurangabad, Paithan and Kannad were selected purposively on the basis of the maximum area under sweet orange cultivation. Four villages from each tahsil were selected randomly. Ten farmers from each village were selected to comprise a sample of 120 respondents. In view with the above objectives, the multistage sampling was used to select district, tahsil, village and farmers. Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation and Entrepreneurial Behaviour Index (EBI).

### **Results and Discussions**

The findings of the present study as well as relevant the discussion have been summarized under the following heads:

#### **Components of entrepreneurial behaviour of sweet orange growers**

Table 1 clearly indicates that the majority 63.34 per cent of the respondents had medium innovativeness, whereas, high 16.66 per cent and low 20.00 per cent innovativeness, respectively. The medium innovativeness of farmers might be due to their majority of the farmers belonged to medium land holding category 60 per cent and the majority level of education of farmers were only up to higher secondary school. Also, the majority of them had medium annual income, extension contact and social participation. All these factors might have contributed to their medium level of innovativeness. The results are in accordance with the findings of Bennur (2011).

The data from table 1 shows that the majority of farmer 69.17 per cent belonged to medium farm decision making a category, whereas, high 16.66 per cent and low 14.17 per cent farm decision making categories, respectively. This might be due to their medium annual family income and medium size of land holding. The other possible reason might be that decision making in farming, especially under Indian conditions is very difficult due to ever-changing agro-climatic conditions and lack of stabilized price policy. The results of study are in the line with the findings of Suresh (2004) and Sable (2013).

The result from table 1 indicated that, majority 67.50 per cent of the farmers had medium achievement motivation whereas, low 18.33 per cent and high 14.17 per cent achievement motivation of farmers, respectively. Achievement motivation is more of a psychological variable which differs from individual to individual. It is assumed that achievement motivation forces the individual towards reaching some goals, which he has set for himself. Higher the association with the individual, higher will be his efforts. This can be attributed to the social status of a respondent, who feels to keep greater goals. The similar findings reported by Vijaykumar (2001), Suresh (2004) and Hipparkar (2015).

It is evident from table 1 that, 14.17 per cent of farmers low risk-taking ability, however, 71.67 per cent farmers had medium risk-taking ability whereas, 14.46 per cent of farmers belonged to the high category of risk-taking ability. The risk-taking the ability of individuals depends upon the personal, psychological, socio-economic characteristics. The individuals were with more farming experience, large size land

holding, and higher income and medium risk-taking ability. This is evident from the results which might be because of contact with extension personnel by the respondents, which increased the perception and confidence in respondents about new technologies and to gain more income by taking the risk. All these factors might have resulted in the respondents belonging to medium risk orientation. The similar findings are reported by Bhagyalaxmi *et al.*, (2003), Nagesh (2006) and Sable (2013).

It could be seen from table 1 that, majority of farmers i.e., 50.00 per cent of farmers had medium information seeking behaviour, whereas, 24.17 per cent of farmers had high information seeking behaviour. However, 25.83 per cent of them had low information seeking behaviour. The possible reason for majority of farmers to fall in medium information seeking behaviour category might be due to their medium education and average financial conditions. The findings of Pandeti (2005) and Sable (2013) are in the line of this result.

It could be seen from table 1 that, majority of farmers i.e., 73.33 per cent of farmers had medium leadership ability, whereas, 15.00 per cent of farmers had high leadership ability. However, 11.67 per cent of them had low leadership ability. The results indicate that the ability to lead a group can be seen more in big farmers whereas, medium farmers because of their position in society. With respect to small farmers, they had low leadership ability as they had low education, low knowledge, low income and lower social participation, which made them followers to a leader but not as a leader. The similar findings of Sable (2013) and Hipparkar (2015) have been reported.

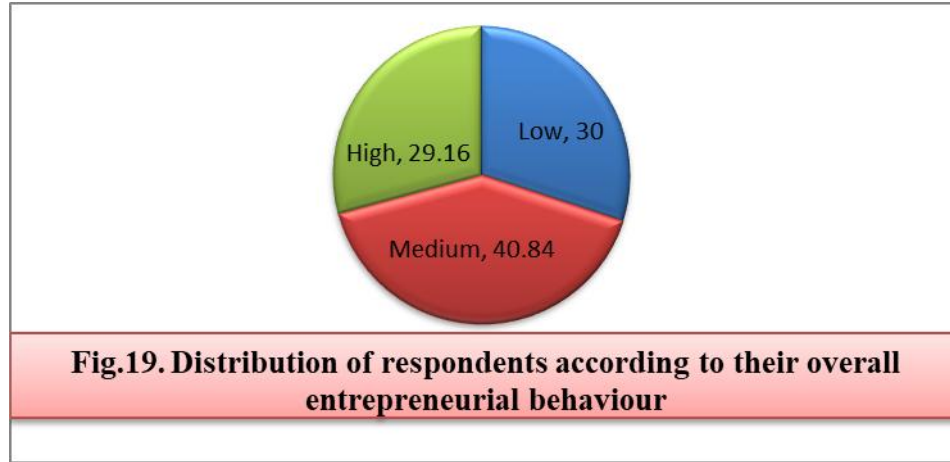
**Table.1** Distribution of respondents based on components of entrepreneurial behaviour of sweet orange growers (n=120)

Sr. No.	Components of Entrepreneurial Behaviour	Category	Frequency (F)	Percentage (%)
1.	<b>Innovativeness</b> Mean = 36.78 S.D. = 6.00	Low innovativeness (Up to 30.78)	24	20.00
		Medium innovativeness (30.79 to 42.78)	76	63.34
		High innovativeness (42.79 and Above)	20	16.66
2.	<b>Farm decision making</b> Mean= 12.62 SD= 1.94	Low (Up to 10.68)	17	14.17
		Medium (10.69to 14.54)	83	69.17
		High (Above 14.55)	20	16.66
3.	<b>Achievement motivation</b> Mean= 12.29 SD= 1.98	Low (Up to 10.32)	22	18.33
		Medium (10.33 to 14.26)	81	67.50
		High (Above 14.27)	17	14.17
4.	<b>Risk taking ability</b> Mean= 6.94 SD= 2.07	Low (Up to 4.87)	17	14.17
		Medium (4.88 to 9.00)	86	71.67
		High (Above 9.01)	17	14.16
5.	<b>Information seeking behaviour</b> Mean= 12.39 SD= 3.35	Low (Up to 9.05)	31	25.83
		Medium (9.06 to 15.73)	60	50.00
		High (Above 15.74)	29	24.17
6.	<b>Leadership ability</b> Mean= 5.76 SD= 1.90	Low (Up to 3.86)	14	11.67
		Medium (3.87 to 7.64)	88	73.33
		High (Above 7.65)	18	15.00
7.	<b>Cosmopoliteness</b> Mean= 6.27 SD= 1.68	Low (Up to 4.58)	18	15.00
		Medium (4.59 to 7.94)	62	51.67
		High (Above 7.95)	40	33.33

**Table.2** Distribution of respondents according to their overall entrepreneurial behavior (n=120)

Overall Entrepreneurial Behaviour	Frequency (F)	Percentage (%)
Low (Up to 80.15)	36	30.00
Medium (80.16 to 105.94)	49	40.84
High (Above 105.95)	35	29.16
	<b>120</b>	<b>100.00</b>
	<b>Mean= 93.05</b>	<b>SD= 12.90</b>

**Fig.1** Distribution of respondents according to their overall entrepreneurial behavior



It is evident from table 1 that, 15.00 per cent of farmers belonged to the low level category of cosmopolitanism, 33.33 per cent of respondents a high level of cosmopolitanism. Whereas, 51.67 per cent farmers categorized under medium level of cosmopolitanism. Majority of the respondents were having medium cosmopolitanism as they were having medium annual income, size of land holding and locally unavailability of extension workers of public and private organizations. Low level of education may be the other reason behind such results. The similar findings of Hipparkar (2015).

### **Overall Entrepreneurial Behaviour**

It could be seen from table 2 and Fig. 1 that, 30.00 per cent of farmers belonged to low entrepreneurial behaviour and 40.84 per cent of farmers had medium entrepreneurial behaviour, whereas, 29.16 per cent of farmers had high entrepreneurial behaviour. The possible reason for the majority of respondents having medium entrepreneurial behaviour might be due to their medium financial condition, medium size of land holding to take risk and late adoption of new technologies besides medium in innovativeness and medium information

seeking behaviour. These are in the line with the results of Sable (2013) and Hipparkar (2015).

In conclusion, as it was revealed from the study that most of the farmers medium level of social participation, the voluntary social organizations should take the lead and try to promote wider participation of farmers in different organizational meetings in order to improve their exposure to the outside world. Majority of the farmers were having medium mass media use, therefore, it is implied that provide exposure to the farmers by visiting the successful entrepreneurs at their enterprise plants and thereby organizing interaction meeting with them, could motivate and promote development of entrepreneurial qualities of farmers.

### **References**

- Anonymous, 2014, Annual report 2013-2014. Indian horticulture database.
- Anonymous, 2014a Annual report 2013-14. Department of agriculture, Maharashtra.
- Ashokkumar Bennur (2011) A study on entrepreneurial qualities and adoption behaviour of banana growers, M. Sc. (Agri.) Thesis,

- University of Agricultural Sciences, Dharwad.
- Chaudhari, Ratan Ranuji (2006). A study on entrepreneurial behaviour of dairy farmers. Ph.D. Thesis, University of Agriculture Sciences, Dharwad, Karnataka (INDIA)
- Chauhan, N. B. and Patel, R. C., (2003). Entrepreneurial uniqueness of poultry entrepreneurs. *Rural India*, 66 (12) : 236-239.
- Gattu, K. C. (2001). Production constraints of turmeric cultivation in Karimnagar district of Andhra Pradesh. M. Sc. (Ag.) Thesis, Acharya N.G. Ranga Agricultural University, Hyderabad, A.P. (INDIA).
- Hipparkar B. G. (2015). Entrepreneurial behaviour of pomegranate growers. M.Sc. (Agri.) Thesis, V.N.M.K.V., Parbhani.
- Nagesh (2006). Study on entrepreneurial behaviour of pomegranate growers in Bangalkot district of Karnataka, M.Sc. (Ag.) Thesis, University of Agricultural Sciences, Dharwad, Karnataka (INDIA)
- Nagesha, P.N. (2005). Study on entrepreneurial behaviour of vegetable seed producing farmers of Haveri district. M.Sc. (Ag.) Thesis, University of Agricultural Sciences, Dharwad, Karnataka (INDIA).
- Neelaveni, S., Rambabu and Punna Rao (2002) Developmental priorities of farm women in agribusiness management – A case of an adopted village K.B. Palm. *Mgmt. Extn. Res. Rev.*, 6(3): 74
- Pandeti, C. M. (2005). A study on entrepreneurial behaviour of farmers in Raichur district of Karnataka. M.Sc. (Ag.) Thesis, University of Agricultural Sciences, Dharwad, Karnataka (INDIA).
- Pisure B. L., (2012). Entrepreneurial behaviour of dairy farmers, M. Sc. (Agri.) Thesis, V.N.M.K.V. Parbhani.
- Sabale A. N., Suradkar D. D. and Thombre B. M. (2014) Entrepreneurial behaviour of farmers in Marathwada region. *Agriculture Update*, 9 (1):25-30.
- Sable A. N., (2013) Entrepreneurial behaviour of farmers in Marathwada region. M. Sc. (Agri.) Thesis, V.N.M.K.V. Parbhani.
- Siddharth, D. S (2001) A study on personality traits of poultry entrepreneurs in Anand district of Gujarat State. M.Sc. (Agri.) Thesis, Gujarat Agricultural University, S. K. Nagar.
- Suresh (2004). Entrepreneurial behaviour of milk producers in Chittoor district of Andhra Pradesh – A critical study. M.V. Sc. Thesis, Acharya N.G. Ranga Agricultural University, Hyderabad, A.P. (INDIA).
- Vijay Kumar, K. (2001). Entrepreneurship behaviour of floriculture farmers in Ranga Reddy district of Andhra Pradesh. M.Sc. (Ag.) Thesis, Acharya N.G. Ranga Agricultural University, Hyderabad, A.P. (INDIA).