

Original Research Article

Relationship between Profile of Sweet Orange Growers with their Entrepreneurial Behavior

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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, 2014b). 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 Relationship between Profile of Sweet Orange Growers with their Entrepreneurial Behavior. It was observed during the study that, all independent variables of farmers viz., farming experience, education, family size, occupation, land holding, annual income, social participation, mass media use, economic motivation and market orientation had positive and highly significant relationship with their 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, correlation coefficient and multiple regression.

Keywords

Sweet orange growers, Entrepreneurial behaviour and relationship

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, 2014a). 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, 2014b).

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).

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, Correlation Coefficient and Multiple regression.

Results and Discussions

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

Relationship between profile of sweet orange growers and entrepreneurial behavior

The correlation coefficient of each of the profile of sweet orange growers with entrepreneurial behaviour of farmers has been furnished in Table 1.

It could be observed from Table 1 that, all independent variables of farmers *viz.*, farming experience, education, family size, occupation, land holding, annual income, social participation, mass media use, economic motivation and market orientation had positive and highly significant relationship with their entrepreneurial behaviour.

Relationship between components of entrepreneurial behaviour sweet orange growers with their entrepreneurial behavior

The correlation coefficient of each of the component of entrepreneurial behaviour sweet orange grower with their

entrepreneurial behaviour has been furnished in Table 2.

It is evident from Table 2, that all the components of entrepreneurial behaviour viz., innovativeness, farm decision making, achievement motivation, risk taking ability, information seeking behaviour, leadership ability and cosmopolitaness of farmers were positively and highly significantly related with their entrepreneurial behaviour.

Multiple regression analysis between profile of sweet orange and their entrepreneurial behavior

Multiple regression analysis was carried out for determining the contribution of independent variables with entrepreneurial behaviour of sweet orange growers and the data, thus obtained, have been furnished in following table 3.

It could be observed from Table 3 that coefficient of determination (R^2) of the independent variables was 0.5040. It means that 50.40 per cent of total variation in the

entrepreneurial behaviour of sweet orange growers was explained by the 10 selected independent variables, also observed that, amongst independent variable of farmers, one variable viz., social participation was statistically positively significant and two variable viz., economic motivation and market orientation were found to be positively and highly significant, the contribution of other independent variables namely farming experience, education, family size, occupation, land holding and annual income were found to be statistically positively non significant while mass media use was found to be negatively non significant.

Hence concluded, as it was revealed from the study that variables viz., farming experience, education, family size, occupation, land holding, annual income, social participation, and market orientation had positive and significant relationship with their entrepreneurial behaviour, while mass media use and economic motivation had non significant relationship with their entrepreneurial behaviour.

Table.1 Relationship between profile of sweet orange grower and entrepreneurial behaviour

No.	Variables	Correlation Coefficient (r)
1.	Farming Experience	0.302**
2.	Education	0.318**
3.	Family size	0.309**
4.	Occupation	0.356**
5.	Land holding	0.312**
6.	Annual Income	0.400**
7.	Social Participation	0.501**
8.	Mass Media Use	0.413**
9.	Economic motivation	0.402**
10.	Market orientation	0.500**

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

NS- Non significant

Table.2 Correlation coefficient between components of entrepreneurial behaviour of farmers with their entrepreneurial behaviour

Sl. No.	Components	Correlation Coefficient (r)
1.	Innovativeness	0.771**
2.	Farm decision making	0.670**
3.	Achievement motivation	0.692**
4.	Risk taking ability	0.542**
5.	Information seeking behavior	0.738**
6.	Leadership ability	0.585**
7.	Cosmopolitaness	0.533**

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

Table.3 Multiple regression analysis between profile of sweet orange and their entrepreneurial behaviour

Variables	Regression Coefficients (B)	Standard Error (SE)	't' value
1. Farming Experience	0.029	0.238	0.124NS
2. Education	1.361	0.752	1.808NS
3. Family size	0.355	0.599	0.593NS
4. Occupation	1.641	1.547	1.060NS
5. Land holding	0.067	0.232	0.290NS
6. Annual Income	0.811	0.613	1.322NS
7. Social Participation	0.795	0.323	2.459*
8. Mass Media Use	-0.255	0.577	-0.44NS
9. Economic motivation	0.674	0.203	3.307**
10. Market orientation	2.655	0.815	3.256**

R² = 0.5040

F = 11.0782

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

NS= non-significant.

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