

Relationship between Socio – personal profile and entrepreneurial behaviour of vegetable growers of Lower Subansiri district of Arunachal Pradesh

1) Hage Manty (main author)

Ph.D Research Scholar of Extension Education
Department of Agriculture
Himalayan University, Jollang (Itanagar)
Arunachal Pradesh

2) Dr. Raja Husain

Asst. Professor cum Head of the dept.
Department of Agriculture
Himalayan University, Jollang (Itanagar)
Arunachal Pradesh

Abstract:

The study was conducted in Lower Subansiri district of Arunachal Pradesh with total sample of 180 vegetable growers. its aim is to find out the relationship between socio -personal profile and entrepreneurial behaviour of vegetable growers. The major findings reveal that socio - personal profile variables like age, education, land holding, annual family income, training received, mass media participation, extension contact, extension participation, scientific orientation was found to be have significant relationship while variable occupation have no significant relationship with entrepreneurial behaviour of vegetable growers.

Keywords: Relationship, socio-personal profile, entrepreneurial behaviour, vegetable growers.

Introduction

Vegetables are an essential and important component of a healthy diet as it is packed with vital nutrients required for maintaining good health. Vegetable crops also serve as an important source of income especially for the small and marginal farmers of our nation. In India vegetables are cultivated in different agro-climatic condition and soil condition in every corner of the country. Many different varieties of leafy fruity and starchy tuber varieties of vegetables, more than 40 kinds of vegetables belonging to different groups namely solanaceous, cucurbitaceous, leguminous, cruciferous (Cole crops) root crops and leafy vegetables are grown in India in tropical, subtropical and temperate regions.

In Arunachal Pradesh, Agri Horti sector plays a vital role in socio-economic development as well as in employment generation for rural people especially to small and marginal farmers of Arunachal Pradesh providing income round the year from vegetable produce. Further, there is a huge scope for entrepreneurship development in vegetable cultivation in the state which has a massive 94% of rural population (Department of Agriculture Arunachal Pradesh). Entrepreneurship is a force that mobilizes

other resources to meet unmet market demand, the ability to create and build something from practically nothing (Timmons, 1989), the process of creating value by putting together a unique package of resources to exploit an opportunity (Stevenson, 1985).

Entrepreneurial behaviour is influenced by characters or factors either individually or in combination, while the supporting system and social environment determine to some extent the success of entrepreneurship. The entrepreneurial behavior is not necessarily doing new things but also doing things in a different way that already have been done. Now, it is increasingly being felt that, the economic growth and development of the advanced countries is largely due to entrepreneurship quality among their community rather than to capital. Thus, an attempt has been made to study the entrepreneurial behaviour of vegetable growers in Lower Subansiri district of Arunachal Pradesh. Study would come out with some valuable findings for enhancing the entrepreneurial behaviour of vegetable growers.

Methodology

The study was conducted in Lower Subansiri district of Arunachal Pradesh. Lower Subansiri district has been purposively selected for the study because of high vegetable cultivation and production. Then, 9 village were selected from Ziro circle based on highest area, production, and productivity of vegetables. From each of the nine selected village 20 farmers were selected respectively by following random sampling procedure. Thus, forming a total sample size of 180 respondents. Data was collected by personal interview method using structured pre-tested questionnaire and the analysis was done using frequency, percentage and Karl Pearson's simple correlation test.

Objective

To study the relationship between socio-personal profile and entrepreneurial behaviour of vegetable growers.

Results and Discussion

Relationship between socio-personal profile and entrepreneurial behaviour of vegetable growers was calculated, analyzed and results were tabulated. Based on the data represented in table 1, age, education, land holding, annual family income, training received, mass media participation, extension

contact, extension participation and scientific orientation were positively and significantly correlated with entrepreneurial behaviour, whereas occupation found to be negatively non – significant.

1) Age

Age of vegetable growers was positively and significantly correlated with their entrepreneurial behavior. As we grow older we became more mature and surrounded by many responsibilities thus making us more enthusiastic and willing to work harder to become financially sound and independent, work efficiency and physical strength also increases as we get older. These might be the probable reason.

2) Education

Education of vegetable growers was positively and significantly correlated with their entrepreneurial behaviour. Education helps the farmers to get more information and thereby broaden and sharpen their mental horizon. It helps in their socio-psychological development. Education also helps in making decision more precisely and managing various aspects viz, planning, production and marketing aspect more efficiently. The result is in consonance with the results of Savitha et al. (2009) and Shilpa Karate (2019).

3) Occupation

Occupation was found non-significant and negatively correlated with their entrepreneurial behavior. This might be due to majority of respondents were engaged in agricultural activities. Hence less variation in their occupation might be the one of the main reasons for non-significant relationship. Similar findings were reported by Sabale et al. (2014).

4) Land holding

Land holding of vegetable growers was positively and significantly correlated with their entrepreneurial behaviour. Land holding provides the economic base for the farmer to practice new agricultural technologies. It helps them in optimum utilization of farm resources through efficient decision making and applying new ideas for achieving maximum profits. Further, it helps the farmer to bear risk and uncertainty. Farmers with large size of land holding have leadership ability. The results are in confirmity with Nagesh (2006), Savitha et al. (2009).

5) Annual family

Annual family income of vegetable growers was positively and significantly correlated with their entrepreneurial behaviour. Annual family income provides the economic base for the farmer hence; farmers with higher annual family income have higher purchasing power and motivated to try new technologies for improving their income and standard of living. Farmers with high annual family income can normally bear risk and uncertainty in adopting new ideas. The results are agreed with the reports of Subramanyeshwari and Veeraraghavareddy (2003), Nagesh (2006) and Savitha et al. (2009).

6) Training Received

Training Received was found positively and significantly correlated with their entrepreneurial behaviour. Through training programmes farmers get to know various useful knowledge which in turn helps them in enhancing their skills and boost their confidence level.

7) Mass media participation

Mass media participation of vegetable growers was found positively and significantly correlated with their entrepreneurial behaviour. Mass media is the huge source of opportunities for farmers, it can motivate the farmers to try or adopt new farm practices, it provides valuable information which helps farmers to know their chances of success. It also provides information on agricultural practices and thus creates an interest in the farmer to seek more information regarding a particular cultivation practice. The results are in consonance with the results of Nagesh (2006).

8) Extension contact

Extension contact of vegetable growers was positively and significantly correlated with their entrepreneurial behaviour. It means that extension contact plays an important role in disbursing knowledge and solving problems of vegetable growers. Frequent contacts with different extension personnel like private agency, NGO's, village level worker, Agricultural Officers etc. have more and better knowledge regarding improved cultivation of vegetables. The results of study were in agreement with the studies reported by Thyagarajan and Vasanthakumar, J. (2000), Shilpa Karate (2019) and Ritik Gupta (2022).

9) Extension participation

Extension participation of vegetable growers was positively and significantly correlated with their entrepreneurial behaviour. Extension participation helps farmers to get various information. Extension activities conducted in the area have direct effect on knowledge gained about improved agricultural practices. It also helps the farmers to adopt new agricultural practices earlier than others in their social system. The findings are found similar with the results of Nomesh Kumar et al. (2000) and Nagesh (2006).

10) Scientific orientation

Scientific orientation of vegetable growers is positively and significantly correlated with their entrepreneurial behaviour. Respondents having higher scientific orientation would try and interested to gather more information, which could be applied at the field level, thus increasing their production. The results are similar with the results of Nagesh (2006) and Ritik Gupta (2022).

Table 1: Correlation coefficient between Socio-personal profile and Entrepreneurial Behaviour

Sl. No.	Independent variables	Correlation coefficient ('r' value)
1.	Age	0.657**
2.	Education	0.428**
3.	Occupation	- 0.158 ^{NS}
4.	Land Holding	0.737**
5.	Annual Family Income	0.764**
6.	Training Received	0.258**
7.	Mass Media Participation	0.976**
8.	Extension Contact	0.866**
9.	Extension Participation	0.991**
10.	Scientific Orientation	0.918**

**: Significant at 0.01 probability level, NS: Non-significant

Conclusion

It was observed that socio-personal variables like age, education, land holding, annual family income, training received, mass media participation, extension contact, extension participation and scientific orientation were found to be positively and significantly correlated with the entrepreneurial behaviour of vegetable growers. Variable occupation found to be negatively non – significant. The government, extension agencies and private organizations should focus on the correlated factors as revealed by the study aiming at utilizing these variables to their great advantage, for promoting entrepreneurial behaviour among vegetable growers.

References

- Gupta, R. (2022). Entrepreneurial behaviour of vegetable growers in hardoi district of utter pradesh. *M.Sc. thesis (Unpublished)*, College of Agriculture, Acharya Narendra Deva University of Agriculture and Technology, Kumarganj, Ayodhya (U.P).
- Karat, S. (2019). Entrepreneurial behaviour of Hi-Tech farmers in Kerala, *Doctoral dissertation*, Department of Agricultural extension, College of Horticulture, Vellanikkara).
- Kumar, N. N. and Narayanaswamy, B. K. (2000). Entrepreneurial behaviour and socio-economic characteristics of farmers who adopted sustainable agriculture in India. *Karnataka Journal of Agricultural Sciences*, 13(1), 83-90.
- Nagesh (2006). Study on entrepreneurial behaviour of pomegranate growers in Bagalkot district of Karnataka. *M. Sc. (Agri.) Thesis*, University of Agricultural Sciences, Dharwad.
- Sabale, A. N., Suradkar, D. D. and Thombre, B. M. (2014). Entrepreneurial behaviour of farmers in Marathwada region. *Agriculture Update*, 9(1), 25-30.
- Savitha, C.M., Siddaramaiah, B.S., and Nataraju, M.S. (2009). Development of a scale to measure the entrepreneurial behaviour of rural and urban women entrepreneurs. *Mysore journal of agricultural sciences*, 43, 119-121.
- Stevenson, H. H. (1985). *New business ventures and the entrepreneur*. Homewood, IL : Irwin.
- Subramanyeswari, B. and Veeraraghava Reddy, K. (2003). Enterpreneurialbehaviour of rural dairy women. *Madras Agricultural Journal*, 30(1-3), 173-175.
- Thyagarajan, S. and Vasanthakumar, J. (2000). Constraints to high yield in rice at farm level. *Journal of Extension Education*, 11(2), 2747-2753.
- Timmons, J. A. (1989). *The entrepreneurial mind*. Brick House Pub.