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Entrepreneurial behaviour of dairy farmers in Rewa (Madhya Pradesh) India

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ABSTRACT

The present study was conducted in four blocks *i.e.* Mauganj, Sirmour, Raipur Kalchuriyan and Teouther of Rewa district, Madhya Pradesh. The main objective of the study was to know the entrepreneurial behaviour of dairy farmers. The study revealed that majority of the dairy farmers were found to have medium level of entrepreneurial behaviour, followed by low and high level of entrepreneurial behaviour. Age, annual income, experience, economic motivation and scientific orientation had positive and highly significant, whereas education, occupation, livestock possession and market orientation had positively significant relationship with entrepreneurial behaviour of dairy farmers. However remaining variables *viz.,* land holding, family size and extension participation did not show any significant relation with the entrepreneurial behaviour of dairy farmers.

Figure : 00 References : 10 Tables : 03
KEY WORDS : Dairy farmer, Enterprise, Entrepreneur, Entrepreneurship.

Introduction

Entrepreneurship is the capacity for innovations and calibre to introduce innovative techniques in business operations. The activities of individuals decide adoption of certain enterprise to make profit is regarded as entrepreneurial behaviour. Dairy farming is one of the important activities of the rural population of our country[10]. Dairy enterprise could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level is increasingly being recognized. A sustainable and financially viable dairy farming, will generate self employment through entrepreneurship[1,2].

Dairy enterprises play a very important role in the economic development of India. This supports agriculture development by generating income and self employment to the rural peoples. In India about 65 to 75 percent of the population is engaged in agriculture and rearing of livestock. The economic contribution of livestock is quite substantial in the agriculture economy as well as in the national economy. The major sector of livestocks is animal husbandry, dairy farming and fisheries.

India owns one of the largest livestock populations in the world (512.05 million). It accounts for 12.5 per cent cattle population and 56.7 per cent of buffalo's population of the world. India is the largest producer of milk in the world and India produced 137.97 million tonnes in 2013-14. Milk is considered as a essential item for vegetarian human diet.

Methodology

The present study was conducted in four block *i.e.* Mauganj, Sirmour, Raipur Kalchuriyan and Teouther in Rewa district of Madhya Pradesh due to higher number of milk producing societies and also maximum number of farmers engaged in dairy farming activities in comparison of other blocks of the district. Five villages from each block were selected purposely due to approximately equal socio-economical status and entrepreneurial behaviour of the farmers. After the selection of villages, farmers who were involved in dairy farming and possessing herd size four animals were selected for the study. Dairy farmers from each village were selected randomly. Thus total samples consisted of 100 dairy farmers. The data were collected through semi-structured pre –tested interview schedule. The term Entrepreneurial behaviour has been operationalized as a composite skill, the resultant of mix of many qualities and traits. The entrepreneurial behaviour of the respondents was studied using the scale developed[3] with slight modification comprising five components, such as, innovativeness, information seeking behaviour, decision making ability, achievement motivation, risk orientation. Based on entrepreneurial behaviour following scoring patterns were used classified into three groups *viz.* low, medium and high on the basis of Mean $\pm$ SD of the respondents. The data were subjected to simple analysis like percentage, averages, multiple correlation and regression.

Results and Discussion

Components of entrepreneurial behaviour

The entrepreneurial behaviour of dairy farmers comprises five components, such as, innovativeness, information seeking behaviour, decision making ability,

TABLE-1 : Distribution of dairy based on components of entrepreneurial behaviour

S.No.	Category	Dairy farmers	
		F	%
1.	*Innovativeness*		
	Low (Mean – 1SD)	15	15.00
	Medium (Mean ± 1SD)	52	52.00
	High (Mean + 1SD)	33	33.00
		Mean = 5.05,S.D. = 3.96,C.V. = 78.41	
2.	*Information seeking behaviour*		
	Low (Mean – 1SD)	13	13.00
	Medium (Mean ± 1SD)	32	32.00
	High (Mean + 1SD)	55	55.00
		Mean = 9.23,S.D. = 2.91,C.V. = 31.52	
3.	*Decision making ability*		
	Poor (Mean – 1SD)	21	21.00
	Moderate(Mean ± 1SD)	55	55.00
	Good(Mean + 1SD)	24	24.00
		Mean = 7.15,S.D. = 2.87,C.V. = 40.13	
4.	*Achievement motivation*		
	Low (Mean – 1SD)	9	9.00
	Medium (Mean ± 1SD)	35	35.00
	High (Mean + 1SD)	56	56.00
		Mean = 2.90,S.D. = 1.57,C.V. = 54.13	
5.	*Risk orientation*		
	Low (Mean – 1SD)	13	13.00
	Medium (Mean ± 1SD)	62	62.00
	High (Mean + 1SD)	25	25.00
		Mean = 6.67,S.D. = 2.42,C.V. = 36.28	

achievement motivation and risk orientation. The components have been furnished in Table-1 and the same have been interpreted and discussed, as follows,

1. Innovativeness

It could be observed from the Table-1 that 52.00 percent of dairy farmers had medium level of innovativeness, whereas 33.00 percent of dairy farmers belonged to high innovativeness. It was interesting to note that only 15.00 percent of dairy farmers belonged to low innovativeness category.

2. Information seeking behaviour

It could be observed from Table-1 that majority of dairy farmers 55.00 percent had high information seeking behaviour whereas 32.00 percent of dairy farmers had medium information seeking behaviour. Thus, only 13.00 percent of dairy farmers had low information seeking behaviour[9,10].

3. Decision making ability

It could be observed from Table-1 that around half of the both dairy farmers 55.00 percent had moderate decision making ability, whereas 24.00 percent of dairy farmers belonged to good decision making ability and only 21.00 percent of dairy farmers belonged to poor decision making ability.

4. Achievement motivation

It could be observed from Table-1 that more than half of dairy farmers 55.00 percent had high achievement motivation, whereas 35.00 percent of dairy farmers belonged to medium achievement motivation, followed by low achievement motivation category 9%.

5. Risk orientation

It could be observed from Table-1 that more than half of the dairy farmers 62.00 percent had medium risk orientation, however 25.00 percent of dairy farmers had high risk orientation, whereas 13.00 percent of dairy farmers had low risk orientation[4,9].

Entrepreneurial behaviour of dairy farmers

Entrepreneur behaviour is the composite measure of five components such as innovativeness, information seeking behaviour, decision making ability, achievement motivation and risk orientation. An index was developed to measure the entrepreneur behaviour of dairy farmers by considering the scores and scale values of the components. The data in this regard have been presented in Table-2.

It was observed from the Table-2 that more than half of dairy farmers (63.00%) had medium level of entrepreneurial behaviour, followed by high level (16.00%) and low level (21.00%) of entrepreneurial behaviour[5-10].

Correlation of entrepreneurial behaviour of dairy farmers

Multiple regression analysis was carried out for determining the contribution of independent variables with entrepreneurial behaviour of dairy farmers and the data, thus obtained, have been furnished in Table-3.

Table -3 revealed that the variables *viz.,* age, annual income, experience, economic motivation and scientific orientation were positive and highly significant, whereas education, occupation, livestock possession and market orientation had positively significant relationship with entrepreneurial behaviour of dairy farmers. However remaining variables *viz.,* land holding, family size and extension participation did not show any significantly relation with the entrepreneurial behaviour of dairy farmers. Co-efficient of determination (R2) of the independent variables was 0.718. It means that 71.8 percent of total variation in the entrepreneurial behaviour of dairy farmers was explained by the 12 selected independent variables. The F value was found to be highly significant.

Conclusion

The study revealed that majority of the dairy farmers found to have medium level of entrepreneurial behaviour followed by low and high level of entrepreneurial behaviour**.** Age, annual income, experience, economic motivation and scientific orientation had positive and highly significant, whereas education, occupation, livestock

TABLE-2 : Distribution of respondents according to their entrepreneurial behaviour level

S.No.	Category	Dairy farmers	
		F	%
1.	Low (Mean – 1SD)	21	21.00
2.	Medium (Mean ± 1SD)	63	63.00
3.	High (Mean + 1SD)	16	16.00
		Mean = 41.68 S.D. = 14.35 C.V. = 34.42	

TABLE-3: Relationship between profiles of dairy farmers with their entrepreneurial behaviour

S.No.	Characteristics	"r" value	Regression coefficient "b"
1.	Age	0.279 **	0.250
2.	Education	0.204 *	1.986
3.	Occupation	0.217 *	1.081
4.	Land holding	0.187 NS	0.144
5.	Annual income	0.286 **	2.079
6.	Family size	0.106 NS	0.130
7.	Experience	0.273 **	1.250
8.	Livestock possession	0.229 *	0.982
9.	Extension participation	0.143 NS	0.051
10.	Market orientation	0.223 *	0.872
11.	Economic motivation	0.316 **	2.588
12.	Scientific orientation	0.334 **	0.008

* Significant at 0.05 level of probability, ** Significant at 0.01 level of probability, NS Non significant

possession and market orientation had positively significant relationship with entrepreneurial behaviour of dairy farmers. However remaining variables *viz.,* land holding, family size and extension participation did not show any significant relation with the entrepreneurial behaviour of dairy farmers.

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