



Research Article

ENTREPRENEURIAL BEHAVIOR OF POTATO GROWERS IN CHHINDWARA DISTRICT OF MADHYA PRADESH

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Abstract- Potato is one of most important food crop of the world and ranks 4th in major food of the world after rice, wheat and maize. Entrepreneurial behavior is the functions of an individual's personality characteristics i.e. risk taking ability, hope of success, persistence, feed-back uses, self-confidence, knowledge ability etc. The present study was carried out on the entrepreneurial behavior of potato growers in Chhindwara district of Madhya Pradesh, which covers 7004 ha area under potato cultivation and ranks first in Madhya Pradesh. This study revealed that majority of the potato cultivators had medium level of education, material possession, annual income, economic motivation, scientific orientation and contacts with extension agents

Keywords- Potato, Entrepreneurial behavior, Potato growers

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Introduction

Potato (*Solanum tuberosum* L.) is an annual herbaceous plant, belonging to the family Solanaceae. Potato is economical foods since it provide a source of low cost energy to the human diet. It is rich source of starch and vitamins especially C and B1 and minerals. They contain 20.6% carbohydrates, 2.1% protein, 0.3% fat, 1.1% crude fibre and 0.9% ash on fresh weight basis. It also contain good amount of essential amino acids like leucine, tryptophan and isoleucine etc [1]. It is one of the most important food crop of the world and ranked 4th in major food of the world after rice, wheat and maize. Potato is a long day plant and mainly self-pollinated, but propagated by vegetative means [2].

In India, potato is grown over an area of 1,255,667 hectares, with a production of about 23,191,200 tonnes. The top eight potato growing states are U.P., Bihar, West Bengal, Punjab, Karnataka, Assam, Gujarat, and Madhya Pradesh. Among all these states, Madhya Pradesh is the VIII largest producer of potato covering 1973 thousand hectares area with production of 41555 thousand metric tones and productivity 21.1 mt/ha. On the other hand, district Chhindwara ranks first in M.P., with 7004 ha area and 175100 tones production during 2014- 2015 [3]. Entrepreneurship has become popular and respectable area today. Entrepreneurship is the key to rapid growth of a country. A country with able entrepreneur will always go faster on the path of industrialization as compared to a country, which lacks able entrepreneurs. Entrepreneurship is an activity that aims at starting establishing and increasing the size of an enterprise that produces and sells goods or services in market. In other words, entrepreneurship refers to the capacity and willingness to develop, organize and manage a business venture along with any of its risk in order to make a profit. In economics, it is combined with land, labour, natural resource and capital to produce profit [4].

Materials and Methods

The study was carried out in block Chhindwara of district Chhindwara, Madhya Pradesh. The block was selected purposively as it has maximum area under potato cultivation. Out of the total villages, 6 villages were selected randomly from

the lists of progressive potato production villages obtained from block office and 20 potato growers from each village were selected by using simple random sampling method. Thus, the total 120 potato growers were selected as respondents for the study. To understand the background of potato growers a total number of eleven characteristics were considered viz; age, education, size of land holding, area under potato crop, material possession, social participation, annual income, economic motivation, scientific orientation, information sources utilization, extension contact were studied under the socio-economic, psychological and communicational attributes of potato growers.

Entrepreneurial Self-Assessment Scale developed by Technonent Asia 1981 was used to measure the entrepreneurial behavior of the farmer for this study. Scale values of components of entrepreneurial behavior of potato growers are risk taking ability, hope of success, persistence, feedback uses, self-confidence, knowledge ability manageability, persuasibility, innovativeness and achievement motivation.

Result

To find the entrepreneur behaviour of the potato growers, their socio-economic status was also found, it was revealed that majority of the respondents belonged to old age (57.50%), medium level of education (35.00%), medium level of size of land holding (44.16%), medium level of area under potato crop (45.83%), medium level of material possession (54.16%), medium level of social participation (58.33%), medium level of annual income (55.00%), medium level of economic motivation (53.33%), medium level of scientific orientation (58.34%), medium level of information sources utilization (54.17%) and medium level of extension contact (60.84%). Thus, it was found that the majority of the respondents were having medium level of entrepreneurial behavior which was studied with respect to ten dimensions, and it was found that majority of the respondents had medium level of risk taking ability (54.17%), hope of success (58.33%), persistence (41.17%), feedback uses (56.67%), self-confidence (64.17%), knowledge ability (56.67%), manageability (64.17%), persuasibility (65.83%), innovativeness (46.67%) and achievement motivation (65.83%). The result indicated that majority of the

respondents under the category of medium level (50%) of entrepreneurial behaviour. It was followed by low (29.17%) and high (20.83) category of Entrepreneurial behavior.

Discussion

When all the potato growers were interviewed, it was found that the entrepreneurial behavior of farmers depends on the socio-personal-economic, psychological and communicational attributes of potato growers. From [Table-1], it can be depicted that all the socio-economic attributes like education, size of land holding, area under potato crop, material possession, etc (except age) falls under medium category, which has its direct impact on the entrepreneurial behavior of the growers [Table-2].

Table-1 Profile characteristics of potato growers

S.N	Profile characteristics	Category	Frequency	Percentage
1	Age	Young age(<35)	60	57.50
		Middle age(35-60)	40	33.34
		Old age(>60)	11	09.16
2	Education	Illiterate	11	09.17
		Primary school	28	23.33
		Middle school	42	35.00
		secondary school	25	20.83
3	size of land holding	College level	14	11.67
		Marginal farmers	35	29.17
		Small farmers	53	44.16
		Medium farmers	20	16.67
4	area under potato crop	Large farmers	12	10.00
		Marginal farmers	42	35.00
		Small farmers	14	11.67
		Medium farmers	55	45.83
5	material possession	Large farmers	09	07.50
		Low	25	20.83
		Medium	65	54.16
6	social participation	High	30	25.00
		Low	41	34.16
		Medium	70	58.33
7	annual income	High	09	07.50
		Low	35	29.16
		Medium	66	55.00
8	economic motivation	High	19	15.84
		Low	38	31.67
		Medium	64	53.33
9	scientific orientation	High	18	15.00
		Low	42	35.00
		Medium	70	58.34
10	information sources utilization	High	08	06.66
		Low	35	29.16
		Medium	65	54.17
11	extension contact	High	20	16.67
		Low	40	33.33
		Medium	73	60.84
		High	07	05.83

Table-2 Distribution of potato growers according to their entrepreneurial dimensions (N=120)

S. No	Dimensions	Categories (scores)	Frequency	Percentage
1	Risk taking ability	Low(up to 11)	22	18.33
		Medium(12-18)	65	54.17
		High(19-25)	33	27.50
2	Hope of success	Low(up to 11)	35	29.17
		Medium(12-18)	70	58.33
		High(19-25)	15	12.50
3	Persistence	Low(up to 11)	45	37.50
		Medium(12-18)	50	41.17
		High(19-25)	25	20.83
4	Feedback usage	Low(up to 11)	37	30.83
		Medium(12-18)	68	56.67
		High(19-25)	15	12.50
5	Self confidence	Low(up to 11)	25	20.83
		Medium(12-18)	77	64.17
		High(19-25)	18	15.00
6	Knowledge ability	Low(up to 11)	15	12.50

		Medium(12-18)	37	30.83
		High(19-25)	68	56.67
7	Manageability	Low(up to 11)	77	64.17
		Medium(12-18)	32	26.67
		High(19-25)	11	09.16
8	Persuasibility	Low(up to 11)	23	19.17
		Medium(12-18)	79	65.83
		High(19-25)	18	15.00
9	Innovativeness	Low(up to 11)	56	46.67
		Medium(12-18)	46	38.33
		High(19-25)	18	15.00
10	Achievement Motivation	Low(up to 11)	31	25.84
		Medium(12-18)	79	65.83
		High(19-25)	10	08.33

Conclusion

Finding of present investigation provides empirical evidences of present status of our Indian farmers, that, ever after 69 years of independence, our farmers are still lagging behind in increasing their standard of living because of lack of education, lack of communication with extension agents, low use of information sources, etc., which has its great effect in developing entrepreneurial quality among the farmers and in this case potato growers.

Therefore, it can be concluded that providing quality education, along with proper extension channel, good social contact, etc. can help in developing the self-confidence, innovativeness, hope of success, persistence, knowledge ability, etc. thus, attracting more and more farmers to take risk by becoming entrepreneur and helping them to raise their standard of living and ultimately it will add to the national income.

Conflict of Interest: None declared

References

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