

**Entrepreneurial behaviour of grape growers in District  
Ganderbal J&K**

**Abstract**

The present study was conducted in Ganderbal district of Jammu and Kashmir to study the entrepreneurial behaviour of grape growers. . By using proportionate allocation method, a sample of 120 grape growers was taken for collecting the primary data with the help of a well-structured interview schedule. Data derived from the interviewees of the sampled growers was analyzed using suitable statistical methods. Most (73%) of the respondents had medium entrepreneurial behaviour followed by high (15%) and low (12%) entrepreneurial behavior. In order of priority the constraints were reported as, majority (85%) of the growers reported that no bowers were provided to them', (75.83%) percent of the growers indicated the small fruit size of the berries', (61.66%) reported the irregular rains', (35%) indicated onset of diseases', (29.16%) indicated fluctuation of market prices, (19.16%) reported distant markets' and (15%) indicated no net availability'.

Key words: Constraints, entrepreneurial behaviour, grape growers.

**Introduction**

Entrepreneurial behavior is a degree to which the farmer strives to maximize his profit by making a creative and innovative response through diversification of enterprise. Entrepreneurial behavior includes goal-oriented acts or decisions of an entrepreneur. The entrepreneurial behavior means the manners or ways in which the entrepreneur deals with its total environment i.e internal as well as external. It is the way or approach to look at the physical and human resources as well as society. The entrepreneurial behavior is a view of

or orientation towards risk orientation, innovation, achievement motivation, decision making ability, information seeking ability, leadership, economic motivation and management orientation. These characteristics enable him to decide and accept to adopt appropriate scientific farming. Entrepreneurial behaviour has been now recognized as a concept, not only vital for starting industries but also in the development of agriculture and allied sectors. Thus, in all economic development activities more and more focus is being centred on entrepreneurial behaviour of the people. Understanding of entrepreneurial behaviour is essential to improve the quality of extension services offered by the institutional and non-institutional agencies. The findings of the study may be helpful to the administrators and policy makers to know the entrepreneurial behaviour of grape growers and to identify the constraints encountered by grape growers.

### **Methodology**

The present study was conducted in the purposively selected district Ganderbal of Jammu and Kashmir having an area of 188 hectare under grape with production of 358.43 Mt (Anonymous 2015-16). District Ganderbal has seven horticultural blocks out of which one block namely Lar was selected purposively on the basis of maximum area and production under grapes. Horticultural Block Lar consists of 15 villages, out of which only 6 villages were randomly selected. Out of the six selected villages, a total of 120 grape growers were selected using proportionate allocation method.

### **Scoring and categorization**

Entrepreneurial behavior was taken as a function of eight components viz., innovativeness, decision making ability, information seeking ability, leadership ability, achievement motivation, risk orientation, management orientation and economic motivation. The summation of the scores of all these components constitute the entrepreneurial behaviour score of the respondents. The mean and standard deviation is 78.70 and 9.31 respectively.

## Results and Discussion

Table-1. Overall entrepreneurial behaviour of grape growers.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Entrepreneurial Behaviour	Low (below mean – S.D) ( < 69.39)	14	12.00
	Medium ( between mean $\pm$ S.D) ( $\geq$ 69.39 and $\leq$ 88.01)	88	73.00
	High ( above mean + S.D) ( > 88.01)	18	15.00

The data in Table-1 indicated that majority (73.00%) of the respondents had medium entrepreneurial behaviour followed by 15.00% with high entrepreneurial behaviour while as 12.00% had low entrepreneurial behaviour. The findings are in line with the findings of Anitha (2004), Dawar (2008) and Jain (2008).

### Components of entrepreneurial behaviour:

Table-2. Distribution of respondents according to their innovativeness.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Innovativeness	Low(below 8.25 )	10	8.00
	Medium(between 8.25-10.61)	94	78.00
	High(above 10.61)	16	14.00

The data in Table-2 indicated that majority 78.00 per cent of the growers had medium level of innovativeness followed by high and low level of innovativeness 14.00 per cent and 8.00 per cent respectively. The medium level of innovativeness of grape growers might be due to their less education, smaller size of land holding, less extension contact which leads to restricted information about new technologies. The findings are in line with the findings of Thorat *et al* (2007).

Table-3 Distribution of respondents according to their decision making ability.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Decision Making Ability	Low (below 15.83 )	10	8.00
	Medium (between15.83-24.01)	109	91.00
	High (above 24.01)	1	1.00

The data in Table 3 indicated that majority 91.00 per cent of the growers had medium level of decision making ability followed by high and low level of decision making ability 8.00 per cent and 1.00 per cent respectively. The possible reason might be that decision making of grape growers especially in Indian conditions is very difficult due to ever changing agro-climatic conditions and lack of stabilized price policy. The findings are in line with the findings of Chaudhari (2006).

Table-4 Distribution of respondents according to their information seeking ability.

(N=120)

Variable	Categories	Respondents
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		<b>Frequency</b>	<b>Percentage</b>
Information	Low (below 1.2 )	49	41.00
Seeking Ability	Medium (between 1.2-3.7)	39	32.00
	High (above 3.7)	32	27.00

The data in Table 4 revealed that majority 41.00 per cent of the growers had low level of information seeking ability followed by medium and high level of information seeking ability 32.00 per cent and 27.00 per cent respectively. The possible reasons for majority of grape growers to fall in low information seeking ability category might be due to their less education and low extension contact. The findings are in line with the findings of Vijaya kumar (2011).

Table-5 Distribution of respondents according to their leadership ability.

(N=120)

<b>Variable</b>	<b>Categories</b>	<b>Respondents</b>	
		<b>Frequency</b>	<b>Percentage</b>
Leadership Ability	Low (below 2.24 )	25	21.00
	Medium (between 2.24-6.56)	62	52.00
	High (above 6.56)	33	27.00

The data in Table 5 showed that majority 52.00 per cent of the growers had medium level of leadership ability followed by high and low level of leadership ability 27.00 per cent and 21.00 per cent respectively. The reason for medium level of leadership ability might be that the grape growers had low level of education and low extension contact which

made them followers to a leader but not as a leader. The findings are in line with the findings of Shreekant and jahangirdar (2017).

Table-6 Distribution of respondents according to achievement motivation.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Achievement Motivation	Low (below 1.69 )	7	6.00
	Medium (between 1.69-4.79)	94	78.00
	High (above 4.79)	19	16.00

The data presented in Table-6 indicated that majority 78.00 per cent of the growers had medium level of achievement motivation, 16.00 per cent of the respondents were having high level of achievement motivation and 6.00 per cent of the respondents had low level of achievement motivation. This can be attributed to the social status a respondent feels to keep by achieving greater goals. The findings are in line with the findings of Gupta *et al* (2013)

Table-7 Distribution of respondents according to the risk orientation.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Risk Orientation	Low (below 0.08 )	79	66.00
	Medium (between 0.08-3.92)	14	12.00
	High (above 3.92)	27	22.00

The data in Table 7 revealed that majority 66.00 per cent of the growers had low level of risk orientation followed by high and medium level of risk orientation 22.00 per cent and 12.00 per cent respectively. The low risk orientation of grape growers might be due to their inability to face losses as they were financially not sound. The findings are in line with the findings of Sabi (2012).

Table-8. Distribution of respondents according to their management orientation.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage
Management Orientation	Low (below 20.09 )	25	21.00
	Medium (between 20.09-27.07)	71	59.00
	High (above 27.07)	24	20.00

The data in Table-8 indicated that majority 59.00 per cent of the growers had medium level of management orientation followed by low and high level of management orientation 21.00 per cent and 20.00 per cent respectively. The findings are not in line with the findings of Nagesh (2006) and Patil (2008).

Table-9. Distribution of respondents according to their economic motivation.

(N=120)

Variable	Categories	Respondents	
		Frequency	Percentage

Economic Motivation	Low (below 13.54 )	10	8.00
	Medium (between 13.54-17.76)	87	73.00
	High (above 17.76)	23	19.00

The data in Table 9 revealed that majority 73.00 per cent of the growers had medium level of economic motivation followed by high and low level of economic motivation 19.00 per cent and 8.00 per cent respectively. The findings are in line with the findings of Sharma and Gupta *et al* (2013) and Suman (2019).

Table-10 Constraints faced by the grape growers.

(N=120)

S.No.	Constraints	Frequency	Percentage	Ranking
1.	Small fruit size	91	76.00	II
2.	Diseases	42	35.00	IV
3.	No Bowers	102	85.00	I
4.	No Nets	18	15.00	VII
5.	Irregular rains	74	62.00	III
6.	Distant markets	23	19.00	VI
7.	Frequent fluctuation of prices	35	29.00	V

**\*Multiple response**



The data in Table-10 indicated the constraints which were faced by grape growers. The problems expressed by the respondents were tabulated along with frequency, percentage and ranks. In order of priority, majority 85% of the growers reported that no bowers were provided to them', 75.83% percent of the growers reported the small fruit size of the berries', 61.66% indicated the irregular rains', 35% depicted onset of diseases', 29.16% indicated fluctuation of market prices,19.16% reported distant markets' and 15% indicated no net availability'.

### **Conclusion**

The majority of the growers had medium innovativeness, decision making ability, leadership ability, achievement motivation, management orientation and economic motivation. The majority of growers had low information seeking ability and risk orientation. The overall entrepreneurial behavior of grape growers was found to be medium. The major constraints reported by grape growers were that no bowers were provided to them, small fruit size of the berries, irregular rains, onset of diseases, fluctuation of market prices, distant markets and no net availability.

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