Entrepreneurial Behaviour of Grape Growers in District Ganderbal (J&K)

Farah Farooq[1],QuadriJaveed Ahmad Peer[1],Nazir Ahmad Ganaie[2], Sheema Khan[1],Tabina[1]

Farah Farooq[1]
Division of Agricultural Extension and Communication, Faculty of Agriculture, SKUAST- K Wadura, India.

QuadriJaveed Ahmad Peer[1]
Division of Agricultural Extension and Communication, Faculty of Agriculture, SKUAST- K Wadura, India.

Nazir Ahmad Ganaie[2]
Division of Horticulture, Faculty of Agriculture, SKUAST- K Wadura, India.

Sheema Khan[1]
Division of Agricultural Extension and Communication, Faculty of Agriculture, SKUAST- K Wadura, India

Tabina[1]
Division of Agricultural Extension and Communication, Faculty of Agriculture, SKUAST- K Wadura, India

Abstract

The present research was carried out in districtGanderbal 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 aid of an interview schedule.Data derived from the interviewees of the sampled growers was examined using competent statistical procedures.Most (73%) of the respondents showed medium, high (15%) and low (12%) entrepreneurial behaviour. In order of rankingthe constraints were reported as, most85% 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 exerts much efforts to bloat his profit by building theproductive and innovative reactions through multifariousness of venture. Entrepreneurial behavior incorporates goal-oriented conclusions of an entrepreneur. The entrepreneurial behavior comprises the methods in which the entrepreneur deals with the environment. It is the perspective to focus at the human resources as well as society. The entrepreneurial behavior is inclination towards risk orientation, achievement motivation,decision making ability, innovation, information seeking ability, leadership, economic motivation and management orientation These attributes allow him to accept to take on suitable scientific farming. Entrepreneurial behaviour has been acknowledged as a notion, not only essential for setting up of industries but also in the development of agriculture and allied sectors.Thus, in all economic development undertakings more attention is being intensified on entrepreneurial behaviour of the people. Understanding of entrepreneurialbehaviour is vital to ameliorate the standard of extension services offered by the differentagencies.The results of the research may be useful to the executives and policy makers to know the entrepreneurial behaviourof grape growers and to identify the constraints encountered by grape growers.

Methodology

The research was carried outin the purposively selected Ganderbal district ofJammu 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 choosenpurposively on the grounds of maximumarea and production underneathgrapes.Horticultural Block Lar consists of 15 villages, out of which only 6

villages were randomly selected.Out of the six selected villages, an aggregate of 120grapegrowers were takenusing proportionate allocation method.

Scoring and categorization

Entrepreneurial behavior was taken as an outcome of eightcomponents viz., innovativeness, decision making ability, information seeking ability, leadership ability, achievement motivation, risk orientation, management orientation and economic motivation. The sumtotal of the scores of all the eight componentsconstitute 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	**Classes**	**Interviewees**	
		Frequency	**Percentage**
Entrepreneurial Behaviour	Low (below mean – S.D) (< 69.39)	14	12.00
	Medium (between mean ± S.D) (>= 69.39 and <= 88.01)	88	73.00
	High (above mean + S.D) (> 88.01)	18	15.00

The data in Table-1 indicated that most(73.00%) of the interviewees had mediumentrepreneurial behaviour succeeded by15.00% with high entrepreneurial behaviour while as 12.00% had low entrepreneurial behaviour. The results are in order with the results ofAnitha (2004), Dawar (2008) and Jain (2008).

Components of entrepreneurial behaviour:

Table-2. Innovativeness.
(N=120)

Variable	**Groups**	**Interviewees**	
		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 greater number78.00 per cent of the growers had medium level of innovativeness succeeded by high and low level of innovativeness 14.00 per cent and 8.00 per cent respectively.This might be due to their less education, smaller size of land holding, less extension contact which leads to restricted information about new technologies. The conclusions are in check with the conclusionsof Thorat*et al* (2007).

Table-3 Decision making ability.
(N=120)

Variable	**Classes**	**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 Table 3 specified that most 91.00 per cent of the growers had medium decision makingability, 8.00 per cent had high and 1.00 per cent had low level of decision making ability

.The feasible cause might be thatdecision making of grape growers especially in Indian conditions is very tough ascribed toever changing agro-climatic conditions andinsufficiencyof secured pricepolicy. The findings are in row with the findings of Chaudhari (2006).

Table-4 Information seeking ability.

(N=120)

Variable	**Groups**	**Interviewees**	
		Frequency	**Percentage**
Information Seeking Ability	Low (below 1.2)	49	41.00
	Medium (between1.2-3.7)	39	32.00
	High (above 3.7)	32	27.00

The Table 4 revealed that larger number41.00 per cent of the growers had low, 32.00 per cent had medium and 27.00 per cent had high informationseeking ability.The possible reasons for majority of grape growers to fall in low information seeking ability groupmight be due to their less education and low extension contact. The findings are in checkwith the findings of Vijayakumar (2011).

Table-5 Leadership ability.

(N=120)

Variable	Categories	Interviewees	
		Frequency	Percentage
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 most 52.00 per centof the growers had medium level of leadership ability, 27.00 per cent had high and 21.00 per cent had low level of leadership ability. The reason for medium leadership abilitymight 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 results are in row with the resultsof Shreekant and jahangirdar (2017

Table-6 Achievement motivation.

(N=120)

Variable	Classes	Interviewees	
		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

TheTable-6 indicated that most 78.00 per cent of the growers had medium level of achievement motivation, 16.00 per cent of the interviewees had high level of achievementmotivation and6.00 per cent of the interviewees had low level of achievement

motivation. This can be ascribed to the social positiona interviewee feelsto keep by achieving greater goals. The conclusions are in row with the conclusionsof Gupta *etal* (2013)

Table-7 Risk orientation.

(N=120)

Variable	Categories	Interviewees	
		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 most 66.00 per cent of the growers had low risk orientation succeeded by high (22.00 %) and medium(12.00%) level of risk orientation.The low risk orientation of grape growers might be due to their inability to face losses as they were financially not sound. The conclusions are in check with the conclusionsof Sabi (2012).

Table-8.Management orientation.

(N=120)

Variable	Classes	Interviewees	
		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 greater number 59.00 per cent of the growers had medium level of management orientation, 21.00 per cent had low and 20.00 per cent had high level of management orientation. The results are not in row with the results ofNagesh (2006) and Patil (2008).

Table-9. Economic motivation.

(N=120)

Variable	**Groups**	**Interviewees**	
		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 larger number 73.00 per cent of the growers had medium level of economic motivation succeeded by high (19.00 %) and low (8.00%) level of economicmotivation. The conclusions are in check with the conclusions of Sharmaand Gupta *et al*(2013) and Suman (2019).

Table-10 Constraints confronted by the grapegrowers. (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 confronted by grapegrowers. The problems communicated by the interviewees were arranged along with frequency, percentage and ranks. In order of ranking, most85% 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, leadership ability, achievement motivation, decision making ability, 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 observed tobe 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.

Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

Authors' contribution:

Theresearch work was carried out with the cooperation among all authors. 'Author A'**Farah Farooq** designed the study, performed the competent statistical procedures, wrote the protocol, and wrote the first version of the manuscript. 'Author B'(**QuadriJaveed Ahmad Peer)** and'Author C' (**Nazir Ahmad Ganaie**) managed the analyses of the study. 'Author D'**(Sheema Khan)**and'Author E'**(Tabina)** managed the literature searches. All authors read and approved the final manuscript.

References

1.Anitha, B. A study on entrepreneurial behaviour and market participation of farm women in Bangalore rural district of Karnataka. M. Sc. (Agri.) Thesis, University of Agricultural Sciences, Bangalore. 2004.

2.Anonymous. Chief Horticulture Office Ganderbal. Statement showing kind-wise area and production under major horticulture crops. Department of horticulture.2015-16.

3.Chaudhari, R.R. A study on entrepreneurial behaviour of dairy farmers. Ph. D. Thesis, University of Agricultural Sciences, Dharwad. 2006.

4.Dawar, G. A study on entrepreneurial behaviour of tomato production in Malwa region of Satna district of M.P.state. M.Sc. (Ag.) Thesis (unpuplished), JNKVV, Jabalpur.2008.

5.Gupta, B., Kher, S.K. and Nain, M.S. Entrepreneurial Behaviour and Constraints Encountered by Dairy and Poultry Entrepreneurs in Jammu Division of J&K State. *Indian Journal of Extension Education*.2013: Vol.49,No. 3 & 4, (126-129)

6. Jain, R. A study of Entrepreneurship of the vegetable growers of Indore district of Madhya Pradesh state. M.Sc. (Ag.) thesis (unpublished), JNKVV, Jabalpur. 2008.

7.Nagesh. A Study on entrepreneurial behaviour of pomegranate growers in Bangalkot district of Karnataka, M. Sc. (Agri) Thesis, University of Agricultural Sciences, Dharwad. 2006.

8.Patil, M. A study on production and marketing management behaviour of organic vegetable growers in Belgaum district. M.Sc. (Agri.) Thesis, University of Agricultural Sciences, Dharwad. 2008

9.Sabi, S. Knowledge and technological gap in wheat production. M. Sc (Agri.) Thesis, University of Agricultural Sciences, Dharwad, Karnataka (India). 2012.

10.Shreekant and Jahagirdar, K.A. An analysis of entrepreneurial behaviour of dry grape (raisin) producers of Vijayapura district. *J. Farm Sci.*,2017: 30(4):491-495.

11.Suman, R.S. Socio-economic and psychological characteristics of vegetable growers. *International Journal of Recent Scientific Research.*2019: Vol.10,pp. 30544-30547.

12. Thorat, K. S., Ahire, M. C. and Andhar, V. Entrepreneurial behaviour of mango growers in Ratnagiri, India. *International Journal of Agricultural Science*, 2007: 3(2): 322- 323.

13.Vijayakumar, K. Study on Entrepreneurial Behaviour of Silk Worm Seed Producers,M. Sc. (Agri.) Thesis, (Unpublished), University of Agricultural Sciences, Bangalore.2011.