

## Entrepreneurial behaviour of cut flower producers

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### ABSTRACT

The study was conducted in Pune and Satara districts of Maharashtra with the objective to measure the entrepreneurial behaviour of cut flower producers. It was found that 48 per cent of the cut flower producers had high level of entrepreneurial behaviour and 44 per cent of the cut flower producers had exhibited medium level of entrepreneurial behaviour. The sub-components level of aspiration, decision making ability and locus of control had contributed highly to the entrepreneurial behaviour followed by achievement motivation, innovative proneness, risk taking ability and assistance of management services.

### INTRODUCTION

The entrepreneur is the central figure of economic activity and prime mover of development. Entrepreneurs constitute the generating force of economic development, since the level of development of entrepreneurship in the society reflects the development or underdevelopment of the economy and its different sectors like agriculture, trade or industry. An agricultural entrepreneur is one who operates on his best technique of production function to obtain the maximum possible output from his agri-enterprise, which is feasible with current technology and socio-economic and physical environment. It is only the innovative agri-entrepreneur who has the power to dream, to transform new situation into thoughts and to resolve them into action. Here, the new situations are more favorable for the producers of cut flowers under polyhouse conditions, where they can prove themselves as an entrepreneur by reaping opportunities of liberalization, globalization and flourishing prospects of the enterprise. Floriculture, till recently considered to be a simple garden activity to get flowers for religious offering and home decoration has emerged as an important agri-business enterprise. It has blossomed into a profitable agri-business, both for domestic and export market.

To make the agricultural sector multidimensionally developed, assessment of

potentials of human resource is inevitable. Entrepreneurship is one of these potentials, which can be harnessed by studying entrepreneurial behaviour of farmers and their profile characteristics. The volume of valuable data related to entrepreneurial behaviour and factors related to such behaviour is lacking, since only a few studies have been conducted in India on agricultural entrepreneurs. Data on the characteristics of the cut flower producers is also inadequate. The present study was therefore designed to fill up this lacuna in the field of entrepreneurial behaviour of farmers. The study was conducted with the following objectives: to study the characteristics of the cut flower producers and to determine the entrepreneurial behaviour of the cut flower producers as a whole and relative contribution of its subcomponents to the entrepreneurial behaviour.

### METHODOLOGY

The present investigation was carried out in Junnar, Maval and Khed taluks of Pune district and in Satara and Koregaon taluk of Satara district in Maharashtra. Cut flower producers, who produce the gerbera cut flower in polyhouse units under green house condition were selected at random by using simple random sampling at the rate of 60 producers in each district. In all, 120 farmers were selected for this study from the five taluks. The data were collected through a well-structured

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