

RESEARCH ARTICLE :

Entrepreneurial behaviour of vegetable growers

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SUMMARY : In all 80 vegetable growers from four tahsils were selected by proportionate random sampling for study. The data were collected by personally interviewing the respondents with the help of structured interview schedule. Collected data were carefully examined, classified, quantified and tabulated. Frequencies, mean, standard deviation, correlation of co-efficient analysis were employed for interpreting the results. Findings revealed that more than half of the respondents (52.50%) belonged to middle age group, majority of the respondents (38.75 %) were educated up to high school level, more than half of the respondents (68.75%) had medium family size, majority of the respondents (37.50%) possessed semi medium category of land holding (2.01 to 4.00 ha), more than half of the respondents (57.50%) had medium (8 to 23 years) experience in vegetable cultivation, majority of respondents (30.00%) had medium annual income *i.e.* Rs 50,001/- to 1,00,000/-. More than half of the respondents (56.25%) had medium range of extension contact, relatively higher per centage of the respondents (93.75%) had well or tube well as their source of irrigation, majority of the respondents (51.25%) sold their vegetable produce in taluka market. Three fourth of the respondents (78.75%) of respondents were having medium labour availability (4 to 11 labours) for working on their farm. More than half (58.75 %) of vegetable growers belonged to medium category of entrepreneurial behaviour index. In case of innovativeness the more than half of the respondents (66.25%) had medium level of innovativeness, majority of the respondents (62.50%) had medium level of achievement motivation, more than half of the respondents (68.75%) fell into medium category of decision making ability, more than half of the respondents (60.00%) fell under medium category of economic motivation, more than three fourth of the vegetable growers (76.25%) had medium level of risk orientation, more than half of the respondents (67.50%) belonged to medium level of leadership ability, more than half of the respondents (65.00%) had medium management orientation. Findings of relational analysis revealed that among selected variables education, family size, land holding, annual income, extension contact, access to market, labour availability showed positively and significant relationship with entrepreneurial behaviour. Whereas other variables like age, experience in vegetable cultivation and irrigation facilities had non-significant relationship with their entrepreneurial behaviour.

KEY WORDS:

Entrepreneurial behaviour, Vegetable growers, Relationship

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