

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

**Farah Farooq¹, Quadri Javeed Ahmad Peer^{1*}, N. A. Ganaie²,
Sheema Khan¹ and Tabina¹**

¹*Division of Agricultural Extension and Communication, Faculty of Agriculture, SKUAST- K, Wadura, India.*

²*Division of Horticulture, Faculty of Agriculture, SKUAST- K, Wadura, India.*

Authors' contributions

The research work was carried out with the cooperation among all authors. Author FF designed the study, performed the competent statistical procedures, wrote the protocol and wrote the first version of the manuscript. Authors QJAP and NAG managed the analyses of the study. Authors SK and Tabina managed the literature searches. All authors read and approved the final manuscript.

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ABSTRACT

The present research was carried out in district Ganderbal of Jammu and Kashmir to study the entrepreneurial behavior 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 behavior. In order of ranking the constraints were reported as, most 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'.

*Corresponding author: E-mail: qadrijavid2008@gmail.com;

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1. INTRODUCTION

Entrepreneurial behavior is a degree to which the farmer exerts much efforts to bloat his profit by building the productive 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 behavior 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 behavior of the people. Understanding of entrepreneurial behavior is vital to ameliorate the standard of extension services offered by the different agencies. The results of the research may be useful to the executives and policy makers to know the entrepreneurial behavior of grape growers and to identify the constraints encountered by grape growers.

2. METHODOLOGY

The research was carried out in the purposively selected Ganderbal district of Jammu and Kashmir having an area of 188 hectare under grape with production of 358.43 Mt [1]. District Ganderbal has seven horticultural blocks out of which one block namely Lar was chosen purposively on the grounds of maximum area and production underneath grapes. 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 120 grape growers were taken using proportionate allocation method.

2.1 Scoring and Categorization

Entrepreneurial behavior was taken as an outcome of eight components viz., innovativeness, decision making ability,

information seeking ability, leadership ability, achievement motivation, risk orientation, management orientation and economic motivation. The sum total of the scores of all the eight components constitute the entrepreneurial behavior score of the respondents. The mean and standard deviation is 78.70 and 9.31 respectively.

3. RESULTS AND DISCUSSION

The data in Table 1 indicated that most (73.00%) of the interviewees had medium entrepreneurial behavior succeeded by 15.00% with high entrepreneurial behavior while as 12.00% had low entrepreneurial behavior. The results are in order with the results of several authors [2,3,4].

3.1 Components of Entrepreneurial Behavior

The data in Table-2 indicated that greater number 78.00 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 conclusions of Thorat et al. [5].

The Table 3 specified that most 91.00 per cent of the growers had medium decision making ability, 8.00 per cent had high and 1.00 per cent had low level of decision making ability.

The feasible cause might be that decision making of grape growers especially in Indian conditions is very tough ascribed to ever changing agro-climatic conditions and insufficiency of secured price policy. The findings are in row with the findings of Chaudhari [6].

The Table 4 revealed that larger number 41.00 per cent of the growers had low, 32.00 per cent had medium and 27.00 per cent had high information seeking ability. The possible reasons for majority of grape growers to fall in low information seeking ability group might be due to their less education and low extension contact. The findings are in check with the findings of Vijayakumar [7].

The data in Table 5 showed that most 52.00 per cent of 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 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 results are in row with the results of Shreekant and Jahagirdar [8].

Table-1.Overall entrepreneurial behavior of grape growers (N=120)

Variable	Classes	Interviewees	
		Frequency	Percentage
Entrepreneurial Behavior	Low (below mean – S.D) (< 69.39)	14	12.00
	Medium (between mean \pm S.D) (>= 69.39 and <= 88.01)	88	73.00
	High (above mean + S.D) (> 88.01)	18	15.00

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

Table 3. Decision making ability (N=120)

Variable	Classes	Respondents	
		Frequency	Percentage
Decision Making Ability	Low (below 15.83)	10	8.00
	Medium (between 15.83-24.01)	109	91.00
	High (above 24.01)	1	1.00

Table 4 Information seeking ability (N=120)

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

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

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

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

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

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

Table 10. Constraints confronted 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

The Table 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 achievement motivation and 6.00 per cent of the interviewees had low level of achievement motivation. This can be ascribed to the social position a interviewee feels to keep by achieving greater goals. The conclusions are in row with the conclusions of Gupta et al. [9].

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 conclusions of Sabi [10].

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 of Nagesh [11] and Patil [12].

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 economic

motivation. The conclusions are in check with the conclusions of Suman [13].

3.2 Multiple Response

The data in Table 10 indicated the constraints which were confronted by grape growers. The problems communicated by the interviewees were arranged along with frequency, percentage and ranks. In order of ranking, most 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'.

4. 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 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.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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