



E-ISSN: 2278-4136

P-ISSN: 2349-8234

[www.phytojournal.com](http://www.phytojournal.com)

JPP 2020; 9(3): 1688-1690

Received: 12-03-2020

Accepted: 16-04-2020

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## Entrepreneurial behavior of vegetable growers at Gangeo block of Rewa District (M.P.)

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DOI: <https://doi.org/10.22271/phyto.2020.v9.i3ab.11556>

**Abstract**

Vegetable cultivation is being adopted by farmers for regular income generation and also emerging as important diversification for economic growth in rural India. Improved demand, balanced health and dietary habits, urge regular supply of vegetables round the year. This scenario gives a fair chance for entrepreneurship development among rural youth. The present study was conducted in Rewa district Madhya Pradesh which comprises of 9 blocks. Gangeo block was selected purposively because this blocks has largest area under vegetable crops. The study found that out of total vegetable growers 49.16 per cent had medium entrepreneurial behavior. The study also revealed that non availability of improved seeds (I Rank) followed by lack of insurance of vegetables (II Rank), lack of training about scientific production technology of vegetable (III Rank) are major constraints in vegetable production as enterprise.

**Keywords:** Entrepreneurial behaviour, vegetable growers, constraints

**Introduction**

Vegetables are said to be the best food for human population. They served as of many nutrients like vitamins, fiber, minerals and protein too. Farmers are growing vegetables because of they are good source of income and generate employment with the help of government and private sectors. Vegetable cultivation is emerging as powerful engines for economic growth in rural India (Rai *et al*). Agriculture in India has been considered as way of life rather than a business. That was perceived to be a major cause of less profitable agriculture in India. During recent past awareness regarding balanced diet has been increased and so the purchase power of Indians. This situation has lead the farmers to practice vegetable cultivation. Vegetable cultivation allows frequent cash flow, increased precision farming and improved decision making ability. It can be rightly said that it requires entrepreneurial qualities among farmers.

Entrepreneurship as a form of human behaviour, is indispensable for the growth and development of any society. Generally, the entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Farmers' decision to take particular crop or use scientific methods to grow crops also exhibit entrepreneurial behaviour (Rao and De, 2009) [3]. Understanding of such behaviour is essential to improve the quality of extension services offered by the institutional and non institutional agencies in the favor of rural economy in general and farmers in particular. This study was conducted with the following objectives-

1. To study the entrepreneurial behaviour of selected vegetable growers.
2. To analyze the association between dependent and independent variables of vegetable growers.

**Methodology**

The present study was conducted in Rewa district of Madhya Pradesh. Rewa district was selected purposively diversification and entrepreneurial behavior are comparatively new concepts to this area. Rewa district comprises 9 blocks out of which Gangeo block was selected purposively because this blocks has largest area under vegetable crops. This block consist of 276 villages. Tikuri-32, Paharkha, Ghopi, Tehra, Gudwa, Katan, Sorahiya, Atariya, Sarai and Madikhurd villages were selected on the basis of highest coverage under vegetable crop. A list of farmers of each selected villages, who are growing vegetable crop has been prepared with the help of Rural Horticultural Extension Officer and other officials.

From this list the farmers were selected from each village through proportionate sampling method to make a sample of 120 farmers.

## Results and Discussion

### Entrepreneurial behaviour of selected vegetable growers.

Entrepreneurs have the potential to contribute to society in effective way and Researchers have tried to analyze their personalities, skills and attitudes, as well as the conditions that foster their development. The entrepreneurial behaviour was studied with respect to ten dimensions. This was measured by using an entrepreneurial self assessment scale developed by Technonet Asia (1981). The data of entrepreneurial dimensions are presented in Table 1.

**Table 1:** Distribution of vegetable growers according to their entrepreneurial dimensions. (N=120)

S. No.	Dimensions	Categories	Frequency	Percentage
1	Risk taking Ability	Low	24	20.00
		Medium	58	48.34
		High	38	31.66
2	Hope of Success	Low	22	18.34
		Medium	55	45.83
		High	43	35.84
3	Persistence	Low	6	5.00
		Medium	46	38.33
		High	68	56.67
4	Feedback Usage	Low	49	40.83
		Medium	67	55.83
		High	4	3.34
5	Self confidence	Low	29	24.16
		Medium	68	56.66
		High	23	19.18
6	Knowledge of vegetable production	Low	3	2.50
		Medium	29	24.16
		High	88	73.34
7	Managerial ability	Low	22	18.34
		Medium	86	71.66
		High	12	10.00
8	Persuasibility	Low	69	57.50
		Medium	46	38.34
		High	5	4.16
9	Innovativeness	Low	20	16.66
		Medium	81	67.50
		High	19	15.83
10	Achievement motivation	Low	17	14.16
		Medium	77	64.16
		High	26	21.68

The data with various entrepreneurial attributes of vegetable growers were presented in Table. It presents that higher percentage (48.34 per cent) of vegetable growers were medium risk takers, had medium hope of success (45.83 per cent) and high persistence (56.67 per cent). Out of total vegetable growers more than half (55.83%) had medium feedback usages and 56.66 per cent had medium self confidence. While Near to three fourth farmers (73.33%) had high knowledge of vegetable production, medium managerial ability (71.66 per cent), low persuasibility (57.50 per cent), medium innovativeness (67.50 per cent) and had medium achievement motivation (64.16 per cent). These findings of the study are in sync with findings of Wankhade *et al* (2013) [5].

### Overall Entrepreneurial behavior of vegetable growers:

**Table 2:** Overall Entrepreneurial behavior of vegetable growers

S. No.	Categories	Frequency	Percentage
1	Low	24	20.00
2	Medium	59	49.16
3	High	37	30.84
Total		120	100

The perusal of the data presented in table 2 shows “overall entrepreneurial behavior of vegetable growers”. It shows that out of the total vegetable growers, 49.16 per cent had medium entrepreneurial behavior followed by high (30.84 per cent) where as only 20.00 per cent had low entrepreneurial behavior. This finding is supported by the work of Wankhade *et al.* (2013) [5], Sharma *et al.* (2014) [4] and Boruah *et al.* (2015) [1].

### Association between socio economic characteristics of the respondents and their entrepreneurial behavior.

**Table 3:** Association between socio economic characteristics of the respondents and their entrepreneurial behavior

S. No.	Characteristics	$\chi^2$ value	d.f.	C	Degree of association
1.	Age	8.11*	4	-	-
2.	Education	14.9**	6	0.35	Fair
3.	Size of family	3.56*	4	-	-
4.	Caste	5.08*	4	-	-
5.	Size of landholding	17.82**	6	0.28	Fair
6.	Occupation	0.772*	4	-	-
7.	Annual income	4.783*	4	-	-
8.	Social participation	16.62**	4	0.37	Fair
9.	Source of information	7.138*	4	-	-
10.	Mass media exposure	9.804**	4	0.29	Fair
12.	Risk orientation	13.32**	4	0.35	Fair
12.	Economic motivation	7.783*	4	-	-
13.	Scientific orientation	7.498*	4	-	-

\* Non significant at 0.05% level \*\* Significant at 0.05% level

The data on association depicts the between profile of the respondents with their entrepreneurial behavior depicted in Table 3. The characteristics namely, education, size of land holding, social participation, mass media exposure and risk orientation had significant relationship and fair association with their entrepreneurial behavior at 0.05 level of significance. The result also depict that age, caste, size of family, occupation, annual income, source of information, economic motivation and scientific orientation of the farmers did not establish significant relationship with entrepreneurial behavior of vegetable growers.

### Conclusion

Findings of the study suggest that there is a vast scope for developing entrepreneurial behaviour of vegetable growers. The level they possess are generally acquired through trial and error method. Few training courses by state department of horticulture, Krishi Vigyan Kendra and NABARD can improve their entrepreneurial behaviour eventually help them to earn more.

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