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Study the entrepreneurial behaviour of pomegranate growing farmers in Solapur District of Maharashtra State

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Abstract

The study was conducted in Sangola, Pandharpur and Mohol tehsil of Solapur district of the western region in Maharashtra were selected randomly, because in these talukas more number of pomegranate producers are linked for economic activity. The data were collected from 144 respondents were selected for the study. While studying Entrepreneurial Behaviour of Pomegranate Growing Farmers found that majority 70.84 per cent of the respondents belonged to medium entrepreneurial behaviour category. It was revealed that majority 72.92 per cent of the respondents were in medium innovativeness category. Findings of achievement motivation reveal that near two third 63.19 per cent of respondents had medium achievement motivation. With regard to farm decision making more than half of the respondent farmers 56.94 per cent belonged to medium category. With respect to economic motivation. About near two third of the respondents 61.81 per cent had medium economic motivation. Findings of risk orientation revealed that most of the respondents 60.42 per cent had medium risk orientation. With respect to leadership ability more than half of the respondents 59.72 per cent belonged to medium level of leadership ability. With regard to management orientation majority 70.13 per cent of the respondents had medium management orientation.

Keywords: Entrepreneurial, Behaviour, Pomegranate

Introduction

Pomegranate (*punica granatum*) is a multipurpose fruit. The importance of this fruit from dietic point of view can hardly be emphasized. Pomegranate fruit provides proteins, lipids, sugar and minerals, which are essential for the maintenance of the health. Pomegranate (*Punica granatum*) is grown in tropical and subtropical regions of the world. The centre of origin of this fruit crop is thought to be Iran where it was first cultivated in 2000 B.C. It is extensively cultivated in Spain, Morocco, Egypt, Iran, Afghanistan, China, Japan, USA, Russia, Pakistan, India and other Mediterranean countries. Pomegranate occupies 18th place based on production among the world's main fruit crops. Pomegranate is commercially grown for its sweet acidic taste. Fruits are mainly used for dessert purpose. This fruit also has wide consumer preference, for its attractive, juicy sweet, acidic and refreshing fruits. Fruits are used for both fresh consumption and processing. The fresh fruit is of exquisite quality, while its processed products such as bottled juice, syrups and jelly are highly appreciated and nourishing. The fruit is a good source of carbohydrates, minerals and vitamins. Pomegranate plant and fruit are prized over centuries for their medicinal properties.

In India, fruit crops are cultivated in an area of 6982 thousand ha with a production of 81285 thousand Mt of fruits (Indian Horticulture Database 2013).

The total area under cultivation of pomegranate in India is 113.00 thousand ha and production is around 745.00 thousand tons. (NHB-2012-13). India is one of the leading country in pomegranate acreage and production worldwide. The area under cultivation of Pomegranate in India has grown by 10.73 per cent during last seven years from 96.9 thousand hectare to 113 thousand hectare. Maharashtra experienced a rapid growth in Pomegranate area during the last 20 years from 4.6 thousand ha to 82.0 thousand ha and accounts for 76.40 per cent of the total cultivated area under pomegranate in the country.

Other major pomegranate growing states are Karnataka (13.6 thousand ha), Andhra Pradesh (2.8 thousand ha) and Gujarat (5.8 thousand ha). In recent years, pomegranate cultivation has also been started in Rajasthan, Orissa, Chhattisgarh, Uttarakhand and Madhya Pradesh. Although India is the largest producer of pomegranate in the world, its productivity (6.9 t/ha) is far below to Turkey (27.25 t/ha), Spain (20.00 t/ha), USA (16.7 t/ha), Israel (12.5 t/ha) and Iran (10.8 Mt/ha). During the year 2011-12. India exported 30,000 Mt of Pomegranate to the global market as compared to 86,000 Mt by Turkey and 60,000Mt by Iran. Therefore, India

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has a tremendous potentiality to bridge this huge yield and export gaps (NRCP Annual report, 2012-13).

Maharashtra is the leading producer of pomegranate followed by Karnataka, Andhra Pradesh, Gujarat and Tamil Nadu. Ganesh, Bhagwa, Ruby, Arakta and Mridula are the different varieties of pomegranates produced in Maharashtra. In Maharashtra, pomegranate is commercially cultivated in Solapur, Sangli, Nasik, Ahmednagar, Pune, Dhule, Aurangabad, Satara, Osmanabad and Latur districts.

Chatterjee (1992) defined an entrepreneur as one who creates something new, undertakes risk, organizes production and handles the economic uncertainty. He termed entrepreneurship as the mission and entrepreneur as the missionary. Entrepreneurship is the central force driving economic activity and prime catalyst in development. Hence, it forms an essential component in the development. The findings of this study may help the administrators and policy makers to know the entrepreneurial behaviour of farmers, the relationship between socio-economic characteristics with entrepreneurial behaviour and reasons for cultivating pomegranate and may help them to come out with the suitable policies and programmes. The study may also help in further investigations on entrepreneurial behaviour of pomegranate growing farmers.

Material and Methods

The study was conducted in Sangola, Pandharpur and Mohol tehsil of Solapur district of the western region in Maharashtra. A list of farmers who produce pomegranate and have 3 yrs old pomegranate orchard from each selected village was prepared with the help of Gramsevak, Agril. Assistant and Sarpanch. Thus a total sample of 144 farmers, 12 from each selected villages was drawn. The data from 144 farmers were collected by contacting them personally with the help of structured interview schedule. Expost-facto design of social research was made in the present investigation. The data was collected with the structured interview schedule from randomly selected 144 farmers. The data were tabulated and processed through the primary and secondary tables. Frequency, percentage, Mean and S.D. were employed for the analysis of data.

Result and Discussion

Entrepreneurial behaviour of pomegranate growers

It is clear from the Table 1 that majority 70.84 per cent of the respondents belonged to medium entrepreneurial behaviour category. Whereas, 15.28 per cent were in low entrepreneurial behaviour category and only 13.88 per cent of the respondents were in high entrepreneurial behaviour category.

The possible reason might be due to medium innovativeness, achievement motivation, risk orientation, leadership ability, economic motivation and management orientation of the respondents. Other reason for medium entrepreneurial behaviour of farmers might be due to significant and positive relationship between education, annual family income, mass media participation and with entrepreneurial behaviour. Majority of the respondents were in medium level categories with regard to their personal and socio-economic characteristics. It is surprising to know that very meager percentage of pomegranate growers (13.88%) were in high entrepreneurial behaviour. This might be due to the low education status of the respondents (29.86%) who were educated only upto high school level. Further, majority (69.45%) fell under medium income level category reducing their risk bearing ability. The results are in conformity with

the findings of Nagesh (2006).

Table 1: Components of entrepreneurial behaviour of pomegranate growers

Sr no.	Category	No. of Respondents (N=144)	Percentage
(A) Entrepreneurial behaviour			
1	Low (Upto 151)	22	15.28
2	Medium (152 to 200)	102	70.84
3	High (201 and above)	20	13.88
	Mean = 175.22	S.D = 24.68	
(B) Innovativeness			
1	Low (Upto 30)	20	13.89
2	Medium (31 to 50)	105	72.92
3	High (51 and above)	19	13.19
	Mean =40	S.D =9.89	
(C) Achievement motivation			
1	Low (Upto 10)	23	15.97
2	Medium (11 to 15)	91	63.19
3	High (16 and above)	30	20.83
	Mean = 12.93	S.D =2.67	
(D) Decision making ability			
1	Low (Upto 12)	18	12.50
2	Medium (13 to 17)	82	56.94
3	High (18 and above)	44	30.56
	Mean=15.58	S.D=3.51	
(E) Economic motivation			
1	Low (Upto 19)	26	18.05
2	Medium (20 to 41)	89	61.81
3	High (42 and above)	29	20.14
	Mean=15.58	S.D=3.51	
(F) Risk orientation			
1	Low (Upto 7)	30	20.83
2	Medium (8 to 10)	87	60.42
3	High (11 and above)	27	18.75
	Mean=8.75	S.D=1.74	
(G) Leadership ability			
1	Low (Upto 6)	35	24.31
2	Medium (7 to 9)	86	59.72
3	High (10 and above)	23	15.97
	Mean=7.97	S.D=1.58	
(H) Management orientation			
1	Low (Upto 38)	18	12.50
2	Medium (39 to 80)	101	70.13
3	High (81 and above)	25	17.37
	Mean = 59.48	S.D. = 22.12	

With respect to innovativeness, majority 72.92 per cent of the respondents were in medium innovativeness category, however only 13.89 and 13.19 per cent of the respondents belonged to low and high innovativeness category, respectively. The medium innovativeness of farmers might be due to their middle age 70.13 per cent which must have restricted them to try out new things. Majority of the pomegranate growers belonged to medium level of education 29.86 per cent was only up to high school. All these factors might have contributed for their medium level of innovativeness. The results are in accordance with the findings of Bhagyalaxmi *et al.* (2003).

With regard to farm decision making, more than half of the respondent farmers 56.94 per cent belonged to medium category, followed by 30.56 and 12.50 per cent of farmers belonging to high and low categories, respectively. This might be due to their medium annual family income. The other possible reason might be that decision making in farming, especially under Indian conditions is very difficult due to ever changing agro-climatic conditions and lack of stabilized price

policy. The results are in confirmity with the findings of Chandrapaul (1998) and Suresh (2004).

With respect to economic motivation majority of the respondents 61.81 per cent had medium economic motivation, followed by 20.14 and 18.05 per cent of the respondents belonging to high and low economic motivation groups, respectively. The probable reason for majority of respondents belonging to medium economic motivation might be because they had better exposure with various private companies and close interaction with extension personnel. Other reason might be due to surrounding environment like neighbours, relatives, friends who were having medium standard of living and in addition low annual family income might be responsible for moderate economic motivation. The results are in accordance with the findings of Chauhan and Patel (2003).

Findings of risk orientation revealed that most of the respondents 60.42 per cent had medium risk orientation and only 20.83 and 18.75 per cent of the respondents were having low and high risk orientation, respectively. The risk bearing capacity of individuals depends upon the personal, psychological, socio-economic characteristics. The individuals with more farming experience, large size land holding, higher income had medium risk orientation. This is evident from the results which might be because of contact with extension personnel by the respondents, which increased the perception and confidence in respondents about new technologies and to gain more income by taking risk. All these factors might have resulted in the respondents belonging to medium risk orientation. The results are in confirmity with the findings of Bhagyalaxmi *et al.* (2003) and Suresh (2004).

With respect to leadership ability more than half of the respondents 59.72 per cent belonged to medium level of leadership ability, followed by 24.31 and 15.97 per cent of the respondents having low and high leadership abilities, respectively. The pomegranate growers lack in certain leadership qualities like good knowledge, supervision *etc.* The possible reason might be due to their socio-economic status. The other reasons being that majority were in middle age group, had only high school education and had medium income levels. Their social participation and scientific orientation which help to adopt new agricultural practices prior to others in his social system are also contributing factors. The kind of farmers, who are early adopters were consulted by fellow farmers for information and are readily accepted as leaders. With regard to management orientation majority 70.13 per cent of the respondents had medium management orientation, followed by 17.37 and 12.50 per cent of the respondents having high and low management orientation, respectively. The probable reason for medium level of management orientation might be their medium extension contacts and discussion with the field extension personnel. These interactions might have helped the farmers to reorient their current management practices. Social participation of farmers in activities like extension meetings, exhibitions, field days, Krishi mela *etc.*, also might have contributed to develop their medium level of management orientation in comparison to other farmers. The findings are in accordance with the studies conducted by Chauhan and Patel (2003).

The study was conducted in Sangola, Pandharpur and Mohol tehsil of Solapur district in Maharashtra. While studying Entrepreneurial Behaviour of Pomegranate Growing Farmers found that the seven components *viz.* innovativeness, achievement motivation, economic motivation, risk

orientation, and management orientation were found to be the important contributing factors for entrepreneurial behaviour.

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