

ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARMERS IN GUNTUR DISTRICT OF ANDHRA PRADESH

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Abstract: A study was conducted in Yazili village of Karlapalem Mandal of Guntur district of Andhra Pradesh to know socio-personal characteristics of dairy farmers of Yazili village of Karlapalem Mandal of Guntur district and also the level of entrepreneurial behaviour of dairy farmers. A sample of 45 respondents was selected for present study. A list of 7 major areas of entrepreneurial behaviour of dairy farmers was prepared. The primary data were collected using a pre-tested structured interview schedule. The study revealed that majority of the farmers had medium level of achievement motivation (48.89%), scientific orientation (44.44%), and Market orientation (66.67%), Decision making ability (60.00%), Risk orientation (48.89%), Planning ability (51.11%) and Cosmopolitaness (60.00%)

Keywords: entrepreneurial behavior, dairy farmers.

Introduction: Dairy farming is one of the important activities of the rural population of our country. The importance of the dairy, as a subsidiary industry to agriculture, has stressed by the National Commission on Agriculture. Dairy Enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural poor. Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. Considering the importance of dairy cattle farming in India and the need of development of entrepreneurship in this sector the present study was undertaken to assess the status of entrepreneurial behaviour of the cattle farmers of Guntur district.

Methodology: The present study was taken up in Yazili village of karepalem mandal in Guntur district of Andhra Pradesh. It was purposively selected because large number of dairy farmers exists in that village. The primary data were collected through the structured schedule which was developed and administered for this purpose. A total of 45 respondents were selected by using simple random procedure. Independent variables were identified by review of relevant literatures and discussions with social scientists and veterinary experts. Based on this, 8 variables were selected for the study. The dependent variable i.e. entrepreneurial behaviour of dairy farmers was measured in terms of seven dimensions namely, achievement motivation, decision making ability, risk orientation, planning ability and cosmopolitaness. The scale was developed to measure the entrepreneurial behaviour of dairy farmers. The data collected were calculated using frequency and percentage for making the simple comparison and to interpret the personal, socio-economic and psychological characteristics and

entrepreneurial behaviour

Results And Discussion: The socio-personal characteristics of dairy farmers of Yazili village of Karlapalem Mandal of Guntur district were studied and the results are presented in Table 1. The study revealed that majority (57.78%) of the farmers belonged to middle age followed by old age (22.22%) and (20.00%) under young. The reasons for the above results may be due to the fact that dairying is a recurrent income generating enterprise. It adds significantly to the family income. The income from dairy is an assured source unlike agriculture, which is uncertain one. Therefore, more of middle age dairy farmers are taking up dairying as subsidiary occupation. The results are in line with the findings of Suresh (2004) who reported that majority of dairy entrepreneurs were of middle age group. Further the studies showed that 37.78 per cent of the farmers were illiterates followed by 35.56 per cent who had education from primary school, 24.44 per cent middle school and 2.22 per cent high school. Most of the farmers were having Agriculture + Dairy as their occupation (88.89%) followed by Agriculture (6.67%) and Agriculture + Dairy + Business (4.44%) The results are in conformity with the findings of Patel (2005) who reported that majority of dairy farmers had engaged in dairying along with agriculture. Almost half of the farmers were having medium size of land holding (44.44%) followed by small size and semi medium of land holding (20%) and marginal land holding (15.56%) The present study exhibited that majority of dairy farmers (60%) had medium size family, followed by small size family (35.56%) and large family size (4.44%). Regarding the dairy experience majority of them had low level of (33.33%) experience in dairying followed by (40%) were having medium level and (26.67%) high level of experience in dairying (66.67%). It can be inferred from the table that majority of the respondents were medium level of income (84.44%), followed by high level of income

(11.11%) and low of level income (4.44%). Regarding livestock possession majority of the respondents were having buffaloes (84.44%) followed by local cows (11.11%), Cross breed cows and Goats (2.22%).

Table 1 Distribution of respondents according to their profile.

SNO	CATEGORY	FREQUENCY	PERCENTAGE
A	AGE		
	Young (< 30 years)	9	20.00
	Middle (31-50 years)	26	57.78
	Old (> 50 years)	10	22.22
B	EDUCATION		
	Illiterate	17	37.78
	Primary school	16	35.56
	Middle school	11	24.44
	High school	1	2.22
	College	0	0
C	OCCUPATION		
	Agriculture	3	6.67
	Agriculture + Dairy	40	88.89
	Agriculture + Dairy+ Business	2	4.44
D	LAND HOLDING		
	Maginal (upto 1.00 ha)	7	15.56
	Small (1.01 – 2.00 ha)	9	20
	Semi Medium (2.01-4.00 ha)	9	20
	Medium (4.01 to 10.00 ha)	20	44.44
E	FAMILY SIZE		
	Small (1-3 members)	16	35.56
	Medium(4-6 members)	27	60
	Large (above 7 members)	2	4.44
F	ANNUAL INCOME		
	Low	2	4.44
	Medium	38	84.44
	High	5	11.11
G	DAIRY EXPERIENCE		
	Low (upto 10 years)	15	33.33
	Medium (11-20 years)	18	40
	High (above 20 years)	12	26.67
H	LIVESTOCK POSSESSION		
	Local cows	5	11.11
	Cross breed cows	1	2.22
	Buffaloes	38	84.44
	Goats	1	2.22

Table 2 Distribution of respondents according to their entrepreneurial behaviour

S NO	CATEGORY	FREQUENCY	PERCENTAGE
1	Economic motivation		
	Low	7	15.56
	Medium	22	48.89
	High	15	33.33
		MEAN=8.78 S.D.=1.49	
2	Scientific orientation		
	Low	5	11.11
	Medium	20	44.44
	High	10	22.22
		MEAN=8.13 S.D.=2.27	
3	Market orientation		
	Low	7	15.56
	Medium	30	66.67
	High	8	17.77
		MEAN=5.5 S.D.=1.38	
4	Decision making ability		
	Low	7	15.56
	Medium	27	60.00
	High	11	24.44
		MEAN=9.53 S.D.=2.75	
5	Risk Orientation		
	Low	9	20.00
	Medium	22	48.89
	High	14	31.11
		MEAN=7.8 S.D.=1.67	
6	Planning ability		
	Low	12	26.67
	Medium	23	51.11
	High	10	22.22
		MEAN=2.42 S.D.=1.19	
7	Cosmopoliteness		
	Low	8	17.78
	Medium	27	60
	High	10	22.22
		MEAN=7.35 S.D.=1.31	

Components of entrepreneurial behaviour: seven components of entrepreneurial behaviour of the farmers were measured and the result is presented in Table 2.

Economic motivation: Nearly half of the respondents (48.89%) had medium level of achievement motivation followed by 33.33 and 15.56 per cent had high level and low level of achievement motivation, respectively. This finding is in line with the findings of Sharma et al (2008) and also Lawrence and Ganguli (2012).

Scientific orientation It is clear from Table 2 that majority of trained dairy farmers belonged to medium scientific orientation (44.44%), followed by high (22.22%) and low (11.11%) scientific orientation. This trend was in line with the findings of Lawrence

and Ganguli (2012).

Market orientation The data from Table 2 revealed that more than half of the trained (66.67%) dairy farmers had medium level of market orientation, where as 17.77 per cent of dairy farmers had high market orientation and 15.56 per cent dairy farmers had low market orientation.

Decision making ability: It is evident from the Table 3 that majority of the respondents (60.00%) had medium level of decision making ability whereas nearly 25 per cent had high level and the rest (15.56%) have low level of decision making ability. This finding is in line with the findings of Jha (2008) and also Lawrence and Ganguli (2012).

Risk orientation: Majority of the respondents (48.89%) had medium level of risk orientation and

remaining 31.11 and 20.00 per cent had high level and low level of risk orientation, respectively.

Planning ability: Majority (51.11%) of the respondents had medium level of planning ability whereas over one third (26.67 %) had low level of planning ability and the rest (22.22%) had high level of planning ability. This result is conformed from the findings of Lawrence and Ganguli (2012).

Cosmopolitaness: More than half of the respondents (60.00%) had medium level of cosmopolitaness

whereas nearly one-third (22.22%) had high level of cosmopolitaness and the rest (17.78%) had low level of cosmopolitaness.

Conclusions: The study has clearly shown that majority of the farmers had a medium level of entrepreneurial behaviour. Nearly half of the respondents had medium level of economic motivation, scientific orientation, market orientation decision making ability, risk orientation, planning ability and cosmopolitaness.

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