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Relationship of profile of vegetable growers with their entrepreneurial behaviour

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Abstract
The present research was undertaken on topic "Entrepreneurial Behaviour of Vegetable Growers" in Amravati district of Vidarbha region of Maharashtra state conducted purposively on the basis of major area under the vegetable crops. An exploratory design of social research was used for present study aims at assessing the entrepreneurial behaviour of vegetable growers. Ten villages of Amravati, Morshi, Chandur and Achalpur tehsils were selected collectively for the study as they are having major area under vegetable crop production. In all 80 vegetable growers from four tahsils were selected by proportionate random sampling. Respondents were selected for study. The data was collected by personally interviewing the respondents with the help of structured interview schedule. Collected data was carefully examined, classified, quantified and tabulated. Frequencies, mean, standard deviation, correlation of coefficient analysis were employed for interpreting the results.
The Findings of the research study relational analysis revealed that the entrepreneurial behaviour found significant co-relationship with socio-economic characteristics like education, family size, land holding, extension contact, access to market, labour availability.
Findings of relational analysis revealed that among selected variables education, family size, land holding, annual income, extension contact, access to market, labour availability shows positively significant relationship with entrepreneurial behaviour. Whereas other variables like age, experience in vegetable cultivation and irrigation facilities found non-significant relationship with their entrepreneurial behaviour. Hence, the null hypothesis was rejected with respect to these characteristics and it can be resulted that this characteristic was negatively correlated with entrepreneurial behaviour.

Keywords: Entrepreneurial behaviour, vegetable growers and relationship

Introduction
India is a vast country and is bestowed with varied agro climatic conditions. This makes it possible to grow a wide variety of vegetables round the year in one or other part of the country. Nearly 60 vegetables are grown in India. India is the second largest vegetable producing country in the world next only to China. But average productivity of vegetables is only 8.59 tonnes per hectare which is very low as compared to that of the developed countries. According to largest reports, vegetables are grown in 6.2 million hectares with the production of 71.66 million tonnes having 2.6 percent annual growth.
The Indian Council of Medical Research recommends that an adult should consume about 300 grams of vegetables daily for balanced diet. However, an average Indian consumes 434 grams of cereals and 120 grams of vegetables per day. This shows that vegetable production in our country will have to be increased manifold to provide the nutritive diet to every individual considering the present area and yield of vegetables it becomes clear that the production of vegetables in India is inadequate to meet the needs of the country. Therefore, we should exploit the potential of vegetable production fully for which production technologies of vegetables need to be strengthened. There is need to conduct experiment on some major crops like tomato, okra, brinjal, fenugreek, and minor crops like gourds etc., which have scope for the export such technology will enable the farmers and entrepreneurs to export the vegetables.

Material and Methods
Locale of the study
The present study was carried out in Amravati district of Vidarbha region of Maharashtra state. The above district was selected purposively on the basis of major area under vegetable production. The study was conducted in Achalpur, Amravati, Chandur railway, Morshi Tehsil of Amravati district.

Selection of respondents

From four tehsil 80 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, family size, land holding, experience, annual income, extension contact, irrigation facilities, access to market, labour availability, and entrepreneurial behaviour The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data was collected. Mean, S. D. and coefficient correlation methods were used for analysis of the data.

Measurement of Co-efficient of correlation

Coefficient of correlation shows the relationship between the variables. The correlation coefficient gives two kinds of information (i) degree of relationship and (ii) direction of the relationship (positive or negative) between the variables.

The relationship between independent variables with dependent variables was calculated with the help of correlation which is denoted by r.

$$r = \frac{\sum\left(X - \bar{X}\right)\left(Y - \bar{Y}\right)}{\sqrt{\sum\left(X - \bar{X}\right)^2 \times \sum\left(Y - \bar{Y}\right)^2}}$$

Where,

r = Coefficient of correlation

X = Score of independent variables

Y = Score of dependent variables

$\bar{X}$ = Mean of independent variable

$\bar{Y}$ = Mean of dependent variable.

Results and Discussion

The findings of the study as well as relevant discussion have been summarized under the following heads:

Relation analysis

In order to find out the relationship of the selected characteristics of respondents with their entrepreneurial behaviour. Correlation coefficient were worked out. The finding are presented in this part.

Relationship of selected characteristics of respondents with their entrepreneurial behaviour

The correlation of coefficient of entrepreneurial behaviour with profile of the respondents have been furnished in Table-1.

Table 1: Coefficient of correlation of profile of the respondents with entrepreneurial behaviour.

Sr. No.	Variable	'r' value
1	Age	0.0906NS
2	Education	0.2722*
3	Family size	0.3216**
4	Land holding	0.3086*
5	Experience in vegetable cultivation	0.1438NS
6	Annual income	0.5594**
7	Extension contact	0.4907**
8	Irrigation facilities	0.1489NS
9	Access to market	0.5818**
10	Labour availability	0.4706**

** Significant at 0.01 level of probability

* Significant at 0.05 level of probability

NS - Non significant.

On critical examination in Table- 1, it reveals that those among selected variables education, land holding were positively significant with entrepreneurial behaviour at 0.05 level of probability. While family size, annual income, extension contact, access to market, labour availability were positively significant with entrepreneurial behaviour at 0.01 level of probability, therefore the null hypotheses was rejected for these characteristics stating that these exists significant relation between these characteristics and entrepreneurial behaviour.

The variables like age, experience in vegetable cultivation and irrigation facilities did not show any significant association with entrepreneurial behaviour. The null hypotheses for these variables were therefore accepted.

Conclusion

Out of ten selected characteristics age, experience in vegetable cultivation and irrigation facilities was found to be having non- significant relation with entrepreneurial behaviour.

The study also indicate that education, family size, land holding, annual income, extension contact, access to market and labour availability all shows positive and significant relationship with entrepreneurial behaviour. The entrepreneurial behaviour of vegetable growers increase may be due to better education, land holding, annual income, extension contact and labour availability.

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