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Profile characteristic of entrepreneurial behaviour of sericulturists in Parbhani district

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Abstract
The study was conducted in Parbhani district. Three tahsils and four villages from each tahsils were selected purposively. Ten farmers from twelve villages were selected to comprise a sample of 120 respondents. In view with above objectives the ex post facto design was used for the present investigation. Collected data were classified, tabulated and analyzed by using statistical tools like frequency, percentage, mean, standard deviation, correlation coefficient. It was observed that majority of the sericulturists (65.00 percent) fell into middle age group category, more than one third (38.33 percent) of the respondents had middle school level of education category, more than half (51.66 percent) of the sericulturists had small type of land holding, Majority (76.67 percent) of the sericulturists belonged to medium area under mulberry, Majority (69.16 percent) of the sericulturists had sericulture + agriculture as occupation. It is also observed that majority (83.33 percent) of the sericulturists belonged to medium level of annual income category, majority (80.00 percent) of the sericulturist had well or tube well as the as the source of irrigation, majority (73.34 percent) of the sericulturists belonged to the medium level of social participation, majority (70.84 percent) of the sericulturists had medium level of extension contact, that majority (70.84 percent) of the respondents had medium kevel of market orientation, that majority (67.50 percent) of the sericulturists had medium level of risk orientation.

Keywords: Characteristics, entrepreneurial behaviour, sericulture, Parbhani

Introduction
Agriculture is a major source of livelihood and employment for 70 percent of the countries and labour force, besides providing raw material for half of its industrial output. In the absence of more land to be brought under cultivation and increased pressure on land for maximum output, employment and income, integrated agriculture with animal husbandry, sericulture, poultry, dairy and forestry is given nationwide importance. Sericulture plays a major role in rural employment, poverty alleviation and earning foreign exchange. A lot of entrepreneurial opportunities are available in various fields of sericulture. It is practiced in various states viz., Karnataka, Andhra Pradesh, Jammu & Kashmir, West Bengal and states like Madhya Pradesh and Maharashtra have also started practicing Sericulture. The non-mulberry (also called Vanya silk) sericulture is practiced in Assam, Jharkhand, Orissa and Madhya Pradesh. More than 6 million people are involved in sericulture activities. It is necessary to upgrade the skills of the sericulturists to use the full potentialities of sericulture to produce qualitatively superior cocoons and to earn profitable income (Source: Central Silk Board). Silk is the most elegant textile in the world with unparalleled grandeur, natural sheen, and inherent affinity for dyes, high absorbance, light weight, soft touch and high durability and known as the "Queen of Textiles" the world over. On the other hand, it stands for livelihood opportunity for millions owing to high employment oriented, low capital intensive and remunerative nature of its production. The very nature of this industry with its rural based on-farm and off-farm activities and enormous employment generation potential has attracted the attention of the planners and policy makers to recognize the industry among one of the most appropriate avenues for socio-economic development of a largely agrarian economy like India.

India is the second largest producer of silk in the world next to China with annual production of around 18500 million tonnes. The world raw silk production in 2018 was 159648 MT and the raw silk production of India was 35,261 MT in 2018- 2019.The raw silk production of Maharashtra was 2538.557 MT and in Parbhani it was 44.687 MT in 2018-2019.Among the four varieties of silk produced in 2017- 2018, Mulberry accounts for 71.8 percent (21,273 MT), Tasar 9.9 percent (2,819 MT), Eri 17.8 percent (5,638 MT) and Muga 0.7 percent (170 MT) of the total raw silk production of 29,900 MT.

India contributes about 31,931 MTs of total silk production in 2017-2018. (Source: Central Silk Board). Maharashtra, a state without a tradition of silk production, has a large gap between demand and supply of raw silk and more than 4,000 silk weavers in Yeola, Paithan, and Mohadi areas source their raw silk from neighbor states, amounting to a total value of imports of Rs 2,500 to 3,000 million per year. This demand for raw silk could become a source of rural employment within Maharashtra.

Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. Entrepreneurship is the process of first discovering and second acting on a disequilibrium opportunity. Entrepreneurial behaviour is influenced by various personal, socio-economic characters or factors either individually or in combination, while the supporting system and social environment determine to some extent the success of entrepreneurship. This is a unique and pioneering study of its kind, where in an attempt has been made to study the entrepreneurial behaviour of sericulture farmers in Parbhani district of Maharashtra. The study of this nature on entrepreneurial behaviour of sericulture farmers has not been attempted in Maharashtra. Study would reveal some valuable findings for increasing the entrepreneurial behaviour of sericulture farmers.

Materials and Methods

The study was conducted in Parbhani district. Three tahsils and four villages from each tahsils were selected purposively. Ten farmers from twelve villages were selected to comprise a sample of 120 respondents. An Ex-post-facto research design was followed for the study. Data was gathered using a well-structured interview schedule created with the study's objectives in mind. The collected data was analysed, classified, and tabulated. Statistical tools such as frequency, percentage, mean, standard deviation, and coefficient correlation were used to interpret findings and draw conclusions.

Results and Discussion

Characteristics of farmers

Table 1: Characteristics of farmers

Sr. No.	Characteristics	Farmers (n = 120)	
		Frequency	Percentage
1	**Age**		
	Young (Up to 30 years)	21	17.50
	Middle (31 to 52 years)	78	65.00
	Old (53 years & above)	21	17.50
2	**Education**		
	Illiterate	00	00.00
	can read only	00	00.00
	can read & write	00	00.00
	Primary school level (1^{st} - 7^{th})	37	30.84
	Middle school level (8^{th} - 10^{th})	46	38.33
	High school level (11^{th} - 12^{th})	24	20.00
	Graduate	13	10.83
3	**Land holding**		
	Marginal (up to 1.00 ha)	15	12.50
	Small (01 to 2.00 ha)	62	51.67
	Semi medium (2.01 to 4.00 ha)	24	20.00
	Medium (4.01 to 10.00 ha)	12	10.00
	Large (above 10.00 ha)	07	05.83
4	**Area under sericulture**		
	Low (Up to 0.37)	00	00.00
	Medium (0.38 to 0.74)	92	76.67
	High (Above 0.75)	28	23.33
5	**Occupation**		
	Sericulture + Labour	00	00.00
	Sericulture + caste occupation	00	00.00
	Sericulture + Business	08	06.67
	Sericulture + Ind. profession	15	12.50
	Sericulture + Cultivation	83	69.16
	Sericulture + service	14	11.67
6	**Annual income**		
	Low (Up to Rs 165146)	03	02.50
	Medium (Rs 165147 to Rs 554404)	100	83.33
	High (Rs 554404 and above)	17	14.17
7	**Source of irrigation**		
	No source	00	00.00
	River	13	10.84
	Well/tube well	96	80.00
	Canal	11	09.16
8	**Social participation**		
	Low (Up to 3.71)	15	12.50

	Medium (3.72 to 6.82)	88	73.34
	High (Above 6.82)_	17	14.16
9	**Extension contact**		
	Low (Up to 3.19)	25	20.83
	Medium (3.20 to 6.09)	85	70.83
	High (Above 6.10)	10	08.34
10	**Market orientation**		
	Low (Up to 9.66)	17	14.16
	Medium (9.67 to 14.46)	85	70.84
	High (Above 14.46)	18	15.00
11	**Risk orientation**		
	Low (Up to 17.68)	15	12.50
	Medium (17.69 to 23.74)	81	67.50
	High (Above 23.74)	24	20.00

Age

The data presented in the table 1 concluded that majority (65.00 percent) of the sericulturists belong to middle age group category while equal percentage (17.50 percent) of them were of low and high group category respectively. The middle aged farmers comparatively have free hands in financial affairs and they can take decisions independently to implement their ideas and innovations. Farmers of middle age group are enthusiastic in nature and having moderate experience in sericulture and have more efficiency than older ones.

The findings of this study are in line with the study of Ahire and Kapse (2015) [1].

Education

The table 1 shows that the more than one third (38.33 percent) of the sericulturists were educated up to middle level of school and 30.84 percent of the sericulturists were educated up to primary level of school while, 20.00 percent and 10.83 percent of sericulturists were educated up to high school and graduate level, respectively. As the respondents were living nearby the city place or nearby the good type of educational institution, they were having more chances of improving the educational level. Most of the respondents were aware about the education and the benefits of education. The most probable reason for this might be that education enriches the knowledge of the individual and helps an individual in applying proper logic to perform the role allotted to them by their family.

The results of the present study are in line with the study of Ekhande (2016) [3].

Land holding

The table 1 concluded that more than half (51.67 percent) of the sericulturists were having small land holding (1.01 to 2.00) where as 20.00 percent of the sericulturists were having semi-medium (2.00 to 4.00) land holding, followed by12.50 percent, 10.00 percent and (5.83 percent) of sericulturists were having marginal, medium and big land holding, (Up to 1.00), (4.01 to 10.00) and (10.01& above) respectively. The probable reason for given result was fragmentation of land in the rural areas. As in each family land is fragmented in generation to generation and one day there will be shortage of land for upcoming generation due to this fragmentation process, this is the major lacuna of the Indian society. Hence, the majority of the respondents had small and medium type of land holding.

The above finding is in line with the study of Swami Puja (2018) [9].

Area under Mulberry

The table 1 shows that the three fourth (76.67 percent) of the sericulturists had medium area under mulberry, whereas 23.33 percent of sericulturists had high area under mulberry. The probable reason for most of the sericulturists having medium area under mulberry is due to the scheme of central govt. under the MGNREGA government which gives RS 298150 per acre subsidies to the marginal and semi marginal farmers to run under the state sericulture department. Remaining farmers who had higher area under mulberry are the risk bearers and having experience more than 4-5 years in sericulture and they subsequently increasing their area under sericulture. They might be the one of the successful entrepreneurs in the future.

The similar findings are reported by Katole *et al.* (2018) [6].

Occupation

The table 1 depicted that majority (69.16 percent) of respondents occupation was sericulture + agriculture, while (12.5 percent) of them had sericulture + independent profession as their occupation and 11.67 percent and 6.67 percent of them had occupation had sericulture + service and sericulture + business, respectively. The major reason behind the fact that most of the respondents occupation was sericulture + agriculture is that main source of livelihood and rural economy mostly depend upon the agriculture and its allied enterprises. Majority of respondents give priority to the agriculture and then allied enterprises for their economic benefit.

The findings are in line with the Hadimni *et al*. (2017) [4].

Annual income

The table 1 describes that majority (83.33 percent) of the sericulturists were falling in the medium level of annual income category, while (14.17 percent) sericulturists belong to high level of income category followed by low level of annual income (2.5 percent). The probable reason for majority of the respondents coming under low and high level of annual income is that our primary goal is to increase the annual income of the farmers through various means. Sericulture acts as a allied enterprise and becomes the better boost to increase the annual income of these respondents.

The similar findings are reported by Shete (2014) [7].

Source of irrigation

The table concluded that majority (80.00 percent) of the respondents had wells and tube wells as a source of irrigation, while 10.84 percent of them had river as a source of irrigation followed by canal 9.16 percent as a source of irrigation.

Majority of the farmers found to be having wells and tube wells as a source of irrigation because well plays a significant role in storage of water and tube well helps to drop water into the well. Remaining farmers were having river and canal as the source of irrigation because the selected area was on the bank of river and canal.
The results are in line with the Amle (2016) [2].

Social participation
It was observed from table 1, that majority (73.34 percent) of the respondents were belonging to medium level of social participation, whereas 14.16 percent of the farmers were belonging to high level of social participation and only 12.50 percent of the respondents were from low level of social participation. The probable cause for this might be that, respondents had a greater approach to Gram Panchayat, Panhayat samiti, Zilha Parishad, co-operative society, farmers group, women‟s group, in the rural area because such institutions are extending required facilities to their members. In case of low and high level of respondents they were always engaged in their farming operations and got little time to participate in such type of social institutions or organizations. They participate only when it is important on the basis of their area of interest.
This observation is similar to findings of Katke (2012) [5].

Extension contact
The data in table 1 concluded that majority (70.83 percent) of respondents had medium level of extension contacts. Whereas 20.83 percent had low extension contacts and only 8.34 percent respondents had high level of extension contacts. The probable reason for the majority of farmers belong to medium category of extension contacts IS because of their curiosity in attempting their problems with Gramsevak, Extension Officers, Agricultural Officers and good exposures to University scientists and extension workers.
The findings reported by Waghmare *et al.* (2017) [10] are in line with these findings.

Market orientation
The data in table 1 indicated that majority (70.84 percent) of the respondents had medium level of market orientation, whereas 15.00 percent of the respondents had high level of market orientation followed by 14.16 percent of the respondents who had low level of social participation. The probable reason for the majority of respondents had medium level of market orientation is due to the fact that sericulturists were having medium high level of cosmopoliteness and most of the farmers were having middle school education.
This result is in line with the findings of Shevale (2017) [8].

Risk orientation
Data in table 1 suggested that majority (67.50 percent) of the sericulturists had medium level of risk orientation, whereas 20.00 percent of the sericulturists had high level of risk orientation and 12.50 percent had low level of risk orientation. The probable reason for majority of the respondents having medium level of risk orientation might be that small and semi medium land holding category respondents were able to take more risk than marginal respondents. Other possible reasons may be old age of the farmers and medium level of market orientation and the annual income as the obstacles to take the high risk**.**
The findings are in line with the findings of Ekhande (2016) [3].

Conclusion
It was observed that majority of the sericulturists (65.00 percent) fell into middle age group category, more than one third (38.33 percent) of the respondents had middle school level of education category more than half (51.66 percent) of the sericulturists had small type of landholding, majority (76.67 percent) of the sericulturists belonged to medium area under mulberry, majority (69.16 percent) of the sericulturists had sericulture+ agriculture as a occupation, majority (83.33 percent) of the sericulturists belonged to medium level of annual income category, majority (80.00 percent) of the sericulturists had well or tube well as the as the source of irrigation, majority (73.34 percent) of the sericulturists belonged to the medium level of social participation, majority (70.84 percent) of the sericulturists had medium level of extension contact, majority (70.84 percent) of the respondents had medium level of market orientation, it was found that majority (67.50 percent) of the sericulturists had medium level of risk orientation.

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