The Pharma Innovation Journal 2023; 12(4): 2521-2523

www.ThePharmaJournal.com

The Pharma Innovation

ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; 12(4): 2521-2523

www.thepharmajournal.com
Received: 02-02-2023
Accepted: 04-03-2023

Gadhave AV
M.Sc. (Agri.) Student, Department of Extension Education, College of Agriculture, VNMKV, Parbhani, Maharashtra, India

Puri SG
Assistance Professor, Department of Extension Education, College of Agriculture, VNMKV, Parbhani, Maharashtra, India

Nair RG
Assistant Professor, Department of Agricultural Engineering, PPG Institute of Technology, Coimbatore, Tamil Nadu. India

Corresponding Author:
Gadhave AV
M.Sc. (Agri.) Student, Department of Extension Education, College of Agriculture, VNMKV, Parbhani, Maharashtra, India

Relationship between profile and entrepreneurial behaviour of sericulturists in Parbhani district

Gadhave AV, Puri SG and Nair RG

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 analysed by using statistical tools like frequency, percentage, mean, standard deviation, correlation coefficient. The main aim is to delineate the relationship between profile and entrepreneurial behaviour of sericulturists. The following independent variables were selected for the study viz, age, education, land holding, area under sericulture, occupation, annual income, source of irrigation, source of participation, extension contact, market orientation, risk orientation and entrepreneurial behaviour of sericulturists in Parbhani district of Marathwada region was considered as dependent variable from which the correlation have been studied.

Keywords: Relationship, profile, entrepreneurial behaviour, sericulturists, Parbhani

Introduction
Sericulture and Silk Industry is considered as an effective tool for poverty alleviation. The labour force participation rate in sericulture is highest in comparison to similar rural occupations. The industry provides job opportunities to all family members, especially, women and elderly persons. It has the unique nature of converting family labour into useful income to the family. Hence, this occupation could bring significant revenue to the households, thereby helped several poverty stricken families in the rural areas, especially the marginalised population and forest dwellers.

The sericulture and silk industry is highly labour intensive and gives employment to mostly the tribal and the extremely backward rural people. Hence, the government has been making serious efforts to introduce sericulture practice in many poverty ridden areas of our country. Through continued efforts in R&D sector, the productivity and quality of silk has enhanced significantly thereby improving the livelihood earning of the people already engaged in the industry. 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. Purposively multistage sampling design was adopted in selection of district, tahsils, villages and sericulturist. In the first stage, Parbhani district was purposively selected on the basis of area under sericulture. In the second stage on the basis of maximum number of sericulturists, three tahsils of Parbhani district was selected purposively namely Parbhani, Purna and Gangakhed for the present study. In the third stage from each selected tahsils four villages was selected on the basis of maximum number of sericulturist from each village 10 farmers were selected purposively on the basis of maximum area under sericulture crop 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.

Objective

To delineate relationship between profile and entrepreneurial behaviour of sericulturists.

Results and Discussion

To delineate Relationship between profile and entrepreneurial behaviour of sericulturists

Relationship between profile and entrepreneurial behaviour of sericulturists was calculated and results were discussed here under.

1. Age and entrepreneurial behaviour

Table 1 revealed that age shows negative and non significant relationship with entrepreneurial behaviour of sericulturists. It means that age factor had no influence on the entrepreneurial behaviour of the sericulturists. It might be said that respondents belonging to various age groups have more or less entrepreneurial behaviour. The findings are in line with Chikane (2018) [2]

2. Education and entrepreneurial behaviour

It can be stated from table 1 that education has positive and significant relationship with the entrepreneurial behaviour of the respondents. It shows that, education had a huge impact on every aspect of life of an respondent. Educated people have higher persuasion and inclination of new ideas and objectives of their goal hence; they are eager for change and take more risk than average respondents. Therefore there is possibility of increasing entrepreneurial behaviour of the sericulturists. The results are in line with Hipparkar (2015) [4], Shevale (2017) [10].

3. Land holding and entrepreneurial behaviour

It is notified from table 1 that land holding shows positively significant relationship with the entrepreneurial behavior of the respondents. It is assumed that there was small to semi - medium type of land holding of respondents and due to this it shows positively significant relation with the entrepreneurial behaviour of the respondents. The findings are similar with the study of Shevale (2017) [10] and Hipparkar (2015) [4].

4. Area under Mulberry and entrepreneurial behaviour

Table 1 suggested that area under mulberry shows negative and non significant relationship with the entrepreneurial behaviour of the respondents. The possible reason for this result might be that the selected sericulturists were having at least 0.20 ha of land under mulberry. The above findings are dissimilar with the findings of Katole *et al.* (2018) [5].

5. Occupation and entrepreneurial behaviour

It is depicted from table 1 that occupation did not show any significant relationship with the entrepreneurial behaviour of the respondents. The probable reason for this result may be that most of the farmers were engaged in agriculture and they couldn't focus on the other allied activities, and most of the farmers follow sericulture as an allied business because of the subsidies provided by the govt. Hence this lacuna affected the entrepreneurial behaviour of the respondents. The similar findings are in line with Pandeti (2005) [8], Chaudhary (2006) [1].

6. Annual income and entrepreneurial behaviour

It is observed from table 1 that annual income had positive and highly significant relationship with the entrepreneurial behaviour of farmers. The probable reason for the result is because of the middle to young age and the small to semi medium land holding of the respondents, due to these factors respondents were having medium annual income. The findings are in line with Ekhande (2016) [3] and Chikane (2018) [2].

7. Source of irrigation and entrepreneurial behaviour

Table 1 notified that source of irrigation had negative and non significant relationship with the entrepreneurial behaviour of the respondents. The probable reason of this result might be that most of the area of Marathwada region under rain fed farming and there is scarce condition of water throughout the year, there are rivers but they are not annually flowing only seasonal, therefore it is assumed that it does not correlate with the entrepreneurial behaviour of the respondents. The similar observations are shown by Mehta *et al.* (2012) [7] and Shweta Dutonde (2014) [11].

8. Social participation and entrepreneurial behaviour

It is noted from table 1 that social participation shows significant correlation with the entrepreneurial behaviour of the respondents. The reason of this result may be due to that respondents participated in the informal and formal organizations, other groups and agencies it will ultimately increase their social awareness and broaden their thinking level with new ideas and innovations. Thus it will influence the entrepreneurial behaviour of the respondents. The similar findings are reported by Mehta *et al.* (2012) [7].

9. Extension contact and entrepreneurial behaviour

It is concluded from table 1 that extension contact shows positive and significant correlation with the entrepreneurial behaviour of the respondents. It is due to the reason that most of the respondents had medium level of the extension contact with the agricultural officers, extension agencies, sericulture trainees, university scientists. Therefore it shows significant relationship with the entrepreneurial behaviour of the respondents. The findings are in line with the study of Pandeti (2005) [8]

10. Market orientation and entrepreneurial behaviour

Finding from table 1 elucidated that market orientation had positive and highly significant correlation with entrepreneurial behaviour of the respondents. The probable reason for this is that of medium level of respondents are having market knowledge as when to sell? Where to sell? How to sell? These things create enthusiasm to get recent and updated information regarding market, market rates, maximum years of experience in sericulture, etc. Hence the market orientation correlates with the entrepreneurial behaviour. The findings are in conformity with the study of Ekhande (2016) [3].

11. Risk orientation and entrepreneurial behaviour

Result from table 1 indicated that risk orientation had significant correlation with entrepreneurial behaviour. This is due to, the fact that more the farmers face to risk more the ability to confronting the risk and uncertainty over the enterprise and get the chances to maximum yield during practices and adoption of recent technologies in sericulture which will boost to improve entrepreneur behaviour of the respondents. The findings are in line with the study of Kaushalkumar (2012) [6].

Table 1: Relationship between selected independent variables of sericulturist and their entrepreneurial behaviour.

Sr. No	Independent variables	Correlation coefficient (r)
1	Age	-0.034 ^{NS}
2	Education	0.197*
3	Land holding	0.257*
4	Area under mulberry	-0.129^{NS}
5	Occupation	0.201*
6	Annual income	0.351**
7	Source of irrigation	-0.029^{NS}
8	Social participation	0.199*
9	Extension contact	0.210*
10	Market orientation	0.281**
11	Risk orientation	0.228*

*Significant at 0.5 level of probability
NS- Non significant
**Significant at 0.01 level of probability

Conclusion

It was observed that entrepreneurial behaviour resulted that amongst the independent variables of the sericulturists i.e. age, area under mulberry and source of irrigation had negative and non significant relationship with their entrepreneurial behaviour, whereas education, land holding, social participation, extension contact, risk orientation had positive and significant relationship with entrepreneurial behaviour of sericulturist and annual income and market orientation had highly positive and significant relationship with the entrepreneurial behaviour of sericulturist

References

1. Chaudhari Ratan Ranuji. A study on entrepreneurial behaviour of Chaudhari, R.R, 2006. A study on entrepreneurial behaviour of dairy farmers. M.Sc. Thesis (Unpub), University of Agricultural Sciences, Dharwad; c2006.
2. Chikane SR. Entrepreneurial behaviour of self-help group members M.Sc. (Agri.) Thesis (Unpub) VNMKV, Parbhani (MS); c2018.
3. Ekhande YS. Entrepreneurial behaviour of sweet orange growers in Marathwada region M.sc (Agri) Thesis (Unpub) VNMKV, Parbhani (MS); c2016.
4. Hipparkar BG. Entrepreneurial behaviour of pomegranate growers M.Sc. (Agri) Thesis, Marathwada Agricultural University, Parbhani; c2015.
5. Katole RT, More GB, Priti Todasam, Darange AS. Marketing behavior of turmeric growers in Akola district of Maharashtra state. International Journal of Chemical Studies. 2018;6(5):09-12.
6. Kaushal kumar. Entrepreneurial behavior of pineapple growers. Indian Research journal of extension education special issue. 2012;I:142-145.
7. Mehta BM, Madhuri Sonawane. Entrepreneurial Behaviour of Mango growers of Valsad District of Gujarat State. Indian Research Journal of Extension Education. 2012;12(1):78-82.
8. Pandeti CM. Studied entrepreneurial behaviour of farmers Raichur district of Karnataka.M.Sc. thesis (Unpub.) UAS, Dharwad; c2005.
9. Pisure BL, Thombre BM, Sidam VN. Relationship between personal, socio-economical and psychological characteristics of dairy farmers and their entrepreneurial behaviour. International Journal of Farm Sciences. 2014;4(4):264-271.
10. Shewale AS. Entrepreneurial attributes of nursery owners in marathwada region M.Sc. (Agri.) Thesis, (unpub) VNMKV, Parbhani; c2017.
11. Shweta Dutonde. Entrepreneurial behaviour of Safed Musli growers of Akola and Buldana district. M.Sc. Thesis (Unpub), Dr. PDKV, Akola. (MS); c2014.