

RESEARCH PAPER

An analysis of entrepreneurial behavior of dry grape (raisin) producers of Vijayapura district

SHREEKANT AND K.A. JAHAGIRDAR

Department of Agril. Extension Education, College of Agriculture, Vijaypur
University of Agricultural Sciences, Dharwad - 580 005, Karnataka, India

E-mail: marichike371@gmail.com

(Received: September, 2017 ; Accepted: December, 2017)

Abstract: The present study was conducted in the year 2016-17 in Vijayapura district of Karnataka state with a sample size of 120 farmers. Random sampling procedure was used to select the sample. The data was collected with the help of pre structured interview schedule. The socio-economic profile of the respondents revealed majority (72.50 %) of the farmers was belonged to middle age category, 54.27 per cent of respondents belong to semi – medium land holding category, 85 per cent) were in medium income category, 58.33 per cent observed in medium experience category, and 53.33 per cent seen in medium material possession category, whereas 62.50 per cent belonged to low extension contact category, 42.50 per cent belonged to medium category of mass media participation, 90.83 per cent were the members of commodity group, 51.66 per cent were falling under medium cosmopolitaness category, 82.50 per cent of total numbers of respondents were not underwent any training, 85.83 per cent of the respondents had a linkage with private company, followed by considerable percentage (32.50 %) of the total respondents had linkage with UAS or UHS scientists. The majority (68.34 %) of the respondents belonged to medium entrepreneurial behavior category. Whereas, 18.33 per cent of the respondents were belonged to high entrepreneurial behavior category and 13.33 per cent of the respondents were belonged to low entrepreneurial behaviour category.

Key words: Entrepreneurship, Linkage, Raisin, Scientific orientation

Introduction

Grape (*Vitis vinifera*) is grown from temperate to warm regions, however hot and dry climate is ideal. Indian grapes come in varied characteristics namely colored, white, seeded, unseeded, large and small berries. Raisin is prepared from the sun dried grapes of the varieties conforming to the characteristics of *Vitis vinifera* L. The grapes are processed in an appropriate manner into a form of marketable raisin with or without coating with suitable optional ingredients.

In India, raisins are mostly produced in Maharashtra, Karnataka, Tamil Nadu, AP and Punjab, Rajasthan, Madhya Pradesh, Western Uttar Pradesh. Raisin production in India was: 1, 72,900 MT in 2012-13. In which exported was: 21472 MT in 2012-13. Maharashtra ranks first in production of 82.56 per cent of total grape production and highest productivity. However, the major produce is derived from the state of Maharashtra and Karnataka. In India, total production was 25, 85, 000 tonnes. Karnataka produced 3, 02,000 tonnes (Anon, 2013). Considering the commercial importance of dry grapes, the need of the hour is to reduce the technological gap in dry grape production. In this context the present study is undertaken with objectives to analyse the entrepreneurial behaviour of raisin producers and to study the profile of raisin.

It's a well known fact that in this contemporary world, India is an emerging that is pre determined to achieve milestones, on various fronts in the near future. Nevertheless, for India to achieve this feat of acquiring the status of a "developed" nation, it needs to create several millions of jobs. Experts confirm, in an endeavour to reach this mark, utilizing the potential of the unemployed and exploring the opportunities in the employment market, so that every person play a definitive role in growth of the Indian economy is necessary. However, how to generate

million jobs? And which industry can absorb unemployed ones and bridge the employment gap? Is there any solution to this problem? Yes! It is the entrepreneurship, which can solve this persisting problem. Nowadays, many organizations understanding the importance of entrepreneurship and the ways in which it can generate jobs for the unemployed people of the country, so making the way to enrich the economy of the country, thus are partnering with the several institutes, financial firms, etc. to cherish all kinds of entrepreneurship-rural, ICT, social, agriculture, horticulture etc.

Material and methods

The present study on entrepreneurial behaviour of dry grape (raisin) was conducted during the year 2016-17 in Vijayapura district of Karnataka state. "Ex-post facto design" was employed in the present research study. Study was conducted in Vijayapura and Indi taluks of Vijayapura district. From Vijayapura and Indi taluka, six villages were selected based on highest production of the raisin and hence the total number of villages were 12. List of farmers producing dry grapes (raisin) was obtained from state Dept. of Horticulture and Dept. of Agriculture, Vijayapura. Ten farmers were selected randomly from each selected village, thus the total sample size was 120. The data was collected through with the help of pre-tested and well-structured schedule. Collected data were analysed using percentages, mean and standard deviation and correlation.

Results and discussion

Distribution recording to socio-economic status

The Table 1 revealed that majority (72.50 %) of the farmers were belonged to middle age category; the probable reason for this might be that the farmers of middle age are more enthusiastic

to do any new activities and can perform any field operation with more efficiency than younger and older ones (Table 1). Another fact is that youth are usually less interested in farming. These results are in line with the findings of Fartyal and Rathore (2014) who reported that higher percentage of the respondents were of middle age group (71.43 %).

As 32.50 per cent of the respondents were studied up to high school, followed by 31.67 per cent of the respondents studied up to middle school and only 13.00 per cent of the respondents studied up to primary school, pre-university education were pursued by only 9.00 per cent. Whereas a meagre of 6.67 per cent of the respondents was studied up to graduation and negligible per cent (0.83 %) of the respondents were studied up to post graduation. While, only 05.83 per cent of them were illiterates (Table 1). The above results could be attributed to the policy of government that provides free basic education to all below 14 years of age. Only few of respondents have opted for higher education and this showed that their interest in learning, affordability to gain more knowledge. The results were in agreement with the findings of the studies reported by Huded (2013).

More than the half of the number (54.17 %) of respondents belong to semi – medium land holding category, This could be attributed to the fact that inheritance of land from their ancestors who might have transferred from generation to generation. Thus, most of the farmers were having semi medium land holding followed by medium farmers (Table 1). The results are in line with the findings of Jamanal (2014) who reported that 45.33 per cent were found in medium scientific orientation category.

The results with respect to annual income showed that majority (85 %) of the respondents were in medium income category followed by low and high income category with 15.00 and none of the respondents were in low annual income category. The possible reason for this might be the better profit from production of raisin and the majority of them were having irrigation facility, so that they can produce commercial crops like grape and raisin in their field. These results were in line with the results of Nagesh (2006) who reported that nearly three-fourth (73.33 %) of the pomegranate growers were in medium income group.

It was also revealed that more than half of the number of the respondents (58.33 %) was observed in medium experience category. The possible reason might be that the main occupation of respondents was farming and as the raisin production gives them better profit. The findings are in agreement with the results of Mamathalakshmi (2010) in her study on performance evaluation of chrysanthemum growers in Mandya district of Karnataka who reported that more than half of the farmers (53.33 %) had medium experience.

It was evident that more than half of the number of the respondents (53.33 %) was seen in medium material possession category. Material possession plays an important role in agriculture. The main occupation of the majority of respondents is agriculture, so it is necessary for them to possess the farm

Table 1. Distribution of respondents according to their socio economic characteristics

Sl.No.	Category	Frequency	Percentage
1	<u>Age</u>		
	Young (18-30 years)	07	05.83
	Middle (31-50 years)	87	72.50
	Old (above 50 years)	26	21.67
2	<u>Education</u>		
	Illiterate (Do not read and write)	07	05.83
	Primary school (1 st to 4 th std.)	16	13.33
	Middle school (5 th to 7 th std.)	38	31.67
	High school (8 th to 10 th std.)	39	32.50
	Pre University (11 th to 12 th std.)	11	09.17
	Graduate (Degree)	08	06.67
	Post graduate (Master degree)	01	00.83
3	<u>Land holding</u>		
	Marginal (Up to 2.5)	05	04.27
	Small land holding (2.51 to 5.00)	15	12.50
	Semi medium (5.01-10.00)	65	54.27
	Medium land holding (10.01-25.00)	27	22.50
	Big land holding (more than 25.00)	08	06.66
4	<u>Annual income</u>		
	Low (up to 1.42 lakh)	00	00
	Medium (1.43 to 9.00 lakh)	102	85.00
	High (Above 9.00 lakh)	18	15.00
5	<u>Experience in raisin production</u>		
	Low (Up to 10 years)	20	16.67
	Medium (11 to 20 years)	70	58.33
	High (Above 20 years)	30	25.00
6	<u>Material possession</u>		
	Low (below 3.2)	30	25.00
	Medium (3.3 to 9.5)	64	53.33
	High (Above 9.5)	26	21.67
7	<u>Extension contact</u>		
	Low	75	62.50
	Medium	09	07.50
	High	36	30.00
8	<u>Mass media participation</u>		
	Low	41	34.26
	Medium	51	42.50
	High	28	23.33
9	<u>Cosmo politeness</u>		
	Low (up to 6.94)	16	13.33
	Medium (6.95 to 8.42)	62	51.66
	High (above 8.42)	42	35.00
10	<u>Training</u>		
	Training not received	99	82.5
	1-2 training	15	12.50
	3-4 training	06	05.00
	>5 training	00	00.00
11	<u>Institutional linkages</u>		
	UAS/UHS, scientists	39	32.50
	Dept. of horticulture	07	05.83
	NHB	06	05.00
	Private company	103	85.83
	NRC, Grapes	32	26.66
	IIHR, Bengaluru	00	00.00
12	<u>Scientific orientation</u>		
	Low (Up to 6.15)	26	21.67
	Medium (6.16 to 9.85)	65	54.27
	High (Above 9.85)	29	24.26
	Mean =8 SD=1.84		

implements to adapt the new farm practices and farm implements are most essential to adopt the recommended practices and lack of required number of these implements may inhibit the grape production. The findings are in agreement with the results of Jagannathan *et al.* (2009) who reported that higher percentage of the vegetable growers (61.0 %) belonged to medium category with respect to extension contact.

Further, majority (62.50 %) of the respondents belongs to low extension contact category. This is due to the respondent's education level is only up to high school and due to lack of awareness of extension agencies and departments they won't try to contact extension workers. Further they just contact their neighbor farmers.

The results presented in Table 1 unveiled that less than half the total number of respondents (42.50 %) belonged to medium category of mass media participation. The possible reason might be that the farmers had education up to high school only. Education plays an important role in seeking information in mass media regarding agriculture. So farmers won't mind mass media and they prefer their opinion leaders over mass media. The results are in line with the findings of Chandramouli (2005) who reported that about half of the (44.27 %) of the respondents belonged to medium mass media exposure category.

It was also found that as high as 51.66 per cent of the total numbers of respondents were falling under medium cosmopolitanism category. The reason for medium and high cosmopolitanism is raisin producers are better in their socio-economic status and they could travel frequently to nearby towns and cities for marketing the produce. Thus, the cosmopolitanism level was found in the range of medium to high. The results are in line with findings Vijayakumar (2011) who stated that nearly half of the silkworm seed producers (49.17 %) had medium level of cosmopolitanism.

The results also indicated that majority (82.50 %) of the respondents were not underwent any training and only 12.50 per cent of respondents had undergone one to two trainings, followed by only 5.00 per cent had undergone three to four trainings and none of the respondents had undergone more than five trainings related to raisin production. The reason might be the farmers were not aware of trainings and as felt by some progressive respondents the concerned departments are not providing the training opportunities related to raisin production technologies.

Majority (85.83 %) of the respondents had a linkage with private company followed by considerable percentage (32.50 %) of the total respondents had linkage with UAS/UHS scientists, followed by 21.66 per cent of total respondents had linkage with National Research Centre (NRC) on Grape Pune. While, only 5.83 per cent and 05.00 per cent of total respondents had institutional linkage with state Dept. of Horticulture and National Horticulture Board, respectively. Further none of the total respondents had institutional linkage with IIHR, Bengaluru. The reasons of linkage with private company due to the fact that the companies will advance some money required by farmers to produce raisin and farmers will get necessary

chemicals from these companies without paying during production, after production and selling of raisin farmers could pay to Private Company. So this will facilitate the linkage between farmers and Private Company.

About half (54.26 %) of the respondents fall under medium category of scientific orientation. The above result might be due to the fact that the majority of the respondents were having semi medium land holding and studied up to high school. As the education makes an individual more oriented towards scientific methods, in the present study education level contributed much in medium category of scientific orientation. The results are in accordance with the findings of Jamanal (2014) who reported that 45.33 per cent were found in medium scientific orientation category.

Distribution according entrepreneurial behaviour majority (68.34 %) of the respondents were belonged to medium entrepreneurial behaviour category. Whereas, only 18.33 % of the respondents were belonged to high entrepreneurial behavior category and 13.33 % of the respondents were belonged to low entrepreneurial behaviour category (Table 2). The possible reason might be the medium risk orientation, innovativeness, economic motivation, and decision making ability, management orientation, scientific orientation of the respondents and other reason for medium entrepreneurial behaviour of farmers might be due to significant and positive relationship between education, land holding, annual income, and extension contact with entrepreneurial behaviour. The findings of the study are supported by the results of Nagesh *et al.* (2011) who reported that majority (70.83 %) of the pomegranate growers had medium entrepreneurial behaviour.

Further, it was found that majority (62.50 %) of the respondents had medium risk taking ability. Risk taking ability of an individual depends on his personal, socio economic characteristics. The individuals with more farming experience, large size land holding, and higher income had medium risk orientation (Table 3). This is evident from the results which might be because of contact with extension personnel by the respondents, which induced the perception and confidence of respondents about new technologies and helped to gain more income by taking risk. All these factors might have favoured the medium risk orientation. The results are in conformity with the findings Govinda Gowda and Narayana Gowda (2006) reported that majority of both Thompson Seedless grape growers (82.00 %) and Bangalore Blue grape growers (88.00 %) belong to medium level of risk orientation category. Most of the (59.17 %) of the respondents had medium Innovativeness.

Table 2. Distribution of respondents according to over all entrepreneurial behavior

Category	n=120	
	Frequency	Percentage
Low (less than 95.56)	16	13.33
Medium (between 95.57 -105.22)	82	68.34
High (more than 105.22)	22	18.33
	120	100.00
Mean =100.39	SD=4.83	

The medium category of innovativeness of farmers might be due to their middle age which must have restricted them to try out new things. Majority of the farmers belonged to semi-medium land holding category and level of education was only up to high school. All these factors might have contributed for their medium level of innovativeness. These results are in accordance with the findings of Nagesh (2006) who reported that majority (63.30) of the vegetable seed producing farmers of Haveri district had medium innovativeness.

About 42.50 per cent of the respondents had medium economic motivation followed by 24.17 and 33.33 per cent of the respondents were belonging to low and high economic motivation categories, respectively. The probable reason for majority of respondents belonging to medium economic motivation might be due to the fact that they had better exposure with various private companies and. Other reason might be neighbours, fellow farmers who were having medium standard of living and in addition medium annual income might be responsible for medium economic motivation. The results are in accordance with the findings of Raghavendra (2007) who reported that more than half of the pineapple growers (52.50 %) had medium level of economic motivation.

Nearly, 70.84 per cent of the respondents fall under medium decision making ability. This might be due to their medium annual family income and possession of semi-medium size of land holding and the respondents had their education up to high school only. The other possible reason might be that decision

making in agriculture especially under Indian conditions is very difficult due to fluctuating agro-climatic conditions and lack of stabilized price policy by the government. The results are in agreement with the findings of Vijaykumar *et al.* (2003) who concluded from his study on entrepreneurial behaviour of floriculture farmers in Hyderabad that majority (46.66 %) of the respondents had medium decision making ability.

About 60.00 per cent of the respondents belonged to medium leadership ability category followed by 21.67 and 18.33 per cent of the respondents with high and low level of leadership ability respectively. The majority respondent farmers belonged to medium leadership ability 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. In addition to this their extension contact and organizational participation also contributing factors.

The results from Table 3 indicated that 48.33 per cent of the respondents belonged to medium management orientation category. The possible reason might be due to their medium extension contact, had education up to high school only and majority of the farmers had medium experience in raisin production, as these variables might have helped in a good management.

The results from Table 3 reported that 52.50 per cent of the respondents had medium achievement motivation. The possible reason might be due the fact that the farmers had medium

Table 3. Distribution of respondents according to their entrepreneurial behavior components

Sl. No.	Components	Categories	Frequency	Percentage
1	Risk orientation	Low (Up to 2.12)	28	23.33
		Medium (2.13 to 4.67)	75	62.50
		High (Above 4.67)	17	14.27
		Mean=3.4 SD=1.27		
2	Innovativeness	Low (Up to 20.80)	31	25.83
		Medium (20.81 to 23.50)	71	59.17
		High (More than 23.50)	18	15.00
		Mean=21.2 SD=1.27		
3	Economic motivation	Low (Up to 22.12)	29	24.17
		Medium (2.13 to 25.58)	51	42.50
		High (Above 25.58)	40	33.33
		Mean=24.27 SD=2.36		
4	Decision making ability	Low (Up to 11.78)	13	10.83
		Medium (11.79 to 14.63)	85	70.84
		High (Above 14.63)	22	18.33
		Mean=13.20 SD=1.42		
5	Leadership ability	Low (Up to 5.21)	22	18.33
		Medium (5.22 to 8.57)	72	60.00
		High (Above 8.57)	26	21.67
		Mean=6.89 SD=1.67		
6	Management orientation	Low (Up to 22.00)	26	21.67
		Medium (22.01 to 24.96)	58	48.33
		High (Above 24.96)	36	30.00
		Mean=19.71 SD=1.95		
7	Achievement motivation	Low (Up to 6.05)	46	38.33
		Medium (6.06 to 7.85)	63	52.50
		High (Above 7.85)	11	09.17
		Mean =6.68 SD=1.14		

income level, semi-medium land holding and medium mass media participation, and these components might influence the desire to achieve more. The results are in accordance with the findings of Nagesh (2006) who reported in his study on entrepreneurial behaviour of pomegranate growers in Bangalkot that more than three fourth (80.84 %) of the respondents had medium achievement motivation.

Conclusion

The majority of the farmers had medium entrepreneurial behaviour, it is an indication of the progressiveness of the

farmers. Thus, it calls for intensification of efforts and policy support to the farmers by the field extension workers of the development departments, NGOs and private organizations, state Agri / Horticulture universities to make raisin producers more scientific oriented and enterprising. The majority of the respondents were observed in medium adoption category, so extension agencies, state department of agriculture should encourage farmers about benefits of adoption of improved dry grape production technologies. The proper extension strategies should be evolved to increase the adoption level.

References

- Anonymous, 2013, Agricultural and Processed Food Products Export Development Authority, India.
- Chandramouli, P., 2005, A study on Entrepreneurial behaviour of farmers in Raichur district of Karnataka. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka (India).
- Fartyal, S. and Rathore, S., 2014, Gender differences in decision making pattern of hill vegetables growers. *Indian Res. J. Extn. Edu.*, 14 (2): 51-56.
- Govindagowda, V. and Narayanagowda, K., 2006, Profile of Thompson seedless and Bangalore blue grape growers. *Mysore J. Agric. Sci.*, 40(3): 424-429.
- Jagannathan, D., Padmanabhan, V. B., Bhaskaran, C., Chandru, A. and Lenin, V., 2009. Attitude of vegetable growers towards organic farming practices. *Indian. J. Extn. Edu.*, 45(3): 63-67.
- Huded, S., 2013, Perceived attributes of IPM technologies as perceived by Bt cotton growers. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka (India).
- Jamanal, S. K., 2014, Perceived attributes of soybean production technology by the farmers. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka (India).
- Mamathalakshmi, 2010, Performance evaluation of chrysanthemum growers in Mandya district of Karnataka. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Bangalore, Karnataka (India).
- Nagesh, 2006, A study on entrepreneurial behaviour of pomegranate growers in Bangalkot district of Karnataka. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka (India).
- Vijayakumar, K., 2011 Study on entrepreneurial behaviour of silk worm seed producers. *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Bangalore, Karnataka (India).