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Entrepreneurial Behaviour of Dairy Farmers of Jammu Region

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ABSTRACT

The study was conducted in R.S. Pura and Akhnoor blocks of Jammu district of Jammu and Kashmir to study the entrepreneurial behaviour of dairy farmers. The study revealed that majority of the respondents i.e., 122 (61.50 percent) possessed medium level of entrepreneurial behaviour, while 23.00 and 15.50 percent had high and low level of entrepreneurial behaviour. The respondents possessed excellent degree of total commitment and immersion followed by self confidence, economic motivation, management orientation and innovativeness. However, respondents had lowest Entrepreneurial Behaviour Index for leadership ability and high tolerance to failure/ ambiguity. The overall Entrepreneurial Behaviour Index for all the categories of selected dairy farmers was 55.03. The overall Entrepreneurial Behaviour Index for small, medium and large dairy farmers was 53.66, 60.73 and 50.73, respectively. A significant difference between different groups of respondents was found with respect to their entrepreneurial behaviour.

Key words: Entrepreneurial behaviour, entrepreneur, entrepreneurial behaviour index

INTRODUCTION

Development of economy of any nation depends primarily on the role played by the entrepreneurs. Entrepreneur is a person who has an urge to do or create something new, organize production, undertake risk and handle the economic uncertainty involved in running an enterprise (Khanka, 1998). He is an economic man who tries to maximize his profit by innovations. Fundamentally, entrepreneurship is a creative act. This creative process can be risky, uncertain and haphazard but it is always dynamic. Kumar, Sharma, Shrinivas & Yadav (2013) : concluded that management orientation, farm design making, leadership ability, achievement, motivation and self confidence are crucial for determine of entrepreneurial behavior of vegetable growers in Uttrakhand hills. Entrepreneurs play a key role in the economic development of a country and the development of entrepreneurship is an ingredient of economic development. The emergence of entrepreneurs in dairying can propel our rural population into self sustaining individuals, who in turn can catalyze the development of the economy. The concept of entrepreneur and entrepreneurship has been frequently applied to the industrial sector. Dairying, on the other hand, has largely been viewed as a non-entrepreneurial traditional activity. For rural folk it is a way of life. Hence, farmers were never visualized as business operators and dairying as an enterprise. Not much has been done to develop dairy farmers to successful entrepreneurs. The genesis of entrepreneurship in dairying is quite recent. It is now being widely accepted that increase in production, productivity, farm diversification, innovation and development of farmers into self sustaining individuals follow inoculation of the entrepreneurial qualities among farmers. Bose et. al. (2013) found that rural women have to be motivated and need to be trained in livestock management practices based on scientific recommendations for better prospect of livestock rearing.

Factors like liberalization of the economy have created the right ambience for growth of entrepreneurs in dairying. Jeelani *et. al.* (2014) Observed that The respondents with large herds had significantly low adoption than the respondents with small herds, while that did not have any significant effect on knowledge level. Pisure *et. al.* (2014) Stressed for intensification of educational efforts and policy support to the dairy farmers by the field extension workers of the development departments, NGOs and private organizations.The present study was undertaken to analyze and understand entrepreneurial behaviour of dairy farmers.

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METHODOLOGY

The present study was conducted in purposively selected Jammu district of Jammu and Kashmir as it had maximum milch bovine population. Jammu district consists of 20 blocks, out of which two blocks viz., R.S.Pura and Akhnoor were selected based on maximum milch bovine population. Then from each of the selected block, five villages which fall within the radius of 15 km from the block headquarters were selected on the basis of possessing maximum milch bovine population.

Thus, in all, 10 villages were taken for the study. After knowing the number of dairy owners in each village, a proportionate sample of 200 respondents were selected from these villages. Further, on the basis of number of milch animals (bovine) possessed by them, the respondents were divided into three categories of small (having 1 to 4 milch bovine), medium (having 5 to 8 milch bovine) and large (having more than 9 milch bovine) dairy farmers. Thus, the selected sample has 80, 68 and 52 small, medium and large dairy farmers, respectively. The data were collected through personally interviewing the respondents with the help of a pre-tested and structured interview schedule consisting of 12 dimensions of entrepreneurial behaviour. Each dimension consisted of one statement.

The responses were obtained on five point continuum namely strongly agree, agree, undecided, disagree, strongly disagree with the scores of 5,4,3,2 and 1, respectively. Total score obtained by each respondent as well as for each statement was calculated. The respondents were divided into three categories viz., high, medium and low levels of entrepreneurial behaviour on the basis of mean and standard deviation of entrepreneurial behaviour scores obtained by them. Frequency and percentage of respondents in each category were calculated. Further, to determine the entrepreneurial behaviour, Entrepreneurial Behaviour Index (EBI) for each statement was calculated and ranked accordingly. Entrepreneurial Behavioural Index was calculated by using following formula:

$$\text{Entrepreneurial Behaviour Index (EBI)} = \frac{\text{Obtained score for dimension of entrepreneurial behaviour}}{\text{Maximum obtainable score}} \times 100$$

Besides, to determine the significance of difference between different groups of respondents with respect to their entrepreneurial behaviour, F-test was applied and conclusions were drawn accordingly.

RESULTS AND DISCUSSION

Distribution of respondents on the basis of their entrepreneurial behaviour:

A perusal of data given in table 1 revealed that majority of the respondents i.e., 122 (61.50 per cent) possessed medium level of entrepreneurial behaviour, while 46 (23.00 per cent) respondents were having high level of entrepreneurial behaviour. The remaining 36 (15.50 percent) respondents possessed low level of entrepreneurial behaviour.

Table 1: Distribution of respondents according to their entrepreneurial behaviour

n=200

Level of entrepreneurial behaviour	Small dairy farmers		Medium dairy farmers		Large dairy farmers		Total	
	F	%	F	%	F	%	F	%
High (>34.94)	17	21.25	20	29.41	9	17.31	46	23.00
Medium (27.68 to 34.94)	53	66.25	39	57.36	31	59.61	122	61.50
Low (<27.68)	10	12.50	9	13.23	12	23.08	36	15.50
Total	80	100	68	100	52	100	200	100

N=Sample size, F=Frequency, %=Per cent

A critical look at Table 1 brings to focus that 53 (66.25 per cent) small, 39 (57.36 percent) medium and 31 (59.61 percent) large dairy farmers were in medium level of entrepreneurial behaviour, while 17 (21.25 per cent) small, 20 (29.41 per cent) medium and 9 (17.31 per cent) large dairy farmers fell under the category of high level of entrepreneurial behaviour. However, only 10 (12.50 per cent) small, 9 (13.23 per cent) medium and 12 (23.08 per cent) large dairy farmers fell under the category of low level of entrepreneurial behaviour.

The results of the study are in concordance with the findings of Murali and Jhamtani (2003) and Solanki et al. (2003) who reported that majority of the respondents had medium level of entrepreneurial behaviour.

Quantitative presentation of entrepreneurial behaviour of dairy farmers using Entrepreneurial Behaviour Index (EBI):

The data given in Table 2 show that the respondents possessed excellent degree of total commitment and immersion with (EBI 88.12) followed by self confidence (EBI 86.43), economic motivation (EBI 84.66), management orientation (EBI 79.17) and innovativeness (EBI 72.50). Further, respondents had fairly good scientific orientation, achievement motivation and risk taking ability with EBI 59.95, 52.35 and 44.60, respectively. Besides, the dimensions with low EBI were

decision taking ability (EBI 29.08) and utilization of available assistance (EBI 28.12).

However, respondents had the lowest EBI for their leadership ability (EBI 18.30) and high tolerance to failure/ambiguity (EBI 17.19). A critical analysis of data presented in Table 2 indicated that total commitment and immersion was accorded second rank by small (EBI 87.75), first rank by medium (EBI 97.79) and third rank by large dairy farmers (EBI 78.84). Likewise, self confidence was assigned first rank by small (EBI 93.75), second rank by medium (EBI 94.01) and fourth rank by large dairy farmers (EBI 71.53), economic motivation was placed at third position by small (EBI 80.75), fourth position by medium (EBI 80.17) and first position by large dairy farmers (EBI 93.07), management orientation was assigned fifth rank by small (EBI 66.00), third rank by medium (EBI 85.00) and second rank by large dairy farmers (EBI 86.53), innovativeness was accorded fourth rank by small (EBI 73.25), sixth rank by medium (EBI 80.41) and fifth rank by large dairy farmers (EBI 63.84). Similarly, scientific orientation obtained sixth position in case of small (EBI 59.00), fifth position in case of medium (EBI 75.11) and seventh position in case of large dairy farmers (EBI 45.76), achievement motivation secured seventh position in case of small (EBI 51.25), eighth position in case of medium (EBI 50.82) and sixth position in case of large dairy farmers (EBI 55.00), risk taking ability obtained eighth rank for small (EBI 43.25), seventh rank for medium (EBI 60.17) ninth rank for large dairy farmers (EBI 30.38). Besides, decision taking ability was assigned tenth position by small (EBI 23.00) ninth position by medium (EBI 50.02) and eleventh position by large dairy farmers (EBI 14.23), utilization of available assistance was placed at ninth position by small (EBI 34.25), twelfth position by medium (EBI 12.05) and eighth position by large dairy farmers (EBI 38.07), leadership ability was accorded twelfth rank by small (EBI 14.00),eleventh rank by medium (EBI 18.23) and tenth rank by large dairy farmers (EBI 22.69). Finally, high tolerance to failure/ambiguity got eleventh position in case of small (EBI 17.75), tenth position in case of medium (EBI 25.00) and twelfth position in case of large dairy farmers (EBI 8.84).

Table 2: Entrepreneurial behavior of dairy farmers

n=200

Dimensions of entrepreneurial behaviour	Small dairy farmers		Medium dairy farmers		Large dairy farmers		Total	
	EBI	Rank	EBI	Rank	EBI	Rank	EBI	Rank
Total commitment and immersion	87.75	II	97.79	I	78.84	III	88.12	I
Achievement motivation	51.25	VII	50.82	VIII	55.00	VI	52.35	VII
Management orientation	66.00	V	85.00	III	86.53	II	79.17	IV
Risk taking ability	43.25	VIII	60.17	VII	30.38	IX	44.60	VIII
Decision taking ability	23.00	X	50.02	IX	14.23	XI	29.08	IX
Self confidence	93.75	I	94.01	II	71.53	IV	86.43	II
Leadership ability	14.00	XII	18.23	XI	22.69	X	18.30	XI
Utilization of available assistance	34.25	IX	12.05	XII	38.07	VIII	28.12	X
Economic motivation	80.75	III	80.17	IV	93.07	I	84.66	III
Scientific orientation	59.00	VI	75.11	V	45.76	VII	59.95	VI
Innovativeness	73.25	IV	80.41	VI	63.84	V	72.50	V
High tolerance to failure/ambiguity	17.75	XI	25.00	X	8.84	XII	17.19	XII
Overall	**53.66**		**60.73**		**50.73**		**55.03**	

N=Sample size, EBI=Entrepreneurial Behaviour Index.

A further perusal of data contained in Table 2 revealed that the overall EBI for all the categories of selected dairy farmers was 55.03. The overall EBI for small, medium and large dairy farmers were 53.66, 60.73 and 50.73, respectively.

These findings are in concordance with those of Timmons (1996), who reported that the respondents had high level of self confidence.

Overall comparison of entrepreneurial behavior between different groups of respondents:

H0: There is no significant difference between different groups of respondents with respect to their entrepreneurial behavior.

H1: There is a significant difference between different groups of respondents with respect to their entrepreneurial behavior.

To find out significance of difference in entrepreneurial behavior between different groups of respondents, F- test was applied. The calculated F- value came to be 18.00, which is significant at 5 per cent level of significance. It led to the rejection of null hypothesis (H O) and acceptance of alternative hypothesis (H1). Therefore, it is inferred that there was a significant difference between different groups of respondents with respect to their entrepreneurial behaviour.

Further, by comparing the mean value with C. D. value, it was found that there was a significant difference between small and medium, small and large and medium and large

Table 3 : ANOVA for variation in entrepreneurial behaviour of the respondents in different groups regarding improved dairy farming practices

Source of variation	d.f.	S.S.	M.S.	F-value
Between groups	2	415.12	207.56	18.00*
Within groups (Error)	197	2271.995	11.53	
Total	199	2687.115		

* Significant at 0.05 level of probability

Mean Table

Groups	Mean Value	Groups	S.Ed	C.D. at 5%
Small dairy farmers	31.20	Small and medium	0.69	1.35
Medium dairy farmers	33.02	Small and large	0.75	1.47
Large dairy farmers	29.26	Medium and large	0.78	1.52

% Per cent

dairy farmers, respectively. Besides, medium dairy farmers had higher mean value (33.02) than small (31.20) and large (29.26) dairy farmers (Mean Table) with respect to entrepreneurial behaviour.

High innovativeness and scientific orientation, good risk taking and decision taking ability might be the plausible reasons attributed to high entrepreneurial behaviour of medium dairy farmers. Besides, active social participation, better extension contacts and more concentration in maximizing profit would have paved the way for medium dairy farmers to possess high entrepreneurial behaviour. These findings are in agreement with those of Venkataramaiah (1993) who revealed that there was a significant difference between different groups of respondents with respect to their entrepreneurial behaviour.

CONCLUSION

Hence, it could be concluded that majority of the dairy farmers had medium level of entrepreneurial behaviour. They possessed excellent degree of total commitment and immersion. However, they had lowest entrepreneurial behaviour index for high tolerance to failure/ambiguity. A significant difference between different groups of respondents with respect to their entrepreneurial behaviour was observed. An understanding of entrepreneurial behaviour of dairy farmers would help the planners and extension agencies in tailoring training programmes for them to fulfill the requirement in deficiency areas and to inculcate in them the required attributes for becoming a successful entrepreneur.

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