



# Correlates of Entrepreneurial Behaviour of Mango Growers in Valsad District of Gujarat

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## ABSTRACT

As many as 63 countries of the world grows Mango but India is on the top of all being the world's largest producer. India rank first having the highest share of 44 per cent to world production of mango. The present study was conducted on correlates of entrepreneurial behaviour of mango growers of Valsad district of Gujarat state. Mango growers from 10 villages who were cultivating mango for last five years selected randomly. Results showed that majority of the growers were in medium to high level category of entrepreneurial behaviour. Out of 19 independent variables *viz.*, education, area under mango cultivation, annual income, social participation, awareness regarding value addition, mango yield index, employment generation, extension participation, mass media exposure, extent of adoption, management orientation, innovativeness, progressiveness and knowledge of mango growers had significant relationship with entrepreneurial behaviour of mango growers, whereas age, land holding, irrigation facility, family size and cropping intensity had no association with entrepreneurial behaviour.

**Key Words** – Behaviour, Entrepreneur, Innovativeness, Knowledge, Mango, Growers.

## INTRODUCTION

Gujarat is one of the important mango producing states in the country and Valsad district possesses the highest area under mango cultivation. Mango is an important horticultural crop of the district. Alphanso (Valsadi Hafus) is the world famous popular variety of mango produced in the district and covered 46 per cent of the total area under mango cultivation.

Therefore, the present study was undertaken with the specific objectives of measuring the entrepreneurial behaviour of mango growers and determining the co-relationship between the personal, socio-economic & situational, extension communication and psychological characteristics of mango growers with the entrepreneurial behaviour.

## MATERIALS AND METHODS

The study was conducted in Valsad district of Gujarat state. Out of five blocks, only two blocks Valsad and Paradi occupying large area under mango

cultivation were selected purposively. Five villages from each block and ten farmers from each village were selected at random. The total sample size of the study was confined to 100 mango growers. The data were collected through the personal contact to elicit true first hand information on different aspects of the study. The entrepreneurial behaviour of mango growers was measured by using entrepreneurial behaviour scale developed by Solanki (2002), with slight modification. Total 19 independent variables grouped under the different category *i.e.* personal, socio-economic and situational, extension communication and psychological were considered for the present study. The recorded data were tabulated and analyzed with the help of appropriate statistical tools.

## RESULTS AND DISCUSSION

The data related to entrepreneurial behaviour of the respondents was depicted in Table 1. It was found that majority of mango growers (73.0%) fall

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in the medium entrepreneurial behaviour category, while 17.0 per cent respondents fall under high category and 10.0 per cent under low entrepreneurial behavior category. Thus, it can be concluded that the entrepreneurial behaviour of mango growers was predominantly medium.

**Table 1. Entrepreneurial behavior of Mango growers.**

Sr. No.	Entrepreneurial behaviour level	Respondents (N= 100)	
		Number	Percentage
1	Low (up to 72.21 score)	10	10.00
2	Medium (72.22 to 79.73 score)	73	73.00
3	High (above 79.73 score)	17	17.00
	Total	100	100.00

**Relationship between characteristics of Mango growers and entrepreneurial behaviour**

The relationship between characteristics of mango growers with their entrepreneurial behavior was ascertained by computing zero order correlation coefficients. The data (Table 2) indicated that out of 19 independent variables viz., education, area under mango cultivation, annual income, social participation, awareness regarding value addition, mango yield index, employment generation, extension participation, mass media exposure, extent of adoption, management orientation, innovativeness, progressiveness and knowledge of mango growers had significant relationship with entrepreneurial behaviour of mango growers, whereas age, land holding, irrigation facility, family size and cropping intensity had no association with entrepreneurial behaviour of mango growers.

Age had negative and non-significant association with entrepreneurial behaviour. It means there was no influence of age on entrepreneurial behaviour of mangogrowers. The calculated correlation coefficient value was positive and significant for education of respondents. It means farmers having higher level of education had higher level of entrepreneurial

behaviour. Land holding was negative and non significantly correlated with entrepreneurial behavior but at the same time area under mango cultivation showed positive and highly significant relationship with entrepreneurial behaviour . It was also observed that the entrepreneurial behaviour and irrigation facility were independent from each other. The value correlation coefficient was found negative and non-significant for family size. Thus the family size had no influence on entrepreneurial behaviour of mango growers. The annual income was found positive and highly significant in relation to entrepreneurial behaviour. The probable reason for positive relationship may be that farmers with higher annual income, have more chances of extension participation, social participation and mass media exposure leading to right decision making ultimately resulting into higher production. Cropping intensity was found non-significant.

\*=Significant at 0.05 level    \*\* = Significant at 0.01 level    NS = Non significant

The data on social participation indicated that it was highly significant. Similarly, awareness regarding value addition was positive and highly significant indicated that increase in awareness regarding value addition technology increases entrepreneurial behaviour of mango growers. Mango yield index was found negative and highly significant. Thus, it showed that mango yield index increases the entrepreneurial behaviour of mango grower decreases and vice- versa. The result also indicated that the r value was positive and highly significant for employment generation. It can be concluded that employment generation had positive and highly significant relationship with entrepreneurial behaviour of mango growers. The highly significant and positive direction of relationship with extension participation and mass media exposure indicated that the entrepreneurial behaviour increased with the increase in extension participation. The independent variable extent of adoption was positive and highly significant means entrepreneurial behaviour increased with increase

## Correlates of Entrepreneurial Behaviour

**Table 2. Relationship of independent variables with entrepreneurial behaviour of mango growers. (N = 100)**

Sr. No.	Independent variable		'r' value
<b>I Personal</b>			
1	X <sub>1</sub>	Age	-0.05351 <sup>NS</sup>
2	X <sub>2</sub>	Education	0.18320*
3	X <sub>3</sub>	Land holding	-0.04812 <sup>NS</sup>
4	X <sub>4</sub>	Area under mango cultivation	0.18352**
5	X <sub>5</sub>	Irrigation facility	-0.01780 <sup>NS</sup>
<b>II Socio-economic and situational</b>			
6	X <sub>6</sub>	Family size	-0.02142 <sup>NS</sup>
7	X <sub>7</sub>	Annual income	0.19298**
8	X <sub>8</sub>	Cropping intensity	0.02605 <sup>NS</sup>
9	X <sub>9</sub>	Social participation	0.53464**
10	X <sub>10</sub>	Awareness regarding value addition	0.28318**
11	X <sub>11</sub>	Mango yield index	-0.28371**
12	X <sub>12</sub>	Employment generation	0.67307**
<b>III Extension communication</b>			
13	X <sub>13</sub>	Extension participation	0.39531**
14	X <sub>14</sub>	Mass media exposure	0.21219**
<b>IV Psychological</b>			
15	X <sub>15</sub>	Extent of adoption	0.56536**
16	X <sub>16</sub>	Management orientation	0.62517**
17	X <sub>17</sub>	Innovativeness	0.24952**
18	X <sub>18</sub>	Progressiveness	0.27651**
19	X <sub>19</sub>	Knowledge of mango growers	0.68633**

in extent of adoption. The positive and highly significant relationship of innovativeness indicates that an increase in innovativeness of mango growers

led to increase in their entrepreneurial behaviour. The positive and highly significant relationship between mango growers' progressiveness and their knowledge regarding improved mango production technology with entrepreneurial behaviour indicates that more knowledge about improved mango production technology brings enthusiasm and made them more confident in adoption of technology on their farm.

### CONCLUSION

It can be summarized from the results that area under mango cultivation, annual income, social participation, awareness regarding value, mango yield index, employment generation, extension participation, mass media exposure, extent of adoption, management orientation, innovativeness, progressiveness and knowledge of mango growers had positive and significant relationship whereas the variables like age, land holding, irrigation facility, family size and cropping intensity had non-significant relationship with entrepreneurial behaviour of mango growers.

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Received on 22/2/2018

Accepted on 30/6/2018