



Entrepreneurial Behavioural Characteristics of Tribal Livestock Farmers in Kolhan Region of Jharkhand

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ABSTRACT

The entrepreneurship is a critical input of socio-economic development of society. The entrepreneurs not only bring economic change in financial system but also socially and culturally. In present study, an attempt was made to understand entrepreneurial behavioral characteristics of tribal livestock farmers. For this purpose two districts were purposively selected viz; East Singhbhum and Saraikela-Kharsawan in Kolhan region of Jharkhand state (India). From these two district further four blocks viz; Potka and Patamda of East Singhbhum, Gamharia and Kharsawan of Saraikela-Kharsawan were also randomly selected. The data were collected using structured interview schedule from 120 randomly selected farmers. The results of the study revealed that respondents were found to possess medium level of decision making ability (57.50%), risk taking ability (52.50%), achievement motivation (44.33%), level of knowledge (51.66%), leadership ability (44.16%) and cosmopolitaness (49.16%) innovativeness (64.16%), planning ability (48.33%). However, it was observed that majority of the farmers had low level of self confidence (41.66%). Majority of farmers had high information sources utilization (44.17%) and medium level of aspiration (60.83%) which was found to influence entrepreneurial behavior of the farmers. Entrepreneurship development programme based on the attributes identified in the study would further boost entrepreneurial interest of the state in future.

Key Words: Entrepreneurial Behaviour, Tribal, Livestock, Farmers.

INTRODUCTION

Entrepreneurship has been accepted worldwide as an effective tool for widening the entrepreneurial base for those who have poor financial resources or managerial background. In the present era, entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Farmers deciding to take particular enterprise or use scientific methods to establish enterprise also exhibit entrepreneurial behavior. The emergence of entrepreneurs in communities depends upon closely interlinked social, religious, cultural, psychological

and economic factors. Livestock based enterprises and other agriculture and allied enterprises viz; dairy, poultry, bee-keeping, mushroom farming etc. when adopted on scientific lines can provide employment opportunities (Singh *et al*, 2016). Livestock farming is a crucial component of rural economy that has the highest potential of generating income and employment through augmenting productivity of animals. It is one of the promising sectors for entrepreneurship development in India (Lazar, 2014). It is recognized that tribal livestock farmers constitute the poorest section in rural areas of India. They possess few assets and generally are dependent on agriculture, mostly as labourers.

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Improving their living standard is a gigantic task. Due to their low educational level and lack of skills, they are unable to secure employment.

The economy of Jharkhand state of India is primarily agrarian and characterized by high rate of poverty and low income among the farming community. Agriculture in Jharkhand depends largely on rainfall, 82 per cent of which is received during four months from June to September. The State is a mono-cropped region. Farming activities are confined largely during the Kharif season from June to November-December.

Further in Kolhan region of Jharkhand, the tribal people are mainly dependent on agriculture and allied activities. Most of the tribal people inhabit in undeveloped areas which are remote and lack of basic amenities, education and employment. Due to low literacy most tribal farmers follow the traditional farming. Majority of tribal farmers are marginal farmers with small land holding. Tribal farmers are confined to crop-livestock based enterprises. Sakthivel and Narmatha (2019) have reported that livestock keeping is an important enterprise for the socially backward, landless and marginalized sections of the rural society. There is high potential

Table 1. Distribution of the respondents on the basis of Socio-economic characteristics of the tribal livestock farmers: (N=120)

Sr. No.	Characteristic	Level	Frequency	Percentage
1	Age	Young (< 35 yr)	45.00	37.50
		Middle (36-50 yr)	64.00	53.33
		Old (> 50 yr)	11.00	09.17
2	Education	Illiterate	00.00	00.00
		Primary school	18.00	15.00
		Middle school	35.00	29.17
		Matriculation	57.00	47.50
		Graduate	10.00	08.33
3	Occupation	Farming	71.00	59.17
		Farming + Labour	13.00	10.83
		Farming + Caste occupation	15.00	12.50
		Farming + Business	09.00	07.50
		Farming + Service	12.00	10.00
4	Income	Low(up to Rs.50,000)	18.00	15.00
		Medium(Rs 50,000 – Rs70,000)	87.00	72.50
		High (Above Rs. 70,000)	15.00	12.50
5	Land holding	1-2 ha	89.00	74.17
		3-4 ha	18.00	15.00
		Above 4 ha	13.00	10.83
6	Level of aspiration	Low	29.00	24.17
		Medium	73.00	60.83
		High	18.00	15.00

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Table 2. Distribution of the respondents based on Entrepreneurial behavior characteristics of tribal livestock farmers (N= 120).

Sr. No.	Dimensions of entrepreneurial characteristics	Level	Frequency	Percentage
1	Innovativeness	Low	23.00	19.16
		Medium	77.00	64.16
		High	20.00	16.67
2	Achievement motivation	Low	38.00	31.67
		Medium	52.00	43.33
		High	30.00	25.00
3	Decision making ability	Low	34.00	28.33
		Medium	69.00	57.50
		High	17.00	14.17
4	Risk taking ability	Low	39.00	32.5
		Medium	63.00	52.50
		High	18.00	15.00
5	Level of knowledge	Low	28.00	23.34
		Medium	62.00	51.66
		High	30.00	25.00
6	Coordinating ability	Low	50.00	41.67
		Medium	56.00	46.66
		High	14.00	11.67
7	Planning ability	Low	52.00	43.33
		Medium	58.00	48.33
		High	10.00	08.34
8	Information seeking behaviour	Low	35.00	29.16
		Medium	32.00	26.67
		High	53.00	44.17
9	Leadership qualities	Low	15.00	12.50
		Medium	53.00	44.16
		High	52.00	43.34
10	Cosmopolitaness	Low	27.00	22.50
		Medium	59.00	49.16
		High	34.00	28.34
11	Self confidence	Low	50.00	41.66
		Medium	45.00	37.50
		High	25.00	20.84

for enterprises like dairy, goat rearing poultry farming etc. and therefore, the entrepreneurial opportunities are plenty which can be exploited by making concerted efforts. Entrepreneurship being the backbone of any economy can be used to improve the living standard of tribal livestock farmers of Jharkhand. Thakor and Mehta (2018) revealed that 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 behavior. In view of the above the present study was undertaken with an objective to ascertain the entrepreneurial behavior of tribal livestock farmers and to identify the factors influencing it.

MATERIALS AND METHODS

The study employed multistage random sampling technique to select the ultimate sampling units. The present study was conducted in two districts East Singhbhum (22.4867°N and 86.4997°E) and Saraikela-Kharsawan (22.8561°N and 86.0122°E) in Kolhan region of Jharkhand. The data were collected using structured interview schedule from 120 farmers selected from four blocks Potka and Patamda of East Singhbhum and Gamharia and Kharsawan of Saraikela-Kharsawan district, respectively. From each block two villages were selected randomly, further from each village 15 respondents were again randomly selected thus, a total of 120 respondents constituted the sample size for the present investigation. Eleven selected components of entrepreneurial behaviour viz. innovativeness, achievement motivation, decision making ability, risk taking ability, level of knowledge, coordinating ability, planning ability, information seeking behavior, leadership

qualities, cosmopolitaness and self confidence were measured in the study. The collected data were tabulated, classified and analysis of data was done using multidimensional scaling techniques of SPSS besides conventional correlation and regression analysis.

RESULTS AND DISCUSSION

Socio-personal characteristics

Socio-personal characteristics of farmers play an important role in shaping and development of entrepreneurial traits has been proved by earlier studies. The data (Table 1) revealed that 53.33 per cent were of middle age group, 47.50 per cent of respondents received formal education up to matriculation and about sixty percent (59.17%) of the respondents were having farming as their main occupation. The result also showed that majority of the respondents (72.50%) were earning up to Rs.50,000-70,000 per annum, about seventy five percent (74.17%) were marginal farmers and had medium level of aspiration (60.83%). These results were in accordance with the findings of Seth (2012), Seth *et al* (2014), Yuan *et al* (2017) and Bose and Samad (2018).

Entrepreneurial behaviour of tribal farmers

Entrepreneurial behavior of farmers may be operationally defined as the outcome of different dimensions such as innovativeness, achievement motivation, decision making ability, risk orientation, level of knowledge, coordinating ability, planning ability, information seeking behavior, leadership ability, cosmopolitaness and self confidence. All the activities are performed by an individual with respects to his entrepreneurial characteristics. It was evident (Table 2) that more than sixty percent (64.16%) of the respondents were in medium degree of innovativeness, 43.33 per cent of the respondents had medium level of achievement motivation and more than one half (57.50%) were in medium decision making ability. Majority of the respondents (52.50%) falls in medium risk orientation, 51.67% of the respondents falls in medium level of

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Table 3. Correlation between socio-economic characteristics with overall Entrepreneurial behaviour of respondents.

Sr. No.	Variable	Correlation coefficient (r)
1	Age of respondents	0.016NS
2	Education	0.143NS
3	Land holding	-0.079NS
4	Social participation	-0.012 NS
5	Annual income	0.132 NS
6	Level of aspiration	0.457**
7	Mass media participation	0.098 NS
8	Information sources utilization	0.486**

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

knowledge, 46.67 per cent of the respondents falls in medium degree of coordinating ability, 48.33% of the respondents falls in medium degree of planning ability, 44.17% of the respondents falls in high degree of information seeking behaviour, 44.16 per cent of the respondents falls in medium degree of leadership, 49.16 per cent of the respondents falls in medium degree of cosmopolitaness. It is evident from Table 2 that 41.67 per cent of the respondents fall in low level of self confidence although the overall entrepreneurial behavior of the respondents was at medium level. The results were in conformity with the studies of Seth (2012), Sinha and Pandey (2012), Gamit *et al* (2015), Raina *et al* (2016), Seth *et al* (2018), Bose and Samad (2018), Seth *et al* (2019).

Relationship of socio-personal characteristics with entrepreneurial behavior

The correlation analysis of entrepreneurial behaviour and socio-economic variable given in Table 3 reveals that out of 8 variables tested, two variables such as level of aspiration ($r=0.457$), and information sources utilization ($r=0.486$) were positively and significantly correlated with entrepreneurial behavior. Age had a negative but non-significant relation with entrepreneurial behavior which was also reported by Thakor and Mehta (2018). Hence, it may be inferred that respondents with higher level of aspiration and

utilization of different information sources influence the entrepreneurial behavior to great extent. Similar finding were reported by Porchezhiyan *et al* (2016).

Estimation of contribution socio-personal characteristic on entrepreneurial behavior

It was evident (Table 4) that the regression coefficient of the predictor variable like age, size of landholding and mass media participation were found having an inverse relationship with the response variables, however, it was non-significant. On the contrary the regression coefficient of other predictor variables like level of aspiration and information source utilization were having significant role in determining the level of entrepreneurial traits to the respondents and was significant at 0.01 and 0.05 %, respectively. R^2 explains socio-personal characteristics contributes of 38 per cent towards entrepreneurial behavior.

CONCLUSION

It can be concluded from the above discussion that as far as entrepreneurial attributes are concerned, majority of the tribal livestock owners possessed medium level of achievement motivation, decision making ability, risk taking ability, knowledge and information source utilization. The levels of aspiration and information source utilization were important in influencing the entrepreneurial

Table. 4. Multiple regression analysis of the predictor variable and response variables - overall entrepreneurial behavior of the respondents

S. No	Variables	b	SE(b)	't' values
1	Age	-0.741	0.863	-0.852NS
2	Education	0.782	0.647	1.222NS
3	Land holding	-1.329	1.047	-1.525NS
4	Social participation	-1.438	1.834	-0.769 NS
5	Annual income	-0.231	0.765	-0.283 NS
6	Level of aspiration	0.586	0.194	2.935**
7	Mass media participation	-0.336	0.235	-1.395
8	Information sources utilization	0.259	0.112	2.631*

$R^2=0.388$, $F=5.646$ significant at 0.01 level probability. ** Significant at 0.05 level of probability. NS= Non significant

attributes of the tribal livestock farmers. Based on the study, it was suggested that the entrepreneurship development program may be taken up as selected beneficiary based on socio-personal traits of tribal farmers having influence on entrepreneurial behavior. This will improve the entrepreneurial behavior, income and employment thereby, ensuring equitable development of the state.

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