



# ENTERPRENEURIAL CHARACTERISTICS OF DAIRY ENTREPRENEURS IN KALAHANDI DISTRICT OF ODISHA

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**ABSTRACT:** *The present study entitled “Factors Influencing Development of Dairy entrepreneurship in Kalahandi District of Odisha” focused on factors responsible for development of dairy entrepreneurship. For this study Kalahandi District of Odisha state was purposively selected. The list of dairy agri-entrepreneurs were collected from the different sources like wise Krishi vigyan Kendra, line departments of agriculture, Odisha University of Agriculture and Technology, OMFED or Odisha State Co-Operative Milk Federation Ltd, Agricultural Technology Management Agency, National Bank for Agriculture and Rural Development. From this list of agri-entrepreneurs, twenty respondents were selected randomly from each agri-based enterprise; hence the sample size was 120. It was noted that maximum respondents have their own enterprises and most of them received training. It was also noted maximum entrepreneurial had less than five years of entrepreneurial experience. Respondents also have high level of planning orientation, production orientation and medium level of marketing orientation. Annual income of respondents was positively and significantly correlated with the variable entrepreneurial experience and land holding.*

**Keywords:** *Entrepreneur, Entrepreneurship, Enterprise*

## **INTRODUCTION**

Entrepreneurship in recent times has become an important area of study. It is considered to be a solution for creating wealth, generating employment and providing new and better goods and services. Developing the spirit of entrepreneurship among the young has become vital because the government cannot provide jobs for all kinds of unemployed youth and the corporate sector will provide limited jobs only to the best and that too without any job security. Entrepreneurship is simply finding new opportunities to do things better and then seizing the opportunity. With changes like globalization, deregulation, open competition and technological change taking place, our society is becoming an entrepreneurial society. In an entrepreneurial society, individuals face a tremendous challenge.

An entrepreneur is one who innovates and initiates something new. But this may not always be true, practically in less developed or developing countries, where an entrepreneur is often an imitator. Jeremy Boissevain (1997) in his article “Small European Entrepreneurs” mentioned that Entrepreneurs are those who manage enterprise for the pursuit of profit, in the course of which they innovate. And successful entrepreneurs are usually regarded as having self-confidence, achievement orientation, perseverance and resourcefulness.



## **METHODOLOGY**

Descriptive research design was followed for the analysis. District Kalahandi of the state Odisha was selected purposively for the present study, as the researcher belongs to the area and is well conversant with the language, geography, agriculture and other aspect of the area. There are ten blocks in Kalahandi district, one block (Junagarh) was be selected for the present study. There are 85 villages in Patasahi block. Out of these 6 villages were selected purposively for the present study. 100 respondents were selected purposively. The data was collected with the help of structured interview schedule, semi structured interview, test, scale, and through direct observation, which were specially developed for this study.

**TABLE 1: SOCIO-ECONOMIC STATUS OF THE RESPONDENTS**

<b><u>PARAMETERS</u></b>	<b><u>CATEGORIES</u></b>	<b><u>FREQUENCY</u></b>	<b><u>PERCENTAGE (%)</u></b>
AGE GROUP (in years)	Young (<35)	31	25.83%
	Middle (35-55)	55	45.83%
	Old(>55)	33	27.5%
EDUCATION LEVEL	Functionally Illiterate	2	1.6%
	Primary School	16	13.33%
	Middle	28	23.33%
	Intermediate	41	34.16%
	Graduate	30	25%
	Post-Graduate	3	2.5%
INCOME RANGE (Rs. In lacs)	Upto 1	41	34.16%
	1-2	19	15.83%
	2-3	12	10%
	3-4	29	24.16%
	More than 4	20	16.66%



FAMILY SIZE	Upto 5	28	23.33%
	More than 5	92	76.66%
LAND HOLDING (in acres)	Marginal (<1)	67	55.83%
	Small (1-2)	28	23.33%
	Semi-Medium (2-4)	8	6.66%
	Medium (4-10)	7	5.83%
	Large (>10)	10	8.33%
<b><u>Source of Information</u></b>	<b><u>Response Categories</u></b>	<b><u>Frequency</u></b>	<b><u>Percentage</u></b>
NEIGHBOUR	Regularly	24	20%
	Occasionally	74	61.66%
	Never	32	26.66%
FRIEND	Regularly	41	25.83%
	Occasionally	79	65.83%
	Never	0	0%
ENTREPRENEUR	Regularly	66	55%
	Occasionally	54	45%
	Never	0	0%
RADIO	Regularly	3	2.5%
	Occasionally	61	50.83%



	Never	76	63.33%
TELEVISION	Regularly	2	1.66%
	Occasionally	64	53.33%
	Never	54	45%
NEWSPAPER	Regularly	12	10%
	Occasionally	48	40%
	Never	60	50%
MAGAZINE/ JOURNALS	Regularly	0	0%
	Occasionally	32	26.66%
	Never	88	73.33%
MOBILE MESSAGE	Regularly	76	63.33%
	Occasionally	44	36.66%
	Never	0	0

**TABLE 2: ENTREPRENEURIAL CHARACTERISTICS OF THE RESPONDENTS**

<u>CHARACTERISTICS</u>	<u>RESPONSE CATEGORIES</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Decision Making	Decide independently	77	64.16%
	Decide after consultation with others	31	25.83%
	Not decided	12	10%
Self-confidence	Low (<5)	46	38.33%



	Medium ( 5-9)	62	51.66%
	High (>9)	12	10%
Innovativeness	Low (upto 6)	23	19.16%
	Medium (6 to 8)	78	65%
	High (8 to 9)	19	15.83%
Achievement Motivation	Low (<2)	25	20.83%
	Medium (2-3)	66	55%
	High (3-5)	29	24.16%
Leadership Ability	Low (<4)	27	22.5%
	Medium (5-6)	59	49.16%
	High (7-8)	34	28.33%
Competition Orientation	Low (<5)	54	45%
	Medium (7-8)	43	35.83%
	High (9-10)	23	19.16%
Scientific Orientation	Low (<3)	76	63.33
	Medium (4-5)	37	30.83%
	High (6-7)	7	5.83%



## **ASSOCIATION BETWEEN SOCIO-ECONOMIC STATUS AND ENTERPRENEURIAL CHARACTERISTICS:**

It was observed that there is a positive co-relation between Socio-economic status and Decision making, Innovativeness and Scientific Orientation.

Whereas, there was a negative co-relation between Socio-economic status and Self-confidence, Achievement Motivation, Leadership ability and competition orientation.

## **CONCLUSION:**

Establishment of large number of Agricultural entrepreneurship is a need of Odisha State. However, the rate of establishment and success is limited due to a large number of constraints. The confidence level of the majority of the respondents was medium. Lack of Government support in starting the enterprise, adequate training in the technology of the enterprises and lack of ensured market for input as well as production were the major constraints in all the enterprises. Despite this, however, there was a good level of innovativeness among the entrepreneurs. But the achievement motivation of the majority of the respondents was medium.

This study is possibly the first attempt to peep in to the challenges of agriculture based entrepreneurs of Odisha State and as such the findings of this study are likely to lead to several political, administrative and strategic implications in future.

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