



Study of Tomato Producer's Entrepreneurial Behaviour under National Horticulture Mission (NHM) in Dhar District of Madhya Pradesh

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Abstract: Entrepreneurship is a movement that goes for beginning, building up and expanding the span of an undertaking that produces and sells products or administrations in market. Doing new things and doing things that are as of now done recently is along these lines a basic meaning of entrepreneurship. Looking to the importance of tomato production in Dhar district, the personnel of NHM programme provided various extension programmes and facilities for its development. The programme has completed many years, hence; it was felt appropriate to know the entrepreneurial behaviour of tomato growers under NHM with 120 respondents of Dhar district. The study revealed that in entrepreneurial behavior of tomato growers, the farmers maximum level is agree for Feedback uses, Persistence, Self-confidence, Innovativeness and Knowledge ability etc.

Keywords: Entrepreneurial Behaviour, Tomato Producers, National Horticulture Mission (NHM)

Introduction

Development of economy of any nation depends primarily on the important role played by entrepreneurs. The role played by such entrepreneurs is of vital importance in developing country like India, where there are ample opportunities for using innovations to exploit the available resources, particularly in the field of agriculture. Thus, in all economic development activities more and more focus is being centered on entrepreneurship of the people. Entrepreneurship has been now recognized as a concept, not only vital for starting industries but also in the development of agriculture.

Entrepreneurship is the central force of economic activity and prime mover of development and most needed component for the development. This finding of the study may help the administrators and policy makers to know the entrepreneurial behaviour of farmers, the relationship between socio-economic characteristic with entrepreneurial behaviour and reasons for practicing tomato cultivation and help in further investigations on entrepreneurial behaviour of tomato growers.



In a heterogeneous and stratified society like India, It is not adequately realized that the characteristics which distinguish entrepreneurship may not be uniform because of its different strata. Therefore, the entrepreneurial activity in a particular section of the population has to be considered. Presently, development of tomato production farmers is the primary concern of the country. The role played by entrepreneurs also assumes greater importance. In this context there is a need for conducting research on the entrepreneurial behaviour of tomato growers. This research study is aimed at finding out facts, results, in designing new strategies for tomato growers in the study area.

Hence, it is very important to find out technological strategy for higher production per unit area. With this view, the following specific objective have been formulated to carry out the present research work.

Objective of Investigation:

1. To study the entrepreneurial behaviour of tomato growers under NHM.

Review of Literature

Dawar (2008) revealed that higher percentage of respondents (57.50%) belonged to middle age group between 25 to 50 years.

Jain (2008) observed that higher percentage of the vegetable growers (47.66%) belonged to medium level of education

Jagannath (2009) revealed that higher percentage of the vegetable growers (55%) had medium level of innovativeness.

Lokhande (2010) found that higher percentage of respondents belonged to low level adoption group.

Singh *et al.* (2010) revealed that higher percentage of the respondents (85%) were found to medium adoption behaviour.

Borate *et al.* (2012) observed that more than one fourth (26.00 per cent) of respondents had poor entrepreneurial behavior, while nearly three fourth (74.00 per cent) had fair entrepreneurial behaviour. None of them had good entrepreneurial behaviour.

Archana and Natikar (2013) revealed that maximum (40.00 %) of the seed growers belonged to high and low entrepreneurial behaviour categories respectively.



Sharma *et al*. (2014) revealed that maximum (41.11%) of the potato growers had medium self confidence level.

Boruah *et al*. (2015) revealed that more than half of tribal winter vegetable growers (63.34%) had medium level of entrepreneurial behaviour.

Method & Material

The study was conducted in Dhar district of Madhya Pradesh which has 13 developments block namely Dhar, Badnawar, Nalcha, Sardarpur, Dharampuri, Tirla, Umarban, Manawar, Nisarapur, Gandhwani, Dahi, Kukshi and Bagh. 4 Block of Dhar district adopting purposively for the present study because the majority of the farmers were during tomato farming. A list of villages in these selected blocks was prepared with the help of RHEOs/RAEOs where farmers produce tomato. From these list 12 villages (3 villages from each block) was selected randomly out of the list of villages in the blocks. A list of farmers of each selected tomato growing villages was prepared with the help of RHEOs/RAEOs and 10 tomato growers from each village was selected on the basis of simple random sampling method. Thus, 120 tomato growers from 12 villages in Dhar district were true representative of the study.

The primary data was collected with the help of interview schedule, which was prepared on the basis of objectives of the study. For the convenience of data collection, the interview schedule was prepared and pre-tested .The secondary data were obtained from NHM, Department of Horticulture, Agriculture, Dhar and published journals and books.

Result & Discussion

Entrepreneurial behavior of tomato growers:-

Entrepreneurial behavior of tomato growers has been extensively studied in terms of knowledge ability, innovativeness, risk taking, hope of success, persistence, feedback usage, self-confidence, persuasion ability, manageability, and achievement motivation. With these above factors, the overall entrepreneurial behavior of tomato growers is also calculated and presented in Table below.



Table: Distribution of the tomato growers according to their overall entrepreneurial behavior.

(n=120)

| S.No. | Components | Partial Agree | Agree | Strongly agree | Mean Score | Rank |
|-------|---|-----------------------|-----------------------|-----------------------|------------|------|
| 1. | Knowledge ability | 37 (30.83) | 53 (44.17) | 30 (25.00) | 1.94 | V |
| 2. | Innovativeness | 40 (33.33) | 44 (36.67) | 36 (30.00) | 1.97 | Iv |
| 3. | Risk taking ability | 39 (32.78) | 58 (48.61) | 22 (18.61) | 1.84 | Ix |
| 4. | Feedback uses | 26 (21.67) | 37 (30.83) | 57 (47.50) | 2.26 | I |
| 5. | Persistence | 34 (28.06) | 39 (32.22) | 48 (39.72) | 2.13 | Ii |
| 6. | Self-confidence | 33 (27.22) | 40 (33.33) | 47 (39.44) | 2.12 | Iii |
| 7. | Persuasion ability | 40 (33.06) | 49 (40.80) | 31 (26.11) | 1.93 | Vi |
| 8. | Manageability | 41 (34.44) | 51 (42.22) | 28 (23.33) | 1.89 | Viii |
| 9. | Achievement motivation | 37 (30.56) | 54 (45.00) | 29 (24.44) | 1.93 | Vi |
| 10. | Hope of success | 38 (31.39) | 56 (46.67) | 26 (21.94) | 1.90 | Vii |
| | Overall entrepreneurial behavior | 37 (30.83) | 48 (40.00) | 35 (29.17) | | |



The feedback uses component of entrepreneurial behavior of tomato growers found Ist rank it shows that tomato growers has adequate knowledge about cultivation and they know as for as in an enterprise knowledge is a important component. Whereas Persistence got IInd rank that means cultivator are real showing their hard working in the tomato cultivation, at the same time self-confidence has on IIIrd rank and innovativeness found IVth rank that means farmers are beginning to believe in new ways, knowledge ability found Vth rank, persuasion ability and achievement motivation both components got VIth rank followed by, hope of success VIth rank, manageability VIIIth rank and risk taking ability found IXth rank.

Study showed that out of the total tomato growers, the highest proportion of the tomato growers 40.00 per cent have agree for overall entrepreneurial behavior followed by partial agree for overall entrepreneurial behavior 30.83 per cent and strongly agree for overall entrepreneurial behavior 29.17 per cent respectively. This leads to the understanding, that the higher percentage of tomato growers in the area has medium level of entrepreneurial behavior followed by low and high. This finding is in conformity with the findings as reported by Dawar (2008), Jain (2008), Jagannath (2009), Singh (2010) and Boruah (2015)

Conclusion

- 1) The study revealed in entrepreneurial behavior of tomato growers, the farmers maximum level is agree for achievement motivation.
- 2) It is concluded that in entrepreneurial behaviour of tomato growers, the farmer's maximum level if agree for Persistence

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