

## Entrepreneurial Behaviour of Dairy Farmers

V.S.Tekale<sup>1</sup>, D.N. Bhalekar<sup>2</sup> and J. I. Shaikh<sup>3</sup>

1. Associate Professor Extension Education, 2 Assistant Professor Extension Education,  
3. P G Students, Extension Education Section, College of Agriculture, Nagpur-440 001, India  
Corresponding author email: vishnukanti@rediffmail.com

### ABSTRACT

*This study was conducted in Hingna and Kalmeshwar tahsils of Nagpur district of Maharashtra State. The main objective of the study was to know the entrepreneurial behaviour of dairy farmers. Majority (67.00%) of the respondents were in middle age group, 46.00 per cent were educated up to higher secondary level, majority (81.00%) of the respondents had agriculture and dairy as an occupation, majority (65.00%) respondents belonged to medium family size, small medium farmers land holding category (51.00%), majority had their annual income between Rs.1,00,001 to Rs 1,50,000/- (67.00%) with medium animal herds size and medium level of social participation (64.00%), 55.00 per cent had high level of extension contact and majority (71.00%) of them come under medium level of economic motivation. The results revealed that two third of dairy farmers belonged to medium entrepreneurial behaviour. In case of entrepreneurial behaviour components, half of the respondents had medium level of innovativeness and medium level of achievement motivation. Majority of the respondents fell in to medium category of decision making ability, high level of risk orientation, high level of co-ordination ability, medium category of cosmopolitanism and medium level of self confidence. Nearly half of the dairy farmers had medium planning ability. More than three fourth of the respondents had medium level of information seeking behaviour and more than half of the respondents had medium level of profit orientation.*

**Key words:** Entrepreneurial behaviour, Dairy farmers.

Livestock plays an important role in Indian economy; Animal Husbandry output constitutes about 30 per cent of country's agricultural output. Livestock sector provides regular employment to 11 million in principal status and 9 million in subsidiary status. India owns one of the largest livestock populations in the world (485 million). It accounts for 16 per cent cattle population and 57 per cent of buffalo's population of world. Thus, India has occupied a major place on the germplasm of world's livestock. Livestock are the source of various products like milk, meat, bones, hooves, horns, skins etc. which can be used to produce a variety of byproducts. Manures can be used as a source of nutrients for various crops (Punde, 2008).

Entrepreneurship is the capacity for innovations and caliber to introduce innovative techniques in business operations. The activities of individual decide adoption of certain enterprise to make profit is regarded as entrepreneurial behaviour. Dairy farming is one of the important activities of the rural population of our country.

### METHODOLOGY

The exploratory design of social research was used in the study. The study was carried out in Nagpur District of Vidarbha region of Maharashtra State during the year 2012-13. Two tahsils Hingna and Kalmeshwar were selected from Nagpur district and from these two tahsils 20 villages were selected by simple random sampling method. From these 20 selected villages, 100 dairy respondents were selected by proportionate random sampling method. The data were collected with the help of personal interview method through structured interview schedule. It was measured with the help of scale developed by Chaudhari, et al., (2007) with some modification.

For measuring entrepreneurial behaviour ten components were used: 1. Innovativeness 2. Achievement motivation 3. Decision making ability 4. Risk orientation 5. Coordinating ability 6. Planning ability 7. Information seeking behaviour 8. Cosmopolitanism 9. Self confidence 10. Profit orientation. Statistical tools like mean, frequency, percentage and standard deviation were used to comprehend and interpret the data in a meaningful way.

### RESULTS AND DISCUSSION

**A. Personal, socio- economic, communicational and psychological characteristics of respondents:** The data presented in Table 1 revealed that majority of the respondents (67.00%) belonged to middle age group, whereas nearly half of the respondents (46.00%) were educated up to higher secondary level, followed by one fourth of respondents (24.00%) were educated up to college level. Majority (81.00%) of the respondents were engaged in agriculture as well as dairy. Relatively less respondents were engaged in other subsidiary occupation along with agriculture, dairy and labour (07.00%). Majority (65.00%) of the dairy farmers had medium family size (5 to 8 years) whereas, 26.00 per cent of dairy farmers belonged to small family size (Up to 4 members). More than half of dairy farmers (51.00%) possessed semi medium land holding. In case of annual income over one third of respondents (37.00%) had medium annual income i.e. Rs 1,00,001/- to 1,50,000/- whereas over one fourth of respondents (28.00 %) had low medium annual income i.e. Rs 50,001 to 1,00,000/-. Majority of the respondents

**Table 1**  
**Personal, socio-economic, communicational and psychological characteristics of respondents**

Sr. No.	Components	Categories	Frequency (N=100)	Percentage
1	Age	Young (Up to 35 years)	24	24.00
		Middle (36 to 50 years)	67	67.00
		Old (Above 50 years)	09	09.00
2	Education	Illiterate (No schooling)	05	05.00
		Primary school (Up to 4 <sup>th</sup> std.)	08	08.00
		Middle school (5 <sup>th</sup> to 7 <sup>th</sup> std.)	17	17.00
		Higher secondary (8 <sup>th</sup> to 10 <sup>th</sup> std.)	46	46.00
		College (Above 10 <sup>th</sup> std.)	24	24.00
3	Occupation	Dairy	03	03.00
		Agriculture + dairy	81	81.00
		Agriculture + dairy + labour	07	07.00
		Agriculture+ dairy + service	06	06.00
		Agriculture + dairy + other business	03	03.00
4	Family size	Small (Up to 4 members)	26	26.00
		Medium (5 to 8 members)	65	65.00
		High (Above 8 members)	09	09.00
5	Land holding	Marginal (Up to 1.00 ha)	13	13.00
		Small (1.01 to 2.00 ha)	15	15.00
		Semi -medium (2.01 to 4.00 ha)	51	51.00
		Medium (4.01 to 10.00 ha)	17	17.00
		Large ( Above 10.00 ha)	04	04.00
6	Annual income	Low (up to Rs. 50,000/-)	11	11.00
		Low medium (Rs. 50,001 to 1,00,000/-)	28	28.00
		Medium (Rs. 1,00,001 to 1,50,000 /-)	37	37.00
		Medium high (Rs. 1,50,001 to 2,00,000/-)	16	16.00
		High (Above Rs. 2,00,000/-)	08	08.00
7	Herd size	Small (up to 4.09)	17	17.00
		Middle (4.10 to 9.4)	67	67.00
		High (above 9.43)	16	16.00
8	Social participation	Low (Up to 4.27)	23	23.00
		Medium (4.28 to 15.27)	64	64.00
		High (Above 15.17)	13	13.00
9	Extension contact	Low (Up to 5.21)	19	19.00
		Medium (5.22 to 10.01)	26	26.00
		High (Above 10.01)	55	55.00
10	Economic motivation	Low (Up to 18.61)	15	15.00
		Medium (18.62 to 27.77)	70	71.00
		High (Above 27.77)	14	14.00

(67.00%) possessed medium herd size (5 to 8 animals), followed by 17 per cent respondents possessed small size herd (up to 4 animals). In case of social participation majority of respondents (64.00%) had medium social participation. The majority of respondents (55.00%) had high range of extension contact. Over two-third (71.00%) of the respondents were having medium level of economic motivation.

**B. Components of entrepreneurial behaviour of dairy farmers:** The entrepreneurial behaviour of dairy farmers comprised ten components, such as, innovativeness, achievement motivation, decision making ability, risk orientation, co-coordinating ability, planning ability information seeking behaviour, cosmopoliteness, self confidence and profit orientation. The component wise entrepreneurial behaviour of dairy farmers have been furnished in Table 2 and the same have been interpreted and discussed, as follows.

**1. Innovativeness:** The data in Table 2 revealed that half of the respondents (50.00%) had medium level of innovativeness, followed by 32.00 per cent of respondents who had high level of innovativeness and only 18.00 per cent of respondent had low level of innovativeness. A considerable percentage of dairy farmers were found in medium and high categories of innovativeness. The possible reason might be due to higher education and higher annual income which helped these dairy farmers to put the new dairy technology into practice. These results are in accordance with the findings of Suresh (2004) and Chaudhari (2006).

**2. Achievement motivation:** It is observed from Table 2 that half of the dairy farmers (50.00%) had medium level of achievement motivation, followed by 37.00 per cent had high level of achievement motivation. Whereas, 13.00 per cent of dairy farmers had low level of achievement motivation. It is concluded that majority of dairy farmers belonged to medium achievement motivation. The probable reason for medium achievement motivation followed by high achievement motivation might be due to, their enthusiasm and zeal to become economically sound. It is assumed that achievement motivation forces the goals, which one has set for oneself. The higher annual income might have encouraged them to set the higher goals. The findings were supported by findings of Suresh (2004) and Chaudhari (2006).

**3. Decision making ability:** A glance from Table 2 in case of decision making ability shows that, majority of the respondents (58.00%) fell in to medium category of decision making ability, followed by 30.00 per cent of respondents fell into high category and only 12.00 per cent of respondents fell into low category of decision-making ability. Thus, it is concluded that majority of

respondents had medium level of decision making ability. The logical reason behind having medium, followed by high decision making ability might be due to their higher annual income and size of land holding of dairy farmers. The findings are in line with the findings reported by Vijaykumar (2001) and Suresh (2004) and Chaudhari (2006).

**4. Risk orientation:** From Table 2 it was observed that, majority of respondents (52.00%) had high risk orientation, followed by 38.00 per cent of respondents had medium level of risk orientation. Only 10.00 per cent of the respondents had low level of risk orientation. By and large majority of respondents had high risk orientation.

**5. Co-ordination ability :** In case of co-ordination ability data in Table 2 shows that, majority of respondents (55.00%) had high level co-ordination ability, followed by 34.00 per cent of respondents who had medium level of co-ordination ability. Whereas, 11.00 per cent of the respondents had low level of co-ordinating ability. Thus, it has been concluded that majority of respondents belongs to high co-ordinating ability.

The probable reason for high followed by medium coordinating ability of dairy farmers might be due to their medium and young age, higher education and higher annual income which helped them to undertake the different dairy activities in time dimensions. The findings of the present study are in line with the findings of Solanki and Soni (2006) who reported majority of entrepreneurs had medium level of co-ordinating ability

**6. Planning ability:** In case of planning ability it was observed from the data reported in Table 2. that nearly half of the respondents (48.00%) had medium planning ability, followed by high (36.00%) planning ability. Whereas, only 16.00 per cent of respondents had poor planning ability. Thus, it is concluded that majority of respondents had medium planning ability. This might be due to the fact that dairy farmers had given importance to the activities, which would help them in future. The similar results have been reported by Chauhan and Patel (2005) and Chaudhari (2006).

**7. Information seeking behaviour :** The data furnished in Table 2 reported that, more than three fourth of the dairy farmers (76.00%) had medium level of information seeking behaviour, followed by 20.00 per cent of respondent had high level of information seeking behaviour. Very few (04.00%) of the respondents had low level of information seeking behaviour. Thus, it is concluded that majority of respondents had medium level of information seeking behaviour.

The plausible reason for majority of dairy farmers under medium information seeking behaviour followed by high, might be due to the fact that their higher educational level, higher use of

**Table 2**  
**Distribution of dairy farmers based on components of entrepreneurial behaviour of dairy farmers**

Sr.No.	Components	Categories	Frequency (N=100)	Percentage
1	Innovativeness	Low	18	18.00
		Medium	50	50.00
		High	32	32.00
2	Achievement motivation	Low	13	13.00
		Medium	50	50.00
		High	37	37.00
3	Decision making ability	Low	12	12.00
		Medium	58	58.00
		High	30	30.00
4	Risk orientation	Low	10	10.00
		Medium	38	38.00
		High	52	52.00
5	Co-ordination ability	Low	11	11.00
		Medium	34	34.00
		High	55	55.00
6	Planning ability	Low	16	16.00
		Medium	48	48.00
		High	36	36.00
7	Information seeking behaviour	Low	04	04.00
		Medium	76	76.00
		High	20	20.00
8	Cosmopolitaness	Low	19	19.00
		Medium	55	55.00
		High	26	26.00
9	Self confidence	Low	25	25.00
		Medium	57	57.00
		High	18	18.00
10	Profit orientation	Low	27	27.00
		Medium	55	55.00
		High	18	18.00

communicational devices like telephone, mobile which facilitate easy contact with experts, doctors and extension worker for proper guidance and getting up-to-date information to manage their dairy enterprise. The above results are in accordance with the findings of Suresh (2004) and Chaudhari (2006)

**8. Cosmopolitaness :** The data reported in Table 2 indicated that more than half i.e. 55.00 per cent of respondents belonged to medium category of cosmopolitaness, followed by 26.00 per cent who belonged to high category of cosmopolitaness.

Whereas 19.00 per cent of the respondents belonged to low category of cosmopolitaness. Thus, it is concluded that majority of respondents had medium level of cosmopolitaness. The above results go to collaborate with the result of Anita (2004) and Suresh (2004) who stated that near half of the entrepreneurs had medium level of cosmopolitaness. As per above results, the moderate followed by high cosmopolitaness together constituted 89.00 per cent of dairy farmers. This might be due to their sound economic condition, higher education and extension contact behaviour of dairy

farmers, they might have attempted to keep contact with their outside of their social system.

**9. Self confidence :** It was observed from Table 2 that majority of respondents (57.00%) had medium level of self confidence, followed by 25.00 per cent of respondents had low level of self confidence. Whereas, 18.00 per cent of respondents had high level of self-confidence. Thus, it is inferred that majority of respondents with medium level of self-confidence. It might due to the respondents were not fully oriented of their abilities to improve their dairy enterprise. These findings were supported by the findings of Wankhade, et al. (2011).

**10. Profit orientation :** It was observed from Table 2 that more than half of respondents (55.00%) had medium level of self confidence, followed by 27.00 per cent of respondents had low level of self confidence. Whereas, 18.00 per cent of respondents had high level of profit orientation. Thus, it is inferred that majority of respondents had medium level of profit orientation. It might due to the respondents were not fully oriented of their abilities to improve their dairy enterprise.

**B. Entrepreneurial behaviour :** Entrepreneurial behaviour is the composite measure of ten components such as innovativeness, achievement, motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness, self-confidence and profit orientation. An index was developed to measure the overall entrepreneurial behaviour of dairy farmers by considering the score of the components. The data in this regard have been presented in Table 3.

It was observed from the Table 3 that two third of dairy farmers (66.00%) belonged to medium level overall entrepreneurial behaviour, followed by 26.00 per cent of dairy farmers belonged to high level of entrepreneurial behaviour. Whereas, 08.00 per cent of dairy farmers belonged to low entrepreneurial behaviour. The plausible reasons of medium

**Table 3**

**Distribution of respondents according to their overall entrepreneurial behaviour level**

Sr. No.	Categories	Frequency (N=100)	Percentage
1	Low (Up to 34.94)	08	08.00
2	Medium (34.95 to 50.52)	66	66.00
3	High (Above 50.52)	26	26.00
		<b>100</b>	<b>100.00</b>

entrepreneurial behaviour, followed by high might be due to their sound financial condition, higher land holding, higher education level and higher extension contact. However, all the major ten components of entrepreneurial behaviour of dairy farmers together reflect their medium entrepreneurial behaviour. The findings of present study are in agreement with the findings of Suresh (2004).

### CONCLUSION

The entrepreneurial behaviour of dairy farmers, half of the respondents had medium level of innovativeness and achievement motivation. The majority of the respondents fell in to medium category of decision making ability. The majority of respondents had high risk orientation, high level co-ordination ability, nearly half of the respondents had medium planning ability, three fourth of the dairy farmers had medium level of information seeking behaviour. More than half of respondents belonged to medium category of cosmopolitaness, medium level of self confidence and that more than half of respondents had medium level of profit orientation. The majority of dairy farmers belonged to medium level overall entrepreneurial behaviour.

*Paper received on : June 10, 2013*

*Accepted on : August 11, 2013*

### REFERENCES

1. Anitha, B. 2004. A study on entrepreneurial behaviour and market participation of farm woman in Bangalore rural district of Karnataka. *M.Sc. Thesis (Unpub.)*, UAS, Bangalore.
2. Chaudhari, R.R., 2006. A study on entrepreneurial behaviour of dairy farmers. *Ph. D. Thesis (Unpub.)*, University of Agricultural Sciences, Dharwad.
3. Chauhan, N.B. and Patel, R. C. 2005. Entrepreneurial uniqueness of poultry entrepreneurs. *Rural India*, 66 (12) : 236-239.
4. Punde, R. M. 2008. Training needs of farm women engaged in dairy farming. *M.Sc. Thesis (Unpub.)*, Dr. PDKV, Akola.
5. Solanki, K.D., Somi M.C and Thakkar K.A. 2003. Entrepreneurial behaviour of potato growers of North Gujarat. *Agric. Exten. Review*, 15 (5) : 22-24.
6. Suresh. 2004. Entrepreneurial behaviour of milk producers in Chittoor district of Andhra Pradesh – A critical study. *M.V.Sc. Thesis (Unpub.)*, ANGRAU, Hyderabad.
7. Vijaykumar, K. 2001. Entrepreneurship behaviour of floriculture farmers in Ranga Reddy district of Andhra Pradesh. *M.Sc. Thesis (Unpub.)*, ANGRAU, Hyderabad.
8. Wankhade, P.P., Mankar D.M., Sagane M.A. and Kale V.S. 2011. Entrepreneurial behaviour of vegetable growers in Akola District. *Research Review Committee report* : 70-85.