

ASSOCIATION OF PERSONALITY TRAITS OF POULTRY ENTREPRENEURS WITH THEIR MANAGEMENT ORIENTATION

N. B. Chauhan¹, D. S. D. Siddhartha² and J. G. Patel³

ABSTRACT

The present study to learn association of personality traits of poultry entrepreneurs on their management orientation was undertaken in Anand district of Gujarat state. Of the 80 poultry entrepreneurs from 14 villages, majority had medium to high level of management orientation. Personality traits of poultry entrepreneurs like, economic motivation, risk orientation, planning orientation, production orientation, market orientation, competition orientation and orientation towards management of skill in farm worker pay significant contribution in improving their level of management orientation. A person with high management orientation will have a high degree of adoption of modern practices of the poultry enterprise.

INTRODUCTION

The entrepreneur is an economic man, who tries to maximize his profits by methodical use of innovations. He is not simply innovator but he is the person with will to act, to assume risk and to bring about a change through systematic organization of human efforts. Entrepreneurs play a key role in economic development of country like India.

India shall have to concentrate her production efforts in areas like fish farming, piggery, poultry, etc., so as to have a safe guard against the likely shortage of the food in the years to come. The importance of poultry in meeting the food requirement of the nation was also recognized by an Agricultural Production Team sponsored by the Ford Foundation. Development of poultry in rural area has definite answer to widespread poverty, disparity and unemployment at country side and marginalization in farming. The poultry

farming is such a business that requires high level of management ability. Whether the person involved in poultry should comprise some basic entrepreneurial qualities or the one with common characters like a simple farmer can achieve best results from poultry? To answer this question, the present study on consequence of personality traits of poultry entrepreneurs on their management orientation was undertaken.

METHODOLOGY

The present study was undertaken in Anand district of Gujarat State. A random sample of 80 poultry entrepreneurs from 14 villages was selected for the purpose of this study. All the respondents were personally interviewed with the help of a specially structured interview schedule. For the measurement of various variables, suitable scales developed by various social scientists were used. Mean, standard

1 P. G. Student, Department of Extension Education, BACA, GAU, Anand
 2 Associate Professor, Department of Extension Education, BACA, GAU, Anand
 3 Associate Extension Educationist, Office of ADEE, GAU, Anand

deviation and co-efficient of correlation were used to analyze the data.

RESULTS AND DISCUSSION

LEVEL OF MANAGEMENT ORIENTATION

The data regarding level of management orientation of the poultry entrepreneurs

motivation, risk orientation, innovation proneness, planning orientation, production orientation, marketing orientation, competition orientation and orientation towards development of skill in farm workers were positively and significantly correlated with management orientation

Table 1: Distribution of poultry entrepreneurs as per their level of management orientation

Sr. No.	Level of management orientation	Numbers	Per cent
1	Low	15	18.75
2	Medium	37	46.25
3	High	28	35.00
	Total	80	100.00

are presented in Table 1. The data reveal that slightly less than half (46.25 per cent) of the poultry entrepreneurs had medium level of management orientation. There were 35.00 percent and 18.75 percent poultry entrepreneurs who possess high and low level of management orientation.

CORRELATION OF PERSONALITY TRAITS WITH MANAGEMENT ORIENTATION

The data in Table 2 indicate that economic

of the poultry entrepreneurs. The data also disclose that the management orientation of the poultry entrepreneurs had positive and significant correlation with the adoption of modern practices of poultry enterprise.

The age, education, size of poultry farm, mass media exposure, achievement motivation and supervision orientation did not found to be significantly correlated with the management orientation of the

Table 2: Relationship of personality traits of the poultry entrepreneurs with their Management Orientation. N=80

Sr. No.	Personality traits of the poultry entrepreneurs	"r" Values
1	Age	0.0054 NS
2	Education	0.1335 NS
3	Size of Poultry Farm	0.1071 NS
4	Mass Media Exposure	0.0759 NS
5	Economic Motivation	0.5747*
6	Risk Orientation	0.3242*
7	Scientific Orientation	-0.0682 NS
8	Achieve Motivation	0.1551 NS
9	Innovation Proneness	0.4759*
10	Planning Orientation	0.7943*
11	Production Orientation	0.8202*
12	Marketing Orientation	0.6907*
13	Competition Orientation	0.3749*
14	Orientation of development of farm workers' Skill	0.6348*
15	Supervision Orientation	0.1946 NS
16	Adoption of modern practices of poultry enterprise	0.4888*

* Significant at 0.05 level of probability

poultry entrepreneurs. The scientific orientation was negatively but non-significantly correlated with management orientation of the poultry entrepreneurs.

The results clearly indicated that entrepreneur oriented with risks and economic will have a tendency and inclination to know scientific methods which leads them towards high level of management orientation to achieve preferred economical end. The results also reveal that the person who is oriented to make necessary arrangement of all the needed ingredients well in advance and the one with high degree of interest in new technology will naturally have high degree of management orientation. Further, the data also portray that management orientation of the poultry entrepreneur is governed by his higher interest in improving the poultry production as well as market.

Further, the competition orientation of poultry entrepreneur, which, in turn will lead to incline him to develop some innovative skills to their farm workers, that helps him in improving performance of the workers. So naturally the level of management orientation of such entrepreneurs will be higher.

CORRELATION OF MANAGEMENT ORIENTATION WITH ADOPTION

The management orientation of the poultry entrepreneurs and their level of adoption of modern practices of the poultry enterprise were correlated with each other. It means that high degree of management orientation of poultry entrepreneurs played important role in improving their level of adoption. A person with high management

orientation will have a high degree of adoption since desired level of orientation towards scientific farm management includes good orientation for planning, production, and market. This might be the reason for the above findings.

CONCLUSION

From the above study it can be concluded that majority of the poultry entrepreneurs had medium to high level of management orientation. Personality traits of poultry entrepreneurs like, economic motivation, risk orientation, planning orientation, production orientation, market orientation, competition orientation and orientation towards management of skill in farm worker pay significant contribution in improving their level of management orientation. A person with high management orientation will have a high degree of adoption.

Efforts should be made by organizing short term or medium term training programmes to improve the overall personality of the poultry entrepreneurs so that they can be made able to manage somewhat difficult and high tech modern innovations of poultry enterprise.
