

## ENTREPRENEURIAL ATTRIBUTES OF NURSERY GROWERS

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### ABSTRACT

*As a result of urbanisation, the demand for high quality planting material is steadily increasing in cities. Nursery raising is one of the commercial and economical enterprise in horticulture sector. There is a need of setting up ornamental plant nurseries by small and marginal farmers, agriculture graduates which will augment their income. As Pune city is the global hub of education and service sector, with urbanization, industrial development, social transformations occurs very fast in and around the city. Hence demand of ornamentals and floriculture plants, landscape gardening is increased which leads for development of nursery raising business around the city. There is wide scope for small and marginal farmers to become successful entrepreneurs in nursery business. With this background, present study was conducted to know the profile of nursery raisers, study entrepreneurial attributes, their relationship and constraints faced by them. Based on maximum number of nurseries, selected area of Maval, Daund and Haveli tahsils of Pune district was considered and irrespective of the tahsils, total 60 respondents were selected purposively for the study. Data were collected with well structured interview schedule and analyzed by using statistical tools. The study revealed that 41.67 per cent of the nursery growers belonged to middle age category with secondary to graduate level education (46.67 per cent). Most of them (53.33 per cent) had small land holding between 1.00 to 2.00 ha with annual income of ₹ 3,00,000 to 10,00,000. Also majority of them had medium experience and used medium sources of information. As concerned to entrepreneurial attributes, study revealed that majority of them (71.67 per cent) possessed medium level of overall entrepreneurial attributes. Among which leadership ability (70.00 per cent), economic motivation (75.00 per cent), and management ability (68.33 per cent) were possessed by most of the respondents and more scope to develop innovativeness, risk taking, decision making abilities etc. Socio-economic characteristics like education, experience, annual income and sources of information had shown significant relationship with entrepreneurial attributes of nursery growers. The major constraints faced by the respondents were unavailability of finance, high cost of inputs and labourers, lack of storage and transportation facility, lack of knowledge about export oriented practices etc. Accordingly respondents suggested to provide support for initial infrastructure development, training on use of plant protection chemicals, bonsai preparation, increase in subsidy, good quality and timely inputs, export oriented market information. Further study can be concluded that nursery owners should form strong organisation, more agriculture graduates should enter in this business and become successful entrepreneurs to address the problem of unemployment.*

**Keywords :** *entrepreneurial attributes, nursery growers, socio-economic characters*

### INTRODUCTION

Nursery raising is one of the remunerative enterprise in horticulture sector. Nursery management gained status of commercial venture as the demand for high quality planting material is steadily increasing due to interest in vegetable gardening, fruit tree cultivation, social forestry, agro-forestry and plantation crops. Economic growth and development of advanced countries is largely due to entrepreneurship among their community rather than capital. In today's changing scenario, skill entrepreneurial

developments have become more important.

Pune is the global hub of education and service sector, became a major ornamental and floriculture nursery growing area as the demand of ornamentals and floriculture plants is increasing in the city. Also there is ample scope for agriculture graduates, small and marginal farmers to become a successful entrepreneurs in nursery business by setting up small nurseries. Considering these facts, it felt necessary to conduct the study on entrepreneurial attributes of nursery

growers with the objectives to study the entrepreneurial attributes, relationship between socio-economic characteristics and entrepreneurial attributes, constraints faced and suggestions made for practicing nursery business.

### OBJECTIVES

- To know the socio-economic characteristics of nursery growers
- To know the entrepreneurial attributes of the nursery growers
- To know the relationship between socio-economic characteristics and entrepreneurial attributes.

### METHODOLOGY

As more number of nurseries are located around the Pune city along the Pune-Solapur, Pune-Mumbai highways, so this formed the research area for present study. As selected area fall under Maval, Haveli and Daund tahsils of the Pune district, these three tahsils were purposively selected for the study. From the selected area 30, 20 and 10 private nursery growers engaged in ornamental and floriculture nurseries from Haveli, Maval and Daund tahsil respectively were selected by using purposive sampling method. Data were collected with the help of well structured and pre-tested interview schedule. For obtaining results, frequency, percentage and correlation coefficient was worked out. Data were categorized by calculating mean and standard deviation.

### RESULTS AND DISCUSSION

Data from table 1 revealed that, more than forty percent respondents (41.67 per cent) were from middle age group and educated up to college level (46.67 per cent). Near about one third (31.66 per cent) were old whereas 33.33 per cent educated up to secondary level. As the respondents are staying in and around the city place which might be realized them the importance of formal education and motivated them to pursue higher education it can be the probable reason for majority of farmers to be educated up to college level.

Majority (66.67 per cent) of the nursery growers had medium experience of 8 to 24 years in nursery business, followed by one fourth (25.00 per cent) of respondents had low experience up to 7 years.

**Table 1 : Distribution of the respondents according to their socio-economic characteristics n=60**

Sr. No.	Particular	Frequency	Percent
A	<b>Age</b>		
i.	Young (Up to 35 yrs.)	16	26.67
ii.	Middle (36 yrs. to 55 yrs.)	25	41.67
iii.	Old (56 yrs. and above)	19	31.66
B	<b>Level of education</b>		
i.	Illiterate (No Education)	02	03.33
ii.	Primary (Up to 7 <sup>th</sup> std.)	01	01.67
iii.	Secondary (8 <sup>th</sup> to 10 <sup>th</sup> std.)	20	33.33
iv.	Higher secondary (11 <sup>th</sup> and 12 <sup>th</sup> std.)	09	15.00
v.	College (above 12 <sup>th</sup> std.)	28	46.67
C	<b>Experience in Nursery</b>		
i.	Low (upto 7 years)	15	25.00
ii.	medium (8 to 24 years)	40	66.67
iii.	High (25 years and above)	05	08.33
D	<b>Sources of information</b>		
i.	Low (Up to 32 score)	08	13.33
ii.	Medium (33 to 43 score)	41	68.33
iii.	High (44 score and above)	11	18.34
E	<b>Land holding</b>		
i.	Marginal (Up to 1.00 ha.)	08	13.30
ii.	Small (1.01 ha. to 2.00 ha.)	32	53.33
iii.	Semi-medium (2.01 ha. to 4.00 ha.)	15	25.00
iv.	Medium (4.01 ha. to 10.00 ha.)	05	8.33
v.	Big (10. 01 ha. & above)	00	00.00
F	<b>Annual income</b>		
i.	Up to ₹ 3,00,000	08	13.33
ii.	₹ 3,00,001 to 10,00,000	36	60.00
iii.	₹ 10,00,001 and above	16	26.67

Most of the respondents (68.33 per cent) were used medium sources of information and preferred individual contact methods like discussion with friends, colleagues, successful nursery growers to seek knowledge and guidance for nursery raising. As per economic characteristics of nursery growers is concerned more than half (53.33 per cent) of the nursery growers were belonged to the small land holding category ranges between 1.01 to 2.00 ha. and majority (60.00 per cent) of respondents had medium annual income ranges between ₹ 3,00,001 to 10,00,000 per year.

**Table 2 : Entrepreneurial attributes of the nursery growers n=60**

Sr. No.	Entrepreneurial attributes	Frequency	Percent
a.	<b>Innovativeness</b>		
i.	Low (Up to 26 score)	12	20.00
ii.	Medium (27 to 30 score)	37	61.67
iii.	High (31 score and above)	11	18.33
b.	<b>Achievement motivation</b>		
i.	Low (Up to 18 score)	13	21.67
ii.	Medium (19 to 24 score)	36	60.00
iii.	High (25 score and above)	11	18.33
c.	<b>Decision making ability</b>		
i.	Low (Up to 17 score)	11	18.33
ii.	Medium (18 to 22 score)	40	66.67
iii.	High (23 score and above)	09	15.00
d.	<b>Economic motivation</b>		
i.	Low (Up to 21 score)	09	15.00
ii.	Medium (22 to 25 score)	45	75.00
iii.	High (26 score and above)	06	10.00
e.	<b>Risk taking ability</b>		
i.	Low (Up to 5 score)	10	16.66
ii.	Medium (6 to 8 score)	37	61.67
iii.	High (9 score and above)	13	21.67
f.	<b>Leadership ability</b>		
i.	Low (Up to 9 score)	08	13.33
ii.	Medium (10 to 13 score)	42	70.00
iii.	High (14 score and above)	10	16.67
g.	<b>Management ability</b>		
i.	Low (Up to 18 score)	12	20.00
ii.	Medium (19 to 20 score)	41	68.33
iii.	High (21 score and above)	07	11.67

From the table 2 it is revealed that majority (61.67 and 60.00 per cent) and of the respondents had medium innovativeness and achievement motivation respectively, due to their awareness and small land holding in near about

city area insisted them to go always for new things. The findings of the present study are in line with the findings of Bhagyalaxmi *et al.* (2003) and Gamit *et al.*(2015).

Two third (66.67 per cent) of the respondents had medium decision making ability and three fourth (75.00 per cent) of the respondents had medium level of economic motivation whereas majority (61.67 per cent) of the respondents had medium risk bearing ability. This might be due to that uncertainty in nursery business, fluctuation in demand for nursery plants. The result of present study is in accordance with Bhagyalaxmi *et al.* (2003) and Suresh (2004).

Majority (70.00 and 68.33 per cent) of the respondents belonged to medium category of leadership and management ability, as respondents had medium experience of nursery business and fallen in medium age group. The results of present study are in line with findings of Suresh (2004)

**Table 3 : Relationship between socio-economic characteristics and entrepreneurial attributes**

Sr. No.	Independent variables	Calculated 'r' value
X <sub>1</sub>	Age	-0.1308 <sup>NS</sup>
X <sub>2</sub>	Education	0.3746 <sup>**</sup>
X <sub>3</sub>	Experience in nursery business	0.5384 <sup>**</sup>
X <sub>4</sub>	Land holding	-0.2754 <sup>NS</sup>
X <sub>5</sub>	Annual income	0.4125 <sup>**</sup>
X <sub>6</sub>	Sources of information	0.2934 <sup>*</sup>

\*\* = Significant at 1 per cent level of significance

\* = Significant at 5 per cent level of significance

NS = Non-Significant

Data from table 3 stated that education, experience, annual income of nursery growers were positively and significantly related with their entrepreneurial attributes. Similar findings were reported by Gamit *et al.*(2014) and Amreliya *et al.*(2015). It helps to bring changes in their socio-psychological orientation to adopt new idea and helped them in taking calculated risk.

Most of the respondents expressed constraints as high initial investment, high cost of inputs and labour charges, unavailability of finance, lack of skilled labours, unorganized sector etc. Also marketing problems like lack of knowledge about export oriented practices, transportation and storage facility were faced by them. Nursery owners suggested that long term loans should be provided by government

for bringing mechanization in nursery units, strengthening transportation and storage facility also training on export oriented practices should be organized under entrepreneurial development programme.

### **CONCLUSION**

Study further may be concluded that there is a need to make co-ordinated efforts by public and private nursery growers to address their problems, agriculture graduates should come forward, organize and tap this opportunity. Moreover, well trained and skill manpower should be developed for boosting the nursery enterprise.

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