

## ASSOCIATION BETWEEN ENTREPRENEURIAL BEHAVIOUR OF YOUNG COTTON GROWERS AND SELECTED INDEPENDENT VARIABLES

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### ABSTRACT

*The research was carried out in Surat district in South Gujarat during 2017-2018 With sample size of 100 young cotton growers. An Ex-post facto research design was used for the study. Random sampling procedure was used to select the sample. The data was collected with the help of pre structured interview schedule. Hence the present study focused on the association between entrepreneurial behaviour of young cotton growers and selected independent variables. The independent variables like extension contact, risk orientation, innovativeness were positively and significantly associated with entrepreneurial behaviour at 1 Percent level of Significance. However, independent variables like education, farming experience, annual income, material possession, Mass media exposure were positively and significantly associated with entrepreneurial behaviour at 5 Percent level of Significance. On the other hand independent variables like age, size of land holding, social participation were found positively and non significantly associated with entrepreneurial behaviour.*

**Keywords:** association, entrepreneurial behaviour and young cotton growers

### INTRODUCTION

Youths are the innovators, creators, builders and leaders of the future. Youth are defined as those between age group of 15 to 29 as per the national youth policy (2014) Which constitutes 27.5% of India's population. At present, about 34% of Gross National Income (GNI) of our country is contributed by youths. India has the world's largest youth population with 242 millions despite having a smaller population than China, which has 185 million young people a latest UN report 2014.

India is the home of food grains, pulses and oilseed crops like castor, groundnut etc. Cotton is known as "king of fiber" crops due to its global importance in agriculture as well as industrial economy. It is commonly known as "White Gold" in the farming community. It is a multipurpose crop that supplies 5 basic products viz; lint, oil, seed meal, hulls and linters. Due to its multipurpose nature and use, it has huge demand from industrial side, which makes this crop most rewardable among the farming community. Keeping this in view, the present study was taken up to know the association between entrepreneurial behaviour of young cotton growers and selected independent variables

### OBJECTIVE

To know the association between entrepreneurial behaviour of young cotton growers and selected independent variables

### METHODOLOGY

The research was carried out in Surat district in South Gujarat during 2017-2018. The Surat District comprises of Ten Taluks, among which Olpad and Umarpada Taluk were selected purposively for present study as these two are highest cotton growing talukas out of ten talukas of Surat district. From each selected taluk five villages were selected randomly. Ten young cotton growers were selected randomly from each of the selected villages constituting a sample of 100 young cotton growers for the study. An Ex-post facto research design was used for the study. Based on objectives, an interview schedule was developed and respondents were interviewed personally at their home and farms. Eleven independent variable and entrepreneurial behaviour were the dependent variables measured by structured interview schedule. The collected data were analyzed by using percentage, mean, standard deviation, entrepreneurial behaviour index and correlation coefficient ( $r$ ).

**RESULTS AND DISCUSSION**

**Table-1: Association between entrepreneurial behaviour of young cotton growers and selected independent variables (n=100)**

| Sr. No.         | Independent variables | Coefficient of Correlation (r) |
|-----------------|-----------------------|--------------------------------|
| X <sub>1</sub>  | Age                   | 0.021 <sup>NS</sup>            |
| X <sub>2</sub>  | Education             | 0.227*                         |
| X <sub>3</sub>  | Farming experience    | 0.237*                         |
| X <sub>4</sub>  | Size of land holding  | 0.157 <sup>NS</sup>            |
| X <sub>5</sub>  | Annual income         | 0.227*                         |
| X <sub>6</sub>  | Extension contact     | 0.286**                        |
| X <sub>7</sub>  | Social participation  | 0.148 <sup>NS</sup>            |
| X <sub>8</sub>  | Material possession   | 0.244*                         |
| X <sub>9</sub>  | Mass media exposure   | 0.228*                         |
| X <sub>10</sub> | Risk orientation      | 0.291**                        |
| X <sub>11</sub> | Innovativeness        | 0.297**                        |

<sup>NS</sup> non-significant \*Significant at 0.05 level of probability \*\* Significant at 0.01 level of probability

The data presented in Table-1 revealed that independent variables like extension contact (0.286\*\*), risk orientation (0.291\*\*), innovativeness (0.297\*\*) were positively and significantly associated with entrepreneurial behaviour at 1 Percent level of Significance. However, independent variables like education (0.227\*), Farming experience (0.237\*), annual income (0.227\*), material possession (0.244\*), Mass media exposure (0.228\*) were positively and significantly associated with entrepreneurial behaviour at 5 Percent level of Significance. On the other hand independent variables like age (0.021<sup>NS</sup>), size of land holding (0.157<sup>NS</sup>) and social participation (0.148<sup>NS</sup>) were found positively and non significantly associated with entrepreneurial behaviour.

**CONCLUSION**

The Independent variables such as extension contact, risk orientation, innovativeness were positively and significantly associated with entrepreneurial behaviour at 1 percent level of Significance. Whereas, education, farming

experience, annual income, material possession and Mass media exposure were found positively and significantly associated with entrepreneurial behaviour at 5 percent level of Significance. Whereas age, size of land holding and social participation were found positively but non significantly associated with entrepreneurial behaviour.

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