

## CORRELATES OF ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARMERS ABOUT DAIRY ENTERPRISE

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### ABSTRACT

*Banaskantha and Mehsana district were purposively selected for study. Banaskantha district comprises of fourteen talukas out of which, two talukas viz:- Palanpur and Deesa, while Mehsana district comprises of nine talukas out of which, two talukas viz:- Vijapur and Kheralu were selected randomly. For selection of villages from each selected taluka, a list of villages was obtained from BANAS and DUDHSAGAR dairy. Thereafter, five villages were randomly selected from selected each taluka. Ten dairy farmers were randomly selected from each selected village. Majority (74.50 per cent) of the dairy farmers were found to have medium level of entrepreneurial behaviour while 13.00 per cent and 12.50 per cent respondents had high and low level of entrepreneurial behaviour. Those independent variables that had positive and significant relationship were education, caste, land holding, annual family income, annual income from dairy enterprise, mass media exposure, extension participation, attitude towards co-operative dairy and adoption. Dairy experience of the dairy farmer was found to be negatively and significantly correlated. Age of dairy farmers failed to show any significant relationship with their entrepreneurial behaviour. Rest variables viz., Family size and herd size of dairy farmers was found to be negatively and non significantly correlated.*

**Keywords:** *entrepreneurial behaviour, dairy farmers, constraints, suggestions*

### INTRODUCTION

The country has achieved major breakthrough in milk production in the recent years. In India, dairying has been practiced as a rural farming enterprise. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairying. Dairy farming is not an indispensable component of agriculture, but also the most suitable production system that has enormous potential to improve the socio-economic status of the large percentage of the rural population, especially land less labourers, marginal and small farmers scattered all over the country. India has the largest cattle and buffalo population and is currently largest producer of milk in the world. India has witnessed a rapid increase in milk production during the last two and half decades and hold the second position in the world by producing about 146.3 million tons of milk per annum. Twenty first century is the century of entrepreneurship and every individual can be an agent for innovation and change. Entrepreneurship is regarded as one of the most crucial factors in the economic development of every region of the country. It widens the horizons of economic development even in the socially and industrially backward regions. Dynamic entrepreneurs are considered to be the agent of change in a society. Entrepreneurs play a very important role in generating new employment and setting. Hence, it is also worthwhile to study the relationship between the profile of the dairy farmers and

their entrepreneurial behaviour. Keeping in view present study was conducted with following objectives:

### OBJECTIVES

- (a) To study the entrepreneurial behavior of the dairy farmers
- (b) To study the relationship between entrepreneurial behaviour and characteristics of dairy farmers

### METHODOLOGY

This study was conducted in North Gujarat. Ex-post facto research design was used for the study. Banaskantha and Mehsana district were purposively selected for study. Banaskantha district comprises of fourteen talukas out of which, two talukas viz:- Palanpur and Deesa, while Mehsana district comprises of nine talukas out of which, two talukas viz:- Vijapur and Kheralu were selected randomly. For selection of villages from each selected taluka, a list of villages was obtained from BANAS and DUDHSAGAR dairy. Thereafter, five villages were randomly selected from selected each taluka. Ten dairy farmers were randomly selected from each selected village. The data were collected in the light of the objectives of the study with the help of well structured, pre tested Gujarati version interview schedule. For measurement of dependent and independent variables

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included in study, different scales and scoring techniques developed by previous researchers were used with slight modifications, wherever necessary. The data so collected were coded, classified, tabulated and analyzed in order to make the finding meaningful. The statistical tools used were percentage, mean score, coefficient of correlation, multiple

regression, step wise regression and path analysis.

## RESULTS AND DISCUSSION

With this consideration, entrepreneurial behaviour of dairy farmers was studied. The data in this regard are presented in Table-1.

**Table 1: Distribution of the respondents according to their overall entrepreneurial behaviour n=200**

Sr. No.	Entrepreneurial behaviour	Number	Percent
1	Low (up to 53.1 score)	25	12.50
2	Medium (between 53.2 to 62.32 score)	149	74.50
3	High (above 62.32 score)	26	13.00

Mean=57.71

S.D.=4.61

It is apparent from the data in Table 1 that majority (74.50 per cent) of the dairy farmers were found to have medium level of entrepreneurial behaviour while 13.00 per cent and 12.50 per cent respondents had high and low level of entrepreneurial behaviour, respectively.

Similar results are reported by Lawrence and Ganguli (2012), Mehta and Sonawane (2012), Kavadi et al. (2015) and Rajeshkumar and Bansanayak (2012).

**Table 2: Correlation between selected characteristics of the respondents and their entrepreneurial behaviour.**

n=200

Sr. No.	Characteristics	Correlation coefficient ('r' value)
X <sub>1</sub>	Age	0.127 <sup>NS</sup>
X <sub>2</sub>	Education	0.218**
X <sub>3</sub>	Dairy experience	-0.167*
X <sub>4</sub>	Caste	0.222**
X <sub>5</sub>	Family size	-0.051 <sup>NS</sup>
X <sub>6</sub>	Land holding	0.411**
X <sub>7</sub>	Annual family income	0.502**
X <sub>8</sub>	Annual income from dairy enterprise	0.350**
X <sub>9</sub>	Herd size	-0.032 <sup>NS</sup>
X <sub>10</sub>	Mass media exposure	0.271**
X <sub>11</sub>	Extension participation	0.145*
X <sub>12</sub>	Attitude towards co-operative dairy	0.181*
X <sub>13</sub>	Adoption	0.178*

\* Significant at 0.05 per cent level of probability

\*\* Significant at 0.01 per cent level of probability

NS=Non significant

Those independent variables that had positive and significant relationship were education, caste, land holding, annual family income, annual income from dairy enterprise, mass media exposure, extension participation, attitude towards co-operative dairy and adoption. Dairy experience of the dairy farmer was found to be negatively and significantly correlated. Age of dairy farmers failed to show any significant relationship with their entrepreneurial behaviour. Rest variables viz., Family size and herd size of dairy farmers was found to be negatively and non significantly correlated.

## CONCLUSION

To epitomize the results it can be said that majority (74.50 per cent) of the dairy farmers were found to have medium level of entrepreneurial behaviour. Those independent variables that had positive and significant relationship were education, caste, land holding, annual family income, annual income from dairy enterprise, mass media exposure, extension participation, attitude towards co-operative dairy and adoption. Dairy experience of the dairy farmer was found to be negatively and significantly correlated. Age of dairy farmers failed to show any significant relationship with their entrepreneurial behaviour. Rest variables viz., Family size and herd size of dairy farmers was found to be negatively and non significantly correlated.

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