

RELATIONSHIP BETWEEN PERSONAL ATTRIBUTES AND ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARMERS

VINAY KUMAR*, TIKAM C. GOYAL, ROHITASH KUMAR and VIVEK SAHARAN¹

CVAS, Navania, Vallabh Nagar, Udaipur (Rajasthan)-313601, RAJUVAS, Bikaner

¹Department of Animal Nutrition, Lala Lajpat Rai University of Veterinary & Animal Sciences, Hisar

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ABSTRACT

The present study was conducted in Udaipur district of Rajasthan which was selected purposely keeping in view of the fact that the district has highest population of livestock in southern Rajasthan. A sample of 120 respondents was selected for present study. where four Tehsils, six villages from each selected Tehsil and five dairy farmers from each identified village were families who possessed at least 5 milch (dairy) animals either cattle or buffalo and both in total at their farms in production phase were purposely selected through multistage stratified random sampling technique thus making a total sample of 120 respondents. It was observed that age, education, training attended, annual income, extension contact of respondents was having positive and significant correlation with entrepreneurial behaviour at 1 per cent level of significance. Furthermore, the social participation and land holding had positive and significant relationship with entrepreneurial behaviour of respondents at 5 per cent level of significance. On the other hand, family size, experience in dairy farming, occupation, herd size, milk production, economic motivation, scientific orientation, market orientation and mass media exposure were found to have no correlation with entrepreneurial behaviour.

Keywords: Entrepreneurial behaviour, Livestock production, Dairy farmers, Relationship

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Entrepreneurship comprises any purposeful activity that initiates, maintains or develops a profit oriented business in interactions with the internal situations of business, or with the economic, political and social circumstances surrounding the business. The aspects of entrepreneurship includes the identification of market opportunity and the generation of a business idea to address the opportunity, the marshalling and commitment of resource in the face of risk to pursue the opportunity and creation of an operating business organization to implement the opportunity motivated business ideas. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities, i.e. the development of entrepreneurship is directly related to the socio-economic development of the society. In the present era, it is being realized that entrepreneurship contributes to development of a country in several ways, viz. assembling and harnessing the various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity, expanding the horizons of the market, and coordinating and managing the manufacturing unit at various levels. Infact, the rapid economic development of a country crucially depends upon the number of entrepreneurs in a country. Since, India is the largest milk producer in the world, role of dairy farmers is very important in dairy industry and socio-economic development of the society. The dairy co-operatives provide the opportunity of incentives and encouragement especially to the poor farmers for

augmenting milk production and earning more profits through the supply of milk owing to remunerative prices. Dairy as an enterprise is increasingly being recognized could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level (Gamit *et al.*, 2015).

MATERIAL AND METHODS

Study area and sampling

The study was conducted in Udaipur district of Rajasthan state selected purposely keeping in view the fact that the district has highest population of livestock in southern Rajasthan. Udaipur district has about 15.25 lacs livestock population (19th livestock census Rajasthan-2012). Udaipur district comprises of 11 tehsils namely Girwa, Vallabh Nagar, Mavli, Jhadol, Kherwara, Salumbar, Rishabhdeo, Lasadiya, Gogunda, Sarada and Kotra. Out of 11 tehsils, four tehsils namely Girwa, Salumbar, Kotra and Vallabh Nagar were selected purposely for the present study on the basis of highest dairy animals' population in these four tehsils of the Udaipur district. Six villages were selected purposely from the each selected tehsil. Thus, a total of twenty four villages were selected in all. Five farmers who possess at least 5 milch (dairy) animals either cattle or buffalo and both practicing dairy farming were selected randomly from each village as respondents for the study. Therefore, the total sample size for this study was 120 dairy farmers.

Data collection and analysis

The data were collected with the help of pre-tested

*Corresponding author: vinaymeel786@gmail.com

structured interview schedule by holding personal interview with dairy farmers by the researcher. The variables considered in the present study have been studied and explained subjectively. It is also important to understand the nature and degree of relationship between entrepreneurial behavioural traits of the respondents. In order to ascertain the relationship as well as cause and direct effect relationship between these variables, coefficients of correlation were calculated. The outcome of this analysis also helped in identifying predictive factors/variables, which could help in explaining the entrepreneurial behaviour among dairy farmers of the study area.

All the sixteen variables namely, age, education, occupation, family size, herd size, land holding, annual income, social participation, economic motivation, scientific orientation, market orientation, social participation, experience in dairying, milk production training attended, extension contact and mass media exposure included in the present study have been selected as independent variables to assess the relationship with entrepreneurial behaviour of dairy farmers.

RESULTS AND DISCUSSION

The correlation coefficients between entrepreneurial behaviour and other traits of the respondents had been shown in table 1 while explaining the relationship, the traits are considered here as independent variables because these traits are considered here as presumed cause of entrepreneurial behaviour.

The perusal of the data displayed in table 1 clearly indicate that out of sixteen variables, five variables *viz.* age ($r=0.658$), education ($r=0.457$), training attended ($r=0.217$), annual income ($r=0.882$) and extension contact ($r=0.344$) were found to have positive and highly significant relationship with entrepreneurial behaviour of the dairy farmers at 1 per cent level of significance. On the other hand, social participation ($r=0.189$) and land holding ($r=0.191$) were also found to have positive and significant relationship with entrepreneurial behaviour of the dairy farmers at 5 per cent level of significance. This in turn indicates that entrepreneurial behaviour of the dairy farmers is determined and greatly influenced by these above listed seven variables. Unfortunately, all the other variables *i.e.* family size, experience in dairy farming, occupation, herd size, milk production, economic motivation, scientific orientation, market orientation and mass media exposure were found to have no correlation with entrepreneurial behaviour of the dairy farmers. The reason for non-significant relationship might be due to the relation may vary from variable to variable depending upon the conditions and situation prevailing in the study

area. Therefore, it is recommended that the independent variables had positive and significant correlation should be considered primarily by the concerned agency to promote the entrepreneurship and inculcated the entrepreneurial skills among the respondents of the study area.

Table 1. Relationship between antecedent characteristics of dairy farmers and their entrepreneurial behavior

S.No.	Antecedent characteristics	Coefficient of correlation ('r' value) (')
1.	Age	0.658**
2.	Education	0.457**
3.	Family size	0.037NS
4.	Experience in dairying	0.159NS
5.	Training attended	0.217**
6.	Social participation	0.189*
7.	Land holding	0.191*
8.	Occupation	0.9NS
9.	Herd size	0.024NS
10.	Milk production	0.038NS
11.	Annual income	0.882**
12.	Economic motivation	0.002NS
13.	Scientific orientation	0.02NS
14.	Market orientation	0.014NS
15.	Extension contact	0.344**
16.	Mass media	0.08NS

** Significant at 0.01 level of probability

* Significant at 0.05 level of probability

NS – Non-significant

The age is the factor, which determines the fanaticism, aptitude and enthusiasm to work hard required for determining effectiveness in any activity. The middle age farmers are generally seen active and quite confident due to having sufficient experience and exposure to perform the dairy farm activities efficiently. This could be the reason for positive and highly significant relationship with their entrepreneurial behaviour. The similar findings were reported by Ahuja *et al.* (2016), Raina *et al.* (2016), Bhosale *et al.* (2014), Avhad *et al.* (2014), Lawrence and Ganguli (2012) and Rathod *et al.* (2012).

With respect to education, it broadens the vision of an individual. The educated persons develop more access to extension agencies, mass media, decision making ability, cosmopolite outlook and inclined to use innovations by taking the high risk. Hence, education was the influencing factor for entrepreneurial behaviour of dairy farmers. The findings are in accordance with the findings of Ahuja *et al.* (2016), Raina *et al.* (2016), Bhati and Upadhyay (2016), Bhosale *et al.* (2014), Lawrence and Ganguli (2012) Avhad *et al.* (2014), Patel *et al.* (2014), and Rathod *et al.* (2012).

With respect to training attended, training is a

process of acquiring the skills and development of the abilities to perform the task. Training is needed for grooming of an individual. With the acquired skills, the dairy farmers may enhance their entrepreneurial behaviour. The findings are in conformity with the findings of Lawrence and Ganguli (2012) and Avhad *et al.* (2014).

Annual income provides the economic base to the farmer; this was due to good risk taking ability, decision making ability and achievement motivation. The above finding is supported by Bhosale *et al.* (2014), Lawrence and Ganguli (2012) Avhad *et al.* (2014), Patel *et al.* (2014), and Rathod *et al.* (2012). With respect to extension contact, more the extension contact of the respondents with different functionaries helps in increasing information seeking behaviour, cosmopolite outlook and other entrepreneurial behaviour factors. The findings of Ahuja *et al.* (2016), Bhati and Upadhyay (2016), Bhosale *et al.* (2014), Lawrence and Ganguli (2012) Avhad *et al.* (2014) and Rathod *et al.* (2012) are in congruence with the above results.

Land holding by the dairy farmers was found to have positive and significant relationship with their entrepreneurial behaviour. The probable reason for present findings might be that the respondents with small and medium holdings would have somewhat good opportunities and potentialities to try and adopt variety of technological innovations. Small-medium land holders might take some risks to develop their dairy enterprise. Similar results were reported by Ahuja *et al.* (2016), Raina *et al.* (2016), Bhosale *et al.* (2014), Lawrence and Ganguli (2012) Avhad *et al.* (2014), Patel *et al.* (2014), and Rathod *et al.* (2012).

Social participation of the respondents was found to have positive and significant relationship with their entrepreneurial behaviour. Better social participation of the respondents would have enabled them to contact various sources of information for increasing the knowledge about the management of their enterprise development. The finding is in line with the findings of Ahuja *et al.* (2016), Raina *et al.* (2016) and Lawrence and Ganguli (2012).

CONCLUSION

It was observed that out of sixteen variables, five variables *viz.* age, education, training attended, annual income and extension contact were found to have positive and highly significant relationship with entrepreneurial behaviour of the dairy farmers at 1% level of significance.

On the other hand, social participation and land holding were found to have positive and significant relationship with entrepreneurial behaviour of the dairy farmers at 5 per cent level of significance.

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