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## Entrepreneurial behaviour of dairy farmers in Udaipur district of Rajasthan

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### Abstract

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. A sample of 120 respondents was selected for present study. The eight components of behaviour were undertaken to evaluate the status of entrepreneurial behaviour such as, innovativeness, achievement motivation, decision-making ability, risk-orientation, coordinating ability, planning ability, Cosmopolite outlook and self-confidence. The results revealed that majority of the respondents possessed medium level (64.17%) followed by low (13.33%) and high level (22.5%) of entrepreneurial behaviour.

**Keywords:** entrepreneurial behaviour, innovativeness, livestock production, dairy farmers

### Introduction

India is a vast country with diversified agro-climatic conditions. Agriculture is the main occupation in the country, majority of population still dependent on agriculture and allied sector. In present scenario small land holding is a major problem in agriculture sector so dairy husbandry may be an important substitutional occupation provides regular employment and income to the rural farmers the importance of dairying in our country hardly needs emphasizing. The vast resources (more than 50 per cent of the world's buffalos and 20 per cent of its cattle) of livestock in the country play an important role in the national economy as well as in the socio- economic development of millions of rural households. Dairy enterprise could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level is increasingly being recognized. A sustainable and financially viable dairy farming, which will generate income and self-employment through entrepreneurship, is the need of the day (Shah *et al.*, 2003) [23]. The word 'entrepreneur' is derived from the French verb 'entreprenre' which means, "To undertake". In the present era, it is increasingly 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 manufacturing unit at various levels. The development of entrepreneurship is directly related to the socio-economic development of the society. 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. 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. In fact, 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. According to Vijaykumar, (2001) [27] Entrepreneurship has been accepted globally as affective tool for widening the entrepreneurial base for those who have poor financial resources or managerial background. In the present era, it is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Farmers deciding to take particular crop or use scientific methods to grow crops also exhibit

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entrepreneurial behaviour (Rao and De, 2009) [22]. The emergence of entrepreneurs in communities depends upon closely interlinked social, religious, cultural, psychological and economic factors (Amarnath and Samvel, 2008) [4]. Dairy farming is a crucial component of rural economy that has the highest potential of generating income and employment through augmenting productivity of milch animals. It is one of the promising sectors for entrepreneurship development in India (Lazar, 2014) [15].

### Material and Methods

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 15.25lacs livestock population (19<sup>th</sup> livestock census Rajasthan-2012) [1]. 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. Twelve 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. The data were collected with the help of pre- tested structured

interview schedule by holding personal interview with dairy farmers by the researcher. Entrepreneurial behaviour of dairy farmers was measured by using the entrepreneurial behaviour scale developed by Chaudhari *et al.* (2007) [9] with suitable modification wherever required. The detail of the scale used is re-produced as under. There were eight components (innovativeness, achievement motivation, decisions making ability, risk orientation, co-coordinating ability, planning ability, cosmopolitaness and self-confidence) included in the scale to measure entrepreneurial behaviour of dairy farmers.

### Results and Discussion

Overall analysis of data presented in Table 1 reveals that the average entrepreneurial behaviour of dairy farmers was 85.79 per cent. Data further reveal that majority (64.17%) of dairy farmers had medium level of entrepreneurial behaviour followed by low (22.5%) and high (13.33%) entrepreneurial behaviour. Since the entrepreneurial behaviour is constituted of different components. Hence, the overall entrepreneurial behaviour of dairy farmers was found to be with medium level. The findings are in line with the findings of Raina *et al.* (2016) [19], Porcheziyan *et al.* (2016) [17], Chaurasiya *et al.* (2015) [11], Ahuja *et al.* (2015) [2], Gamit *et al.* (2015) [13], Bhosale *et al.* (2014) [6], Bhati *et al.* (2014) [7], Patel *et al.* (2014) [18], Avhad *et al.* (2015) [3] Tekale *et al.* (2013) [24], Rathod *et al.* (2012) [25], Kayensuza (2012) [14] and Lawrence and Ganguli (2012) [16] who found that majority of the dairy farmers belonged to medium category of entrepreneurial behaviour.

**Table 1:** Distribution of respondents according to level of entrepreneurial behaviour (n=120)

Level	Small dairy farmers		Medium dairy farmers		Large dairy farmers		Overall	
	f	%	F	%	f	%	f	%
Low (Below 83)	2	14.29	23	25.84	2	11.76	27	22.5
Medium (83-90)	11	78.57	53	59.55	13	76.47	77	64.17
High (Above 90)	1	7.14	13	14.61	2	11.76	16	13.33
Mean	85.42		85.67		86.70		85.79	
S.D.	3.75		4.11		3.85		4.02	

### Ranking of components according to their relative contribution to entrepreneurial behaviour among the dairy farmers

The data accommodated in Table 2 depicts the information pertaining to the different components of entrepreneurial behaviour and their significance as perceived by the dairy farmers in the study area. It could be observed from data in Table 2 that on overall basis, 'achievement motivation' of dairy farmers had highest contribution (76.90%) towards

entrepreneurial behaviour with its first rank. The planning ability was also considered significant and essential component by majority of the respondents (75.77%) with a second rank in the hierarchy. This was followed by self-confidence (75.70%), innovativeness (73.33%) and risk orientation (66.22%), cosmopolite outlook (65.80%), coordinating ability (62.50%) and decision making ability (60.38%) with their respective III, IV, V, VI, VII and VIII ranks, respectively.

**Table 2:** Ranking of components according to their relative contribution to entrepreneurial behaviour among the dairy farmers (n=120)

S.N.	Components	SDF		MDF		LDF		Overall	
		%	Rank	%	Rank	%	Rank	%	Rank
1.	Innovativeness	73.77	IV	74.33	IV	67.88	V	73.33	IV
2.	Achievement motivation	74.20	III	77.60	I	74.10	III	76.90	I
3.	Decision making ability	61.11	VIII	60.19	V	60.77	VI	60.38	VIII
4.	Risk orientation	64.90	V	66.18	VI	67.63	VII	66.22	V
5.	Coordinating ability	63.66	VI	62.25	VIII	68.08	IV	62.50	VII
6.	Planning ability	76.88	II	75.00	III	80.33	I	75.77	II
7.	Cosmopolite outlook	62.50	VII	66.05	VII	67.35	VIII	65.80	VI
8.	Self- confidence	80.00	I	75.10	II	75.20	II	75.70	III

### Entrepreneurial behaviour of dairy farmers

In the present study the entrepreneurial behaviour of dairy

farmers was studied and assessed using scale developed by Chaudhari *et al.* (2007) [9] with slight modifications. The

entrepreneurial behaviour of dairy farmers comprised eight components *viz.* Innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, cosmopolite outlook and self-confidence. All the selected components of entrepreneurial behaviour were carried out in relation to three categories of respondents i.e. small, medium and large dairy farmers. Entrepreneurs' profile on these eight dimensions were analyzed by pooling the scores obtained. Detailed data with regard to component wise have been furnished in Table 3 and have been interpreted and discussed individually at length in the following paragraphs.

**Table 3:** Distribution of respondents on the basis of components of entrepreneurial behavior (n=120)

S. No.	Components of Entrepreneurial Behaviour	Mean & SD	Category	SDF (14)		MDF (89)		LDF (17)		Overall (120)	
				F	P	F	P	F	P	F	P
1	Innovativeness	Mean=6.6 SD=1.58	Low (up to 5)	2	14.29	13	14.61	6	35.29	21	17.5
			Medium (6-8)	11	78.57	61	68.54	8	47.06	80	66.67
			High (>8)	1	7.14	15	16.85	3	17.65	19	15.83
2	Achievement Motivation	Mean=7.69 SD=1.35	Low (up to 6)	3	21.43	12	13.48	5	29.41	20	16.67
			Medium (7-9)	10	71.43	63	70.79	9	52.94	82	68.33
			High (>9)	1	7.14	14	15.73	3	17.65	18	15
3	Decision Making Ability	Mean=21.74 SD=2.60	Low (up to 19)	2	14.29	19	21.35	3	17.65	24	20
			Medium (20-24)	9	64.29	57	64.04	13	76.47	79	65.83
			High (>24)	3	21.43	13	14.61	1	5.88	17	14.17
4	Risk Orientation	Mean=14.57 SD=1.14	Low (up to 13)	4	28.57	14	15.73	1	5.88	19	15.83
			Medium (14-15)	9	64.29	58	65.17	14	82.35	81	67.5
			High (>16)	1	7.14	17	19.10	2	11.77	20	16.67
5	Co-coordinating Ability	Mean=7.5 SD=1.06	Low (up to 6)	4	28.57	10	11.24	1	5.88	15	12.5
			Medium (7-8)	7	50.00	68	76.40	8	47.06	83	69.17
			High (>8)	3	21.43	11	12.36	8	47.06	22	18.33
6	Planning Ability	Mean=6.82 SD=1.01	Low (up to 6)	5	35.71	29	32.58	4	23.53	38	31.67
			Medium (6-8)	7	50.00	57	64.05	10	58.82	74	61.67
			High (>8)	2	14.29	3	3.37	3	17.65	8	6.66
7	Cosmopolite outlook	Mean=13.16 SD=1.11	Low (up to 12)	5	35.71	16	17.98	2	11.77	23	19.17
			Medium (13-14)	9	64.29	63	70.79	12	70.59	84	70.00
			High (>14)	0	0.00	10	11.24	3	17.65	13	10.83
8	Self-confidence	Mean=7.57 SD=1.07	Low (up to 6)	0	0	12	13.48	2	11.77	14	11.67
			Medium (7-8)	11	78.57	67	75.28	12	70.59	90	75.00
			High (>8)	3	21.43	10	11.24	3	17.64	16	13.33

\*SDF – Small dairy farmer who possessed dairy animals in between 5 to 6 in the present study

\*MDF – Medium dairy farmer who possessed dairy animals in between 7 to 18 in the present study

\*LDF – Large dairy farmer who possessed more than 18 dairy animals in the present study

### Achievement motivation

Motivation is inner will, impulse of intention that causes a person to do something. The data on this parameter revealed that on overall basis, majority (68.33%) of the dairy farmers had medium level of achievement motivation, while relatively much smaller number of respondents had low (16.67%) and high (15%) level of achievement motivation in the study area. The findings are in line with the findings of Porchezhiyan *et al.* (2016) [17], Chaurasiya *et al.* (2015) [11], Kayensuza (2012) [14] and Shah *et al.* (2010) who found that majority of the respondents were having medium level of achievement motivation

### Decision making ability

The data from Table 3 showed that on overall basis, majority (65.83%) of dairy farmers had medium level of decision making ability whereas 20 per cent of them had low and 14.17 per cent had high level of this trait. A considerable number of dairy farmers were observed in medium decision making category. The above findings are in accordance with the results of Porchezhiyan *et al.* (2016) [17], Raina *et al.* (2016) [19], Chaurasiya *et al.* (2015) [11], Avhad *et al.* (2015) [3], Gamit *et al.* (2015) [13], Ahuja *et al.* (2015) [2], Patel *et al.* (2014) [18],

### Innovativeness

It is evident from Table 3 that on overall basis majority (66.67%) of the respondents had medium level of innovativeness, while 17.5 and 15.83 per cent of the total respondents had low and high level of innovativeness, respectively. The findings are in accordance with the findings of Porchezhiyan *et al.* (2016) [17], Chaurasiya *et al.* (2015) [11], Gamit *et al.* (2015) [13], Patel *et al.* (2014) [18] and Rathod *et al.* (2012) [25] who reported that majority of the respondents had medium level of innovativeness.

Ram *et al.* (2013) [20] and Tekale *et al.* (2013) [24] who reported that majority of the respondents fell into medium category of decision making ability

### Risk orientation

The data presented in Table 3 reveal that on overall basis, more than two-third of the respondents (67.5%) had medium level of risk orientation followed by 16.67 and 15.83 per cent had high and low level of risk orientation, respectively. The findings are in line with the findings of Porchezhiyan *et al.* (2016) [17], Raina *et al.* (2016) [19], Chaurasiya *et al.* (2015) [11], Gamit *et al.* (2015) [13], Jeelani *et al.* (2014), Kayensuza (2012) [14] and Lawrence and Ganguli (2012) [16] who found that majority of the respondents were belonged to medium category of risk orientation

### Coordinating ability

The pooled analysis of data depicted in Table 3 reveal that 69.17, 18.33 and 12.5 per cent of dairy farmers belonged to medium, high and low levels of coordinating ability, respectively. This finding is in conformity with the findings of Porchezhiyan *et al.* (2016) [17], Chaurasiya *et al.* (2015) [11], Avhad *et al.* (2015) [3], Patel *et al.* (2014) [18] and Baidha

(2011) <sup>[5]</sup> who observed that majority of the respondents belonged to medium category of co-coordinating ability

### Planning ability

It is apparent from data presented in Table 3 that on overall basis, majority (61.67%) of dairy farmers had medium level of planning ability, while nearly one third (31.67) had low level of planning ability and the rest (6.66%) of the respondents had high level of planning ability. The findings are in line with the findings of Raina *et al.* (2016) <sup>[19]</sup>, Chaurasiya *et al.* (2015) <sup>[11]</sup>, Lawrence and Ganguli (2012) <sup>[16]</sup> and Chaudhri (2006) who found that majority of the respondents, belongs to medium category of planning ability

### Cosmopolitan outlook

The data presented in Table 3 indicate that on overall basis, more than two-third i.e. 70 per cent of dairy farmers had medium level of cosmopolitan outlook, followed by 19.17 per cent who had low level of cosmopolitan outlook, whereas 10.83 per cent of the respondents had high level of cosmopolitan outlook. The findings are in consonance with the results of Porchezhiyan *et al.* (2016) <sup>[17]</sup>, Chaurasiya *et al.* (2015) <sup>[11]</sup>, Avhad *et al.* (2015) <sup>[3]</sup>, Gamit *et al.* (2015) <sup>[13]</sup>, Patel *et al.* (2014) <sup>[18]</sup>, Patel *et al.* (2013) <sup>[18]</sup>, Kayensuza (2012) <sup>[14]</sup> and Raut (2010) <sup>[21]</sup> who found that majority of the respondents belong to medium category of cosmopolite outlook

### Self-confidence

The data on this parameter depicted in Table 3 reveal that on overall basis, three-fourth of the dairy farmers (75%) had medium level of self-confidence, followed by high (13.33%) and low level (11.67%) of self-confidence, respectively. The findings are in conformity with the findings of Porchezhiyan *et al.* (2016) <sup>[17]</sup>, Chaurasiya *et al.* (2015) <sup>[11]</sup>, Gamit *et al.* (2015) <sup>[13]</sup> and Raut (2010) <sup>[21]</sup> who found that majority of the respondents belonged to medium category of self-confidence.

### Conclusion

Overall analysis of data presented in Table 4.3 reveals that the average entrepreneurial behaviour of dairy farmers was 85.79 per cent. Data further reveal that majority (64.17%) of dairy farmers had medium level of entrepreneurial behaviour followed by low (22.5%) and high (13.33%) entrepreneurial behaviour. Since the entrepreneurial behaviour is constituted of different components. Hence, the overall entrepreneurial behaviour of dairy farmers was found to be with medium level. This can be attributed to the level of major components like innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, cosmopolite outlook and self- confidence of respondents which might have contributed to medium level of entrepreneurial behaviour.

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