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## Agripreneurship behaviour of sugarcane juice centre owners of Maharashtra

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### Abstract

The present research was conducted in Ahmednagar district of Maharashtra, India with the objectives to study the profile of sugarcane juice centre owners, to study the agripreneurship behaviour of sugarcane juice centre owners and to study the relationship between sugarcane juice centre owners profile with their agripreneurship behavior. "Ex -post facto" research design was employed in the present research study. The results revealed that, 70.00 per cent of the respondents belonged to medium agripreneurship behaviour category, whereas, 16.36 per cent and 13.64 per cent belonged to low and high agripreneurship behaviour category respectively. Further, agripreneurship behaviour characteristics such as innovativeness was medium 71.82 per cent in Sugarcane juice centre owners 55.45 per cent of respondents had medium achievement motivation, 50 per cent of the respondents moderate decision making ability, 56.36 per cent respondent belonged to medium economic motivation, 57.27 per cent of the respondents had medium risk orientation. The characteristics such as education, annual income, family size, marketing behaviour, source of information were positive and significant relationship with agripreneurship behaviour. Age, land holding and area under crop were not significantly related with agripreneurship behaviour of sugarcane juice centre owners. Implied that the extension personnel should provide exposure to successful enterprises and organize interaction meetings to motivate and promote them along with SAUs, KVKs, NGOs and Banking to strengthen Market Led Extension linkage. Intensive training programmes need to be organized by Govt. and NGOs for development of agripreneurship, agro tourism centres through eco friendly hygienic sugarcane juice centres also for making awareness about agripreneurship opportunities, increasing innovativeness among young agripreneurship.

**Keywords:** agripreneurship behaviour, sugarcane juice centre owners

### Introduction

Entrepreneurship is necessary for the development of any nation. In the fast growing world, every country tries to achieve high socio-economic development for the prosperity of the society and betterment of its people. Any society is made up of both male and female gender. So, contribution of both men and women in economic activities is very much important for a developed nation building. For value addition to farmer's products, there is need to promote agripreneurship among farmers and development of small scale agro -based industries in the villages. The vital role played by the agripreneurs in sharing the economic destiny of the nation. Sugarcane (*Saccharum officinarum*) is a high value and water-intensive commercial crop cultivated traditionally in most part of India. The major sugarcane growing states are, Uttar Pradesh, Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh and Gujrat. Maharashtra is the largest producer of sugar contribute about 34.00 per cent of sugar in the country followed by Uttar Pradesh.

### Material and Methods

The research was conducted in Ahmednagar district of Maharashtra, India with the objectives to study the profile of sugarcane juice centre owners, to study the agripreneurship behaviour of sugarcane juice centre owners and to study the relationship between sugarcane juice centre owners profile with their agripreneurship behavior. The Ahmednagar district has been purposively selected for the study because of the availability of sugarcane juice centre owners also as per convenience of the researcher with the study area. In Ahmednagar district Rahuri Tahsil had maximum number (220) of sugarcane juice centre owners among them 110 were selected by Proportionate random sampling method for the study. "Ex -post facto" research design was employed in the present research study as the events have already occurred. The data were collected by interviewing the respondents with the help of a pre-tested structured interview schedule developed for the purpose.

The data collected from the respondents was scored, tabulated and analysed by using suitable statistical tools such as Frequency, Percentage, Mean and Standard deviation.

## Results and Discussion

### Profile of sugarcane juice centre owners

**Table 1:** Profile of sugarcane juice centre owners

Sr. No.	Components	Categories	Frequency (n=110)	Percentage
1	Age	Young (up to 35years)	49	44.55
		Middle (36 to 55)	52	47.27
		Old (56 and above)	09	08.18
2	Education	Illiterate	04	03.63
		Primary	07	06.37
		Middle school	14	12.73
		High school	20	18.18
		Higher secondary	43	39.09
3	Family Size	Graduate	22	20.00
		Small (up to 5 members)	60	54.55
		Medium (6 to 10 members)	41	37.27
		Large (11 and above members)	09	08.18
4	Land Holding	Marginal farmers (Up to 1.0ha)	75	68.18
		Small farmers(1.01 to 2.00 ha)	27	24.55
		Semi-medium (2.01 to 4.00 ha)	06	05.46
		Medium(4.01 to 10.00 ha)	02	01.81
		Large farmers (10.01 ha and above)	00	00.00
5	Occupation	Juice centre only	60	54.55
		Farming + juice centre	32	29.09
		Farming+ juice centre+ dairy	18	16.36
6	Annual Income	Low (Up to Rs. 92,595)	21	19.10
		Medium (Rs. 92,596 to Rs. 2,69,045)	72	65.45
		High (Rs.2,69,046and above)	17	15.45
7	Area Under Sugarcane	Small (Up to 0.10 ha)	07	06.36
		Medium (0.11 to 1.28 ha)	93	84.55
		Large (1.29 ha and above)	10	09.09
8	Marketing Behaviour	Low (Up to 22)	18	16.37
		Medium (23 to 25)	83	75.45
		High (26 and above)	09	08.18
9	Sources of Information	Low (Up to 42)	14	12.72
		Medium (43 to 47)	80	72.73
		High (48 and above)	16	14.55

The data revealed from Table 1. that 47.27 per cent of the respondents had middle age (36 to 57 years), 39.09 per cent educated up to higher secondary level, 54.55 per cent of them had family of small size (up to 5 members), the 68.18 per cent of had marginal size (Up to 1.00 ha) of land holding, (24.55%) had possessed small (1.01 to 2.00 ha) land holding, 65.45 per cent were under medium annual income category (Rs. 92596 to Rs. 269045), the 54.55 per cent were engaged

in juice centre as occupation, 84.55 per cent of them had medium area under sugarcane crop, 72.73 per cent had used medium sources of information for seeking information related to enterprise and 75.45 per cent had medium level of marketing behaviour.

### Overall agripreneurship behaviour of sugarcane juice centre owners

**Table 2:** Distribution of the respondents according to their overall agripreneurship behaviour

Sr. No.	Categories	Respondents (n=110)	
		Frequency	Percentage
1	Low (up to 124 scores)	18	16.36
2	Medium (125 to 134 scores)	77	70.00
3	High (134 and above scores)	15	13.64
	Total	110	100.00

The data presented in table 2.indicate that majority of the respondents 70.00 per cent had medium agripreneurship behaviour category followed by 13.64 per cent and 16.36 per cent with low and high agripreneurship behaviour

respectively.

The results were in line with Nagesha *et.al* (2011) and Daya Ram and Chaudhary (2012) [6, 3].

**Table 3:** Distribution of respondents according to their componentwise agripreneurship behaviour

Sr. No.	Components	Categories	Frequency	Percentage
1.	Innovativeness	Low (<56)	18	16.36
		Medium (57-64)	79	71.82
		High (>64)	13	11.82
		Mean = 60.57 SD = 4.38	110	100
2.	Achievement Motivation	Low (<14)	24	21.81
		Medium (15-16)	61	55.45
		High (>16)	25	22.73
		Mean = 15.52 SD = 1.07	110	100
3	Decision Making Ability	Poor (<18)	26	23.64
		Moderate (19-20)	55	50.00
		Good (>20)	29	26.36
		Mean = 19.57 SD = 1.12	110	100
4	Risk Orientation	Low (<14)	24	21.81
		Medium (15-16)	63	57.27
		High (>16)	23	20.92
		Mean = 15.49 SD = 1.20	110	100
5	Economic Motivation	Low (<17)	25	22.72
		Medium (18-19)	62	56.36
		High (>19)	23	20.90
		Mean = 18.30 SD = 1.41	110	100

### Innovativeness

From the Table 3 it can be observed that 71.82 per cent of the sugarcane juice centre owners belonged to medium innovativeness category. The medium innovativeness of respondents might be due to fact that majority (47.27%) of sugarcane juice centre owners were middle aged and belonged to medium decision making (50.00%) in farming activities. All these factors might have contributed for their medium level of innovativeness.

The results are in accordance with the findings of Bhagyalaxmi *et al.* (2003) [1].

### Achievement Motivation

From the table 3 it can be observed that 55.45 per cent were found to have medium achievement motivation. Achievement motivation is a psychological variable which differs from one individual to another. It is assumed that achievement motivation forces the individual towards reaching some goals, which he has set for himself. Higher the motivation of the individual higher will be his efforts. This predominant medium motivation levels can be attributed to the social and economic status of a respondent, who fails to achieve greater goals.

The findings are in line with studies conducted by Patil (2007) and Daya Ram and K.P. Chaudhary (2012) [3].

### Decision Making Ability

From the data presented in Table 3, we can easily conclude that 50.00 per cent of the respondents has moderate decision

making ability. This was due to good amount of knowledge and information they have. They take decision taking their personal, social and business situation into account.

The result of the study are in accordance with the findings of Sapam (2009) and Jayarani (2013) [7, 5].

### Risk Orientation

From Table 3, it is observed that 57.27 per cent were found to have medium risk orientation.. Good level of risk orientation was due to younger age, good education, and better economic condition of the respondents. This shows that, they do not avoid risks and at the same time, they do not like situations and commitments where the chances of desired outcome is very low. To be a successful entrepreneur, one has to take calculated risk at times.

The findings of the study are in line with the studies of Bhagyalaxmi *et al.* (2003) [1] and Suresh (2004) [8].

### Economic Motivation

It was observed from the data presented in the Table 3 that 57.27 per cent of respondents had medium level of economic motivation.

The findings of the present study are in line with Chauhan and Patel (2003) and Jadhav (2009) [2, 4]

### Relationship between personal and socio-economic characters with agripreneurship behaviour of sugarcane juice centre owners

**Table 4:** Relationship between the profile of sugarcane juice centre owners with their agripreneurship behavior

Sr. No.	Components	Correlation Coefficient (r)
1	Age	0.0839 <sup>NS</sup>
2	Education	0.2129*
3	Family size	0.1947*
4	Land holding	-0.1165 <sup>NS</sup>
5	Occupation	0.1925*
6	Annual income	0.1880*
7	Marketing behaviour	0.2066*
8	Area under crop	-0.07861 <sup>NS</sup>
9	Sources of information	0.2542**

\*= Significant at 0.05 level of probability \*\* = Highly significant at 0.01 level of probability

NS =Non-significant

As per Table 4, the independent variables, viz. education, family size, occupation, annual income, marketing behaviour, source of information have positive and significant correlation with their entrepreneurial behaviour. This means that with the increase in these variables there will be an increase in the agripreneurship behaviour of sugarcane juice centre owners. It can be interpreted from the Table 3, that independent variables age, land holding and area under crop has non-significant relationship with agripreneurship behaviour. The findings of the present study are in accordance with Jadhav (2009) [4]. Land holding and area under crop was negative and non-significant at 0.05 level of probability. This might be due to the fact that land holding and area under crop of sugarcane juice centre owners was the not major mean of their livelihood. Hence, irrespective of their land holding and area under crop they tried to get more economic return. Though the land holding and area under crop has not affected on the agripreneurship behaviour of sugarcane juice centre owners. The findings of Kotadiya (2006) [9] was in conformity with present finding.

### Conclusions

The study has clearly shown that majority of the sugarcane juice centre owners belonged to medium level of agripreneurship behaviour therefore it is implied that the extension personnel should provide exposure to successful enterprises and organize interaction meetings to motivate and promote them along with SAUs, KVKs, NGOs and Banking to strengthen Market Led Extension linkage. Intensive training programmes need to be organized by Govt. and NGOs for development of agripreneurship, agro tourism centres through eco friendly hygienic sugarcane juice centres also for making awareness about agripreneurship opportunities, increasing innovativeness among young agripreneurship.

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