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Relationship between profile of farmers and their perception about social entrepreneurship in south Gujarat

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Abstract

This paper describes relationship between profile of farmers with their perception about social entrepreneurship in South Gujarat. For, study primary data were collected on various parameters by using personal interview method for the period of 2021-2022 from seven districts of South Gujarat by survey method using interview schedule. The findings revealed that the variables viz., education, annual income, occupation, extension contact, risk orientation, economic motivation, management orientation, decision making ability and leadership ability were found positively and significantly related with perception of farmers about social entrepreneurship at 1 percent level of significance. Whereas, variables like age and experience were found negatively and significantly related with their perception about social entrepreneurship at 1 percent level of significance. While in case of gender found positively and significantly related with perception of farmers about social entrepreneurship at 5 percent level of significance. However, variables viz; size of family and type of family were found non-significantly related with their perception about social entrepreneurship.

Keywords: Perception, social entrepreneurship, relationship

Introduction

Social entrepreneurship is the process of pursuing innovative solutions to social problems. Social entrepreneurship is one of the important tributaries of entrepreneurship; it is more than just philanthropy having deeper and immense impact on social changes/upliftment in developing nations. The term 'social entrepreneurship' was used first in the literature on social change in the 1960s and 1970s. Edward Skoloot founded a consulting firm to help non-profit organizations interested in creating business ventures, which became a pioneer institution of the field. Credit for popularizing the term "Social Entrepreneurship" can be given to William Drayton, founder of Ashoka, who was inspired by Vinoba Bhave's "land gift movement", while his visit to India in the early 1980s. This movement aimed to break the poverty cycle by getting the richer people to give their land up so it could be more fairly distributed to the less wealthy. The success of this movement showed Drayton the effectiveness of social entrepreneurship in making change for the better (Leadbeater *et al.* 1996) [2]. Ashoka, the world's first organization to promote social entrepreneurship is now a worldwide company promoting the idea of creating social change through the use of an informative website that offers advice on financing and support social entrepreneurs throughout the world. Key area of work for social entrepreneurship is health, education, agriculture, skill development, environment, women empowerment, socio economic development of rural people etc.in rural as well as in urban areas. So, it is concluded that social entrepreneurship can help to upgrade socio-economic status of farmers of South Gujarat. Keeping the facts in view the present study attempts to examine the relationship between profile characteristics of farmers and their perception about social entrepreneurship in South Gujarat.

Objective

To know the relationship between profile of farmers with perception about social entrepreneurship.

Material and Methods

The study was conducted in all the seven districts of South Gujarat during 2021-2022. An Ex-post-facto research design was used in present study.

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A simple random sampling method was followed to avail 30 farmers from each district. This way, 210 farmers were obtained for the study. The primary data were collected from each farmer by personal interview method for the period 2021-2022. The data collected were processed, tabulated and interpreted. Profile characteristics of the farmers like age, education, experience, size of family, type of family, gender, annual income, occupation, extension contact, risk orientation, economic motivation, management orientation, decision making ability, and leadership ability were correlated with the farmers perception about social entrepreneurship to know the significant and non-significant relationship between the variables.

Results and Discussion

Correlation analysis was employed to access the relationship between the perception of farmers about social entrepreneurship with their profile characteristics. The correlation coefficients were worked out and the significance was tested by comparing with the table values. The results are presented in table 2.

It was revealed from the Table 1 that education (0.788**), annual income (0.615**), occupation (0.371**), extension contact (0.536**), risk orientation (0.582**), economic motivation (0.304**), management orientation (0.389**), decision making ability (0.575**) and leadership ability (0.569**) were found positively and significantly related with perception of farmers about social entrepreneurship at 1 percent level of significance. Whereas, age (-0.207**) and experience (-0.233**) were found negatively and significantly related with their perception about social entrepreneurship at 1 percent level of significance. Gender (0.153*) found positively and significantly related with perception of farmers about social entrepreneurship at 5 percent level of significance. However, variables viz; size of family (0.010NS) and type of family (0.071NS) were found non-significantly related with perception of farmers about social entrepreneurship.

Table 1: Relationship between profile of farmers with their perception about social entrepreneurship

Sr.	Independent variables	Coefficient of correlation ('r' value)
		Perception
1.	Age	-0.207**
2.	Education	0.788**
3.	Experience	-0.233**
4.	Size of family	0.010 ^{NS}
5.	Type of family	0.071 ^{NS}
6.	Gender	0.153*
7.	Annual income	0.615**
8.	Occupation	0.371**
9.	Extension contact	0.536**
10.	Risk orientation	0.582**
11.	Economic motivation	0.304**
12.	Management orientation	0.389**
13.	Decision making ability	0.575**
14.	Leadership ability	0.569**

*Significant at 5 percent level of probability

**Significant at 1 percent level of probability

NS = non-Significant

Conclusion

From the above discussion it is concluded that the education, annual income, occupation, extension contact, risk orientation, economic motivation, management orientation,

decision making ability and leadership ability were found positively and significantly related with perception of farmers about social entrepreneurship at 1 percent level of significance. Whereas, variables like age and experience were found negatively and significantly related with their perception about social entrepreneurship at 1 percent level of significance. While in case of gender found positively and significantly related with perception of farmers about social entrepreneurship at 5 percent level of significance. However, variables viz; size of family and type of family were found non-significantly related with their perception about social entrepreneurship.

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