



ISSN (E): 2277- 7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2022; SP-11(4): 1394-1397  
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Received: 07-02-2022

Accepted: 09-03-2022

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## Entrepreneurial behaviour of sericulturists in Parbhani district

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### Abstract

The study was conducted in Parbhani district. Three Tehsils and four villages from each Tehsils were selected purposively. Ten farmers from twelve villages were selected to comprise a sample of 120 respondents. An Ex-post-facto research design was followed for the study. Data was gathered using a well-structured interview schedule created with the study's objectives in mind. The collected data was analyzed, classified and tabulated. Statistical tools such as frequency, percentage, mean, standard deviation, and coefficient correlation were used to interpret findings and draw conclusions. Among the 120 farmers majority (66.67 per cent) of the respondents had medium level of overall entrepreneurial behavior, whereas (20 per cent) of the respondents had low level of overall entrepreneurial behavior and (13.33 per cent) of the respondents had high level of overall entrepreneurial behavior.

**Keywords:** Sericulture, entrepreneurial behaviour, Parbhani district, ex-post-facto

### Introduction

Sericulture plays a major role in rural employment, poverty alleviation and earning foreign exchange. A lot of entrepreneurial opportunities are available in various fields of sericulture. It is practiced in various states viz., Karnataka, Andhra Pradesh, Jammu & Kashmir, West Bengal and states like Madhya Pradesh and Maharashtra have also started practicing Sericulture. The non-mulberry (also called Vanya silk) sericulture is practiced in Assam, Jharkhand, Orissa and Madhya Pradesh. More than 6 million people are involved in sericulture activities. It is necessary to upgrade the skills of the sericulturists to use the full potentialities of sericulture to produce qualitatively superior cocoons and to earn profitable income (Source: Central Silk Board). Silk is the most elegant textile in the world with unparalleled grandeur, natural sheen, and inherent affinity for dyes, high absorbance, light weight, soft touch and high durability and known as the "Queen of Textiles" the world over. On the other hand, it stands for livelihood opportunity for millions owing to high employment oriented, low capital intensive and remunerative nature of its production. The very nature of this industry with its rural based on-farm and off-farm activities and enormous employment generation potential has attracted the attention of the planners and policy makers to recognize the industry among one of the most appropriate avenues for socio-economic development of a largely agrarian economy like India. India has the unique distinction of being the only country producing all the five known commercial silks, namely, mulberry, Tropical Tasar, Oak Tasar, Eri and Muga, of which Muga with its golden yellow glitter is unique and prerogative of India. Mulberry sericulture is mainly practiced in five states namely; Karnataka, Andhra Pradesh, Assam and Bodoland, West Bengal, Jharkhand and Tamil Nadu are major silk producing states in the country. North East has the unique distinction of being the only region producing four varieties of silk viz., Mulberry, Oak Tasar, Muga and Eri. Overall NE region contributes 18 per cent of India's total silk production. India is the second largest producer of silk in the world next to China with annual production of around 18500 million tonnes. The world raw silk production in 2018 was 159648 MT and the raw silk production of India was 35,261 MT in 2018-2019. The raw silk production of Maharashtra was 2538.557 MT and in Parbhani it was 44.687 MT in 2018-2019. Among the four varieties of silk produced in 2017- 2018, Mulberry accounts for 71.8 per cent (21,273 MT), Tasar 9.9 per cent (2,819 MT), Eri 17.8 per cent (5,638 MT) and Muga 0.7 per cent (170 MT) of the total raw silk production of 29,900 MT. India contributes about 31,931MTs of total silk production in 2017-2018. (Source: Central Silk Board). Maharashtra, a state without a tradition of silk production, has a large gap between demand and supply of raw silk and more than 4,000 silk weavers in Yeola, Paithan, and Mohadi areas source their raw silk from neighboring states, amounting to a total value of

imports of Rs. 2,500 to 3,000 million per year. This demand for raw silk could become a source of rural employment within Maharashtra. The demand for superior quality bivoltine silk is increasing in India for domestic consumption as well as value added silk products for the export market. The Ministry of Textiles Government of India and Departments of Sericulture in various states provide technical and financial assistance for enhancing the bivoltine silk production. Sericulture and Silk Industry is considered as an effective tool for poverty alleviation. The labour force participation rate in sericulture is highest in comparison to similar rural occupations. The industry provides job opportunities to all family members, especially, women and elderly persons. It has the unique nature of converting family labour into useful income to the family. Hence, this occupation could bring significant revenue to the households, thereby helped several poverty-stricken families in the rural areas, especially the marginalized population and forest dwellers. The sericulture and silk industry are highly labour intensive and gives employment to mostly the tribal and the extremely backward rural people. Hence, the government has been making serious efforts to introduce sericulture practice in many poverty ridden areas of our country. Through continued efforts in R&D sector, the productivity and quality of silk has enhanced significantly thereby improving the livelihood earning of the people already engaged in the industry. The women participation in sericulture and silk industry is about 60 per cent. (Central Silk Board) By introducing the sericulture industry to larger areas, more women and family members are able to generate substantial income for the family. Many of the studies undertaken in China, Thailand and India proved that the sericulture and industry is an ideal tool for women empowerment and gender equality. Entrepreneurship is the capacity for innovation and caliber to introduce innovative techniques in business operations. Entrepreneurship is the process of first

discovering and second acting on a disequilibrium opportunity. The activity of individual decides to adopting certain enterprise to make profit is regarded entrepreneurial behaviour. Entrepreneur behaviour consist of different components like farm decision making, innovativeness, risk taking ability, achievement motivation, information seeking, knowledge of farming, assistant of management services, co-ordination of farm activities, cosmopolitaness and leadership ability. Entrepreneurial behaviour is influenced by various personal, socio-economic characters or factors either individually or in combination, while the supporting system and social environment determine to some extent the success of entrepreneurship.

### Materials and Methods

The study was conducted in Parbhani district. Three Tehsils and four villages from each Tehsils were selected purposively. Ten farmers from twelve villages were selected to comprise a sample of 120 respondents. An Ex-post-facto research design was followed for the study. Data was gathered using a well-structured interview schedule created with the study's objectives in mind. The collected data was analyzed, classified and tabulated. Statistical tools such as frequency, percentage, mean, standard deviation, and coefficient correlation were used to interpret findings and draw conclusions. Entrepreneurial behavior of sericulturist were determined by considering five parameters i.e. innovativeness, achievement motivation, management orientation, decision making ability, cosmopolitaness. The addition of all components under the entrepreneurial behavior of sericulturist and they were categorized into three groups as low, medium and high overall entrepreneurial behavior on the basis of mean  $\pm$ SD.

### Results and Discussion

**Table 1:** Characteristics of farmers

Sr. No.	Characteristics	Farmers (n = 120)	
		Frequency	Percentage
1	<b>Age</b>		
	Young (Up to 30 years)	21	17.50
	Middle (31 to 52 years)	78	65.00
	Old (53 years & above)	21	17.50
2	<b>Education</b>		
	Illiterate	00	00.00
	can read only	00	00.00
	can read & write	00	00.00
	Primary school level (1 <sup>st</sup> - 7 <sup>th</sup> )	37	30.84
	Middle school level (8 <sup>th</sup> - 10 <sup>th</sup> )	46	38.33
	High school level (11 <sup>th</sup> - 12 <sup>th</sup> )	24	20.00
	Graduate	13	10.83
3	<b>Land holding</b>		
	Marginal (up to 1.00 ha)	15	12.50
	Small (01 to 2.00 ha)	62	51.67
	Semi medium (2.01 to 4.00 ha)	24	20.00
	Medium (4.01 to 10.00 ha)	12	10.00
	Large (above 10.00 ha)	07	05.83
4	<b>Area under sericulture</b>		
	Low (Up to 0.37)	00	00.00
	Medium (0.38 to 0.74)	92	76.67
	High (Above 0.75)	28	23.33
5	<b>Occupation</b>		
	Sericulture + Labour	00	00.00
	Sericulture + caste occupation	00	00.00

	Sericulture + Business	08	06.67
	Sericulture + Ind. profession	15	12.50
	Sericulture + Cultivation	83	69.16
	Sericulture + service	14	11.67
<b>6</b>	<b>Annual income</b>		
	Low (Up to Rs 165146)	03	02.50
	Medium (Rs 165147 to Rs 554404)	100	83.33
	High (Rs 554404 and above)	17	14.17
<b>7</b>	<b>Source of irrigation</b>		
	No source	00	00.00
	River	13	10.84
	Well/tube well	96	80.00
	Canal	11	09.16
<b>8</b>	<b>Social participation</b>		
	Low (Up to 3.71)	15	12.50
	Medium (3.72 to 6.82)	88	73.34
	High (Above 6.82)	17	14.16
<b>9</b>	<b>Extension contact</b>		
	Low (Up to 3.19)	25	20.83
	Medium (3.20 to 6.09)	85	70.83
	High (Above 6.10)	10	08.34
<b>10</b>	<b>Market orientation</b>		
	Low (Up to 9.66)	17	14.16
	Medium (9.67 to 14.46)	85	70.84
	High (Above 14.46)	18	15.00
<b>11</b>	<b>Risk orientation</b>		
	Low (Up to 17.68)	15	12.50
	Medium (17.69 to 23.74)	81	67.50
	High (Above 23.74)	24	20.00

From table 1 it was observed that majority of the sericulturists (65.00 per cent) fell into middle age group category, more than one third (38.33 per cent) of the respondents had middle school level of education category more than half (51.66 per cent) of the sericulturists had small type of landholding, majority (76.67 per cent) of the sericulturists belonged to medium area under mulberry, majority (69.16 per cent) of the sericulturists had sericulture+ agriculture as a occupation, majority (83.33 per cent) of the sericulturists belonged to

medium level of annual income category, majority (80.00 per cent) of the sericulturists had well or tube well as the as the source of irrigation, majority (73.34 per cent) of the sericulturists belonged to the medium level of social participation, majority (70.84 per cent) of the sericulturists had medium level of extension contact, majority (70.84 per cent) of the respondents had medium level of market orientation, it was found that majority (67.50 per cent) of the sericulturists had medium level of risk orientation.

**Table 2:** Entrepreneurial Behaviour of Sericulturists

Sr. No.	Characteristics	Farmers (n = 120)	
		Frequency	Percentage
<b>1</b>	<b>Innovativeness</b>		
	Low (Up to 11.96)	20	16.67
	Medium (11.97 to 14.04)	77	64.17
	High (14.04 and above)	23	19.16
<b>2</b>	<b>Achievement motivation</b>		
	Low (Up to 4.5)	24	20.00
	Medium (4.6 to 5.2)	92	76.66
	High (5.2 and above)	04	03.34
<b>3</b>	<b>Management orientation</b>		
	Low (Up to 28.42)	17	14.16
	Medium (28.43 to 31.44)	77	64.17
	High (31.44 and above)	26	21.67
<b>4</b>	<b>Decision making ability</b>		
	Poor (Up to 14.37)	17	14.16
	Moderate (14.38 to 19.4)	80	66.67
	Good (19.4 and above)	23	19.17
<b>5</b>	<b>Cosmopolitaness</b>		
	Low (Up to 10.21)	40	33.33
	Medium (10.21 to 11.89)	42	35.00
	High (11.89 and above)	38	31.67

**Innovativeness**

Table 2 depicted that majority (64.17 per cent) of the sericulturists had medium level of innovativeness, whereas

(19.16 per cent) had high level of innovativeness and (16.67 per cent) had low level of innovativeness. The probable reason for most of the sericulturists had low innovativeness is

because they had good level of education and small to semi medium type of land holding, middle level of income and high cosmopolitaness.

The findings are in line with the results of Potsangbam (2017).

#### Achievement motivation

Findings from the table 2 Shows that majority (76.66 per cent) of the respondents had medium level of achievement motivation, whereas (20 per cent) of the respondents had low level of achievement motivation and only (03.34 per cent) had low level of achievement motivation. Possible reason might be due to the middle level of school education and also medium to high decision-making ability led to develop better motivation character of the sericulturist.

The observations are similar with study of Chikane (2018) <sup>[1]</sup>.

#### Management orientation

Result from table 2 indicated that majority (64.16 per cent) of the respondents had medium level of management orientation; whereas 21.67 per cent of the respondents had high level of management orientation and 14.16 per cent had low level of management orientation. The probable reason for majority of the respondents had medium level of management orientation is because of unavailability of the skill full labour, lack of knowledge regarding sericultural practices, lack of market information, high cost of inputs.

Similar findings were reported by Nagesha (2005) <sup>[2]</sup>.

#### Decision making ability

Table 2 reported that majority (66.67 per cent) of the respondents had moderate type of decision making ability, whereas 19.17 per cent of the respondents had good decision making ability and only 14.16 per cent had poor decision making ability. The possible reason for the majority of the respondents had moderate level of decision making ability is due to the medium innovativeness, medium level of income and middle level of education, while factors might be responsible for the low decision making ability was low income, less exposure to market.

The findings are conformity with the findings of Pisure B.L. (2012).

#### Cosmopolitaness

Table 2 indicated that more than one third (35.00 per cent) of the respondents had high level of cosmopolitaness, whereas 33.33 per cent of the respondents had low level of cosmopolitaness and 31.67 per cent had low level of cosmopolitaness. The majority of the respondents were having medium cosmopolitaness as they have medium annual income, medium innovativeness, small to medium type of land holding, and low level of exposure to extension agencies and other organizations.

The findings are in line with the study of Nagesha (2005) <sup>[2]</sup>.

**Table 3:** Distribution of respondents according to overall entrepreneurial behaviour

Sr. No	Category	Frequency	Per cent
1	Low	24	20.00
2	Medium	80	66.67
3	High	16	13.33
	Total	120	100.00

Findings from table 3 declared that majority (66.67 per cent) of the respondents had medium level of overall entrepreneurial behavior, whereas (20.00 per cent) of the respondents had low level of overall entrepreneurial behavior and (13.33 per cent) of the respondents had high level of overall entrepreneurial behavior. Majority of the respondents belong to medium level of overall entrepreneurial behavior category and the possible reasons are medium level of innovativeness, medium level of achievement motivation, moderate decision-making ability medium in innovativeness, low exposure to extension agencies.

These findings are in line with the findings Pisure B.L (2012).

#### Conclusion

The major findings of the entrepreneurial behaviors and their component are as follows, It was depicted that (64.17 per cent) of the sericulturists had medium level of innovativeness, whereas (76.66 per cent) of the sericulturists had medium level of achievement motivation followed by (64.17 per cent) of the sericulturists had medium level of management orientation, and (66.67 per cent) of the sericulturists had medium level of decision making ability, whereas (35.00 per cent) of the sericulturists had medium level of cosmopolitaness. From all the respondents declared that majority (66.67 per cent) of the respondents had medium level of overall entrepreneurial behavior, whereas (20.00 per cent) of the respondents had low level of overall entrepreneurial behavior and (13.33 per cent) of the respondents had high level of overall entrepreneurial behavior.

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