



ISSN (E): 2277-7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2023; 12(3): 5886-5887  
© 2023 TPI

[www.thepharmajournal.com](http://www.thepharmajournal.com)

Received: 28-12-2022

Accepted: 31-01-2023

**Gosavi Deepali**

Post Graduate Institute,  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri,  
Ahmednagar, Maharashtra,  
India

**Dr. PB Kharde**

Department of Extension  
Education and Communication,  
MPKV, Rahuri, Maharashtra,  
India

**Dr. GK Sasane**

Department of Extension  
Education and Communication,  
MPKV, Rahuri, Maharashtra,  
India

**Corresponding Author:**

**Gosavi Deepali**

Post Graduate Institute,  
Mahatma Phule Krishi  
Vidyapeeth, Rahuri,  
Ahmednagar, Maharashtra,  
India

## Suggestions obtained from fruit and vegetable trainees to increase entrepreneurial behaviour

**Gosavi Deepali, Dr. PB Kharde and Dr. GK Sasane**

### Abstract

The present study was conducted with an objective to elicit constraints faced by fruit and vegetable trainees in Ahmednagar, Sangli, Satara, Solapur, Pune, Nashik, Kolhapur districts of Maharashtra state. Main focus of any development plan of India after post independence era are the farmers. As years pass by, agriculture as an industry lost its importance by policy makers of India. With the sample size of 200, the data was collected by personally interviewing with the help of present and well structured interview schedule and by using ex-post facto research design. The statistical methods like frequency, percentage, mean, standard deviation, coefficient of correlation were used for analysis of data. The fruit and vegetable trainees had given suggestions like government should provide regular electric supply, ensure good market price to value added products, exposure visit to successful enterprise during and after training. The present investigation has identified various suggestions by fruit and vegetable trainees.

**Keywords:** Suggestions, elicit, Maharashtra

### Introduction

The concept of entrepreneur and entrepreneurship has been frequently applied to the industrial sector. Agriculture, on the other hand, has largely been viewed as a traditional activity. For rural folk it is a way of life. Hence farmers were never visualized as business operators and farming as an enterprise. Little has been done to develop farmers into rational business sensing individuals or in other words 'entrepreneurs'. It is now being widely accepted that increase in production, productivity of farms, farm diversification, innovation and development of farmers into self sustaining individuals follow inculcation of the entrepreneurial qualities among farmers. Factors like the liberalization of the economy have created the right ambience for growth of entrepreneurs in agriculture.

Agriculture is the important occupation of rural people and it is the backbone of the economy of many countries. India is endowed with congenial agro-climatic conditions for a wide range of horticultural crops. The growth in area and production of plantation is quite impressive. For value addition to the farmers products, there is need to promote entrepreneurship among farmers and development of small scale agro-based industries in the villages.

Vegetables also have exclusive importance in providing vitamins, minerals, proteins and energy in diet. According to dieticians, each adult requires 300 grams of vegetables, 125 grams of green leafy vegetables, 100 grams of tuber roots and 75 grams of other vegetables per day for balancing diet. An average Indian consumes 120 grams of vegetables per day.

### Material and Methods

The study was conducted in districts of western Maharashtra purposively with 200 trainees. Ex-Post facto research design was followed. 200 trainees were selected by proportionate random sampling method from seven districts of western Maharashtra. A schedule was developed for the investigation and trainees were asked to elicit constraints. The trainees were personally interviewed by framing a suitable pretested questionnaire. Based on scores obtained by the respondents, they were grouped into low medium and high category by adopting  $S.D. \pm$  Mean criteria for studying their decision making capability. As far as training attended by trainees are concerned, the findings were calculated in frequencies and percentages. The scale developed by researcher was used to measure entrepreneurial behaviour of fruit and vegetable trainees in the study. Finally respondents were categorized on the basis of total scores as -Low = below (Mean-S.D), Medium = in between (Mean±S.D), High = above (Mean±S.D).

## Result and Discussion

Suggestions were obtained from fruit and vegetable trainees to overcome the constraints faced by them. The suggestions can help the trainees to overcome problems and make use of a technology in better way. The data is presented in Table.

The data from Table 1, revealed that majority of trainees (61.00%) suggested that handholding support is required after training. Other suggestions by trainees that government should provide regular electric supply (50.50%), ensure good market price to value added products (45.50%), good quality raw material should be available (42.50%), provide subsidy to create interest among entrepreneurs (42.00%), exposure visit to successful enterprise during and after training (40.50%), development of proper infrastructure facilities (37.50%), timely assessment of market information (35.00%) and upgradation of knowledge regarding loans and funding agencies.

**Table 1:** Distribution of trainees as per their suggestions

| Sr. No. | Suggestions   | Frequency (N=200) | Percent | Rank |
|---------|---|-------------------|---------|------|
| 1.      | Handholding support required after post training                  | 122               | 61.00   | I    |
| 2.      | Government should provide regular electric supply                 | 101               | 50.50   | II   |
| 3.      | Ensure good market price for value added products                 | 91                | 45.50   | III  |
| 4.      | Good quality raw material should be available                     | 85                | 42.50   | IV   |
| 5.      | Provide subsidy to create interest among entrepreneurs            | 84                | 42.00   | V    |
| 6.      | Exposure visit to successful enterprise during and after training | 81                | 40.50   | VI   |
| 7.      | Development of proper infrastructure facilities                   | 75                | 37.50   | VII  |
| 8.      | Timely assessment of market information                           | 70                | 35.00   | VIII |
| 9.      | Upgradation of knowledge regarding loans and funding agencies     | 64                | 32.00   | IX   |

## Conclusions

Given the wealth of information available in the digital era, it can be difficult to choose which sources to trust. Information are giving a true description of what happened that day and which information to believe. In the future, emphasis should be placed on distributing data regarding earnings and employment prospects in horticulture. Majority of trainees suggested Handholding support required after post training, good market price for value added products. As a result, increasing capacities can be done with the help of awareness, motivation, technical know-how, and appropriate development department aid. Along with increasing the family's income, government and other organisation support may help keep the spirits of the entrepreneurs in the horticulture industry strong.

## References

1. Ashok Kumar Bennur. A study on entrepreneurial qualities and adoption behaviour of banana growers. M. Sc.(Agri.) Thesis. UAS, Dharwad; c2011.
2. Bheemappa, A. Entrepreneurship development in agriculture. Yojana. 2003;47(12):19-20.
3. Borate HV, Mahadik RP, Kokate DK. Entrepreneurial Behaviour of Mango Growers. Journal of Community

Mobilization and Sustainable Development. 2010;5(2):069-073.

4. Solanki KD, Soni MC. Entrepreneurial behaviour of potato growers. Indian Journal of Extension Education. 2004;40:33-36.