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Entrepreneurial behaviour of agripreneurs in Chhattisgarh state

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Abstract

Agriculture plays significant role on the overall economic growth of the country, where the agro based industries are considered as broaden arm of agriculture. More employment opportunities both at production and marketing stages can be created through the development of agriculture as farm business. There is a vast scope for entrepreneurial activities in the agricultural sector, thus, agri-preneurship is need of hour to make agriculture as more fascinating and profitable venture. The present investigation was carried out with the objective to determine the entrepreneurial behaviour of agripreneurs in Chhattisgarh state during the year 2020-21. The investigation was conducted in project mode and success stories of 45 farmers those converted themselves as an agripreneurs have been documented under the project. The entrepreneurial behaviour of agripreneurs was measured with respect to eight dimensions namely management orientation, decision making ability, leadership abilities, risk taking ability, knowledge of enterprise, achievement motivation, innovativeness and self confidence. The findings of the study indicated that majority of the agripreneurs belonged to the middle to old age group with 10 to 20 years of farming experience and they were having high & higher secondary to above higher secondary level of education. More than two third of the agripreneurs were found to have engaged in integrated farming, horticulture and agriculture along with horticulture with earning of Rs. 1000000 per annum. It could be reveal that more than three fourth of the agripreneurs were falls under the medium to high category for all the components of entrepreneurial behaviour except innovativeness. Majority of the agripreneurs (42.22%) belonged to high level of entrepreneurial behaviour followed by 40.00 percent of them belonged to medium category and only 17.78 percent of agripreneurs had low level of entrepreneurial behaviour. Thus, on the basis of assessment of entrepreneurial behaviour, it can be concluded that agripreneurs were found to possess high to medium level of entrepreneurial behaviour.

Keywords: Socio-personal, socio-economic, entrepreneurial behaviour, agripreneurs

Introduction

India is an agrarian country where agriculture has been playing a crucial role in its economic development. Recently India has become most populated country in the world and Indian economy holds the sixth position in the world's top economies. The importance of agriculture in India can be gauged from the fact that above 70 percent of the rural population depends on agricultural activities for their livelihood. It contributes about 14 percent of the total GDP and at least two-thirds of the working population earns their livelihood through agricultural works. Agriculture and its associated sectors are regarded to be backbone of the Indian economy because these are important sources of raw materials for industries and they required for many industrial products particularly fertilizers, pesticides, agriculture implements and a variety of consumer goods, Bairwa *et al.* (2014) ^[4]. Improvement in India's economy is possible only through increasing income and employment in the agriculture and associated sectors. The development of economy through agricultural sector will also help in development of rural community in country like India (Anderson, 1982) ^[2]. Hence, farmers need to be developed as an entrepreneur to earn more profit in the field of agriculture.

The development of any nation depends first and foremost on the significant contribution rendered by entrepreneurs. Hence, the role performed by entrepreneurs is of indispensable importance with regards to developing country like India. Entrepreneur may be termed as a person who organizes, initiates activities and directs the event of business component by incorporating the elements of goods and services right from production to all parts of supply chain. On the other hand, entrepreneurs are regarded as an individual who has ability to manage a business with the intention of flourishing the business with the managerial and leadership skills necessary for attaining those goals. In the face of slow growth rate of agriculture as well as growing unemployment and poverty especially in rural areas, there is

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urgent need of entrepreneurship in agriculture and allied sectors to increase productivity and profitability, Gray (2002) [13]. Entrepreneurship in agriculture is the creation of innovative economic organization for the purpose of growth as well as gain under conditions of risk and uncertainty in agriculture, Dollinger (2003) [7]. A repositioning of agriculture as an agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive, productive and profitable venture. Agri-preneurship has the potential to come up with a range of socio-economic development such as income generation, employment generation, poverty reduction, improvement in nutritional status as well as health and overall food security in the national economy.

As far as Chhattisgarh state is concerned, agriculture is a source of livelihood for almost 80 percent population of the state, while, the fertile land of states cultivated to the tune of 43 percent. Paddy is the main crop of central plain zone of Chhattisgarh state and renowned as the "rice bowl" of central India. Coarse grains, wheat, maize, groundnut, pulses, and oilseeds are among the other important crops grown by the farmers of Chhattisgarh. Mango, banana, guava, and other fruits as well as a variety of vegetables are grown in the area. It contains one of the most diverse biodiversity areas in the country, with forests covering 44 percent of its land area. Tendu leaves, Sal seed, and other small forest products are abundant in state. In addition to these, some medicinal plants, bamboo, lac, and honey production are other possible revenue generators for the state. Some farmers of Chhattisgarh are doing agriculture in the form of farm business. Such farmers are engaged in improved cultivation of fruits and vegetables as well as integrated farming, milk production, fish production, mushroom production and food processing. In this way, farmers are not only increasing their own income but also providing employment opportunities to others. Those farmers have established themselves as agri-preneurs and are working as a source of inspiration for other farmers.

The emergence of the concept of entrepreneurial behaviour among the farmers is expected to affect the performance of a farm business. Because with the entrepreneurial behaviour of farmers, it may be anticipated that their behaviour will be more active in utilizing and developing business potential, innovative in the production process, creating high quality competitive products at remunerative prices and dare to take more business risks. In consideration with the importance of farming in state like Chhattisgarh and the need of development of entrepreneurship in this sector, the present investigation was undertaken to determine the status of entrepreneurial behaviour of the farmers in Chhattisgarh state.

Methodology

The present investigation was carried out among 45 selected agri-preneurs of Chhattisgarh state covering 16 districts of all three zones of the state during the year 2020-21. The study was conducted in project mode with financial assistance from university funded research project of Indira Gandhi Krishi Vishwavidyalaya, Raipur (C.G.). Success stories of 45 farmers those converted themselves as an agri-preneurs have been documented in the project.

“Entrepreneurship as the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize a profit-oriented business unit for the production or distribution of economic goods and services”. Entrepreneurial behaviour is the result of an individual’s sinteraction with large range of situational, psychological,

social as well as experimental factors.

In the present study, eight components viz. (i) Management orientation, (ii) Decision making ability, (iii) Leadership abilities, (iv) Risk taking ability, (v) Knowledge of enterprise, (vi) Achievement motivation, (vii) Innovativeness and (viii) Self-confidence were considered in the scale to measure entrepreneurial behaviour of the agri-preneurs.

Entrepreneurial behaviour

To determining the entrepreneurial behaviour among the agri-preneurs, the scores obtained by the members for above eight components were summed up. An individual member could obtain a minimum of 55 and maximum of 268 score, the total score obtained by the members was indicated the degree of entrepreneurial behaviour. On the basis of obtained scores, an index was worked out as follows:

$$IEB = \frac{O_i}{S} \times 100$$

Where,

IEB = Extent of entrepreneurial behavior index of ith respondent

O_i = Sum of scores of 8 entrepreneurial behaviour components obtained by ith respondent

S = Maximum obtainable entrepreneurial behaviour score

Further, on the basis of entrepreneurial behaviour index, the members were categorized into three categories as given below:

Categories	Score
• Low (Up to 33.33%)	1
• Medium (33.33 - 66.66%)	2
• High (More than 66.66%)	3

Result and Discussion

Socio-personal characteristics

Socio-personal characteristics of agri-preneurs viz. age, educational status, family size and social participation were considered in the study. The distributions of the agri-preneurs according to these characteristics of respondents are summarized in the table 1.

The age of the agri-preneurs were operationalized as chronological in completed years and classified in to three categories. The results on age of the agri-preneurs are presented in Table 1. The finding shows that majority of the agri-preneurs (60.00%) had middle aged (between 36 to 55 years) followed by 22.22 percent of them belonged to old age group (above 56 years) and almost 18 percent of the agri-preneurs were belonging to young age group (Up to 35 years). The finding reveals that majority of the agri-preneurs in the study area belonged to the middle to old age group. The results in Table 1 indicated that 46.67 percent of the agri-preneurs were having High & Higher secondary level of education followed by 26.67 percent of them had Above higher secondary school level of education. However, 20.00 percent of the agri-preneurs were having Middle school level of education. The findings revealed that more than two third of the agri-preneurs in the study area were having High & Higher secondary to above higher secondary level of education.

The respondent’s family size was divided into 3 categories such as small (Up to 5 members), medium (5 to 8 members),

and large (Above 8 members) family size categories. Data in table 1 shows that 42.00 percent of the respondents belonged to category of medium family size followed by small (37.78%) and large (20.00%) family size category. In the case of half of the respondents, their family size was the medium, which may be attributed to the nuclear family among the respondents. Families of most of the respondents falls into medium family size, it may be due to the preference of young and middle-aged individuals to live in nuclear families, whereas, old-aged individuals prefer common families. Farming experience is calculated in number of years as farmers are engaged in farming. The data in the Table 1 shows that a little less than half of the respondents (48.89%) had 10 to 20 years of farming experience followed by 40.00

and 11.11 percent of the respondents had above 20 years and up to 10 years of farming experience, respectively. Inferences from these data shows that most of the respondents analyzed had a medium to a high level of farming experience. Human beings cannot survive without being a part of any social organization found in the village as human beings are known as social elements. The result in Table 1 indicates that one third of the agripreneurs were having membership of two organization followed by office bearers (26.67%) and membership of more than two organizations (22.22%) and membership of one organization (17.78%). This suggests that most of the agripreneurs were affiliated with at least one organization.

Table 1: Distribution of the agripreneurs according to their socio-personal characteristics

(n=45)		
Particulars	Frequency	Percentage
Age		
• Young age (Up to 35 years)	08	17.78
• Middle age (36-55 years)	27	60.00
• Old age (Above 55 years)	10	22.22
Educational status		
• Illiterate	00	0.00
• Primary (Up to 5 th)	03	6.67
• Middle (Up to 8 th)	09	20.00
• High & Higher secondary (Up to 12 th)	21	46.67
• Above higher secondary school	12	26.67
Family size		
• Small (Up to 5 Members)	17	37.78
• Medium (5 to 8 members)	19	42.22
• Large (Above 8 members)	09	20.00
Social participation		
• Membership of one organization	08	17.78
• Membership of two organization	15	33.33
• Membership of more than two organization	10	22.22
• Office bearer	12	26.67
Farming experience		
➤ Up to 10 Years	05	11.11
➤ 10 to 20 Years	22	48.89
➤ Above 20 Years	18	40.00

Socio-economic characteristics

Data in the Table 2 shows that the agripreneurs land holdings ranged from up to 1 hectare to a maximum of more than 4 hectares. It can be observed from the table that 35.56 percent of the agripreneurs were belonged to marginal farmers category and they had up to 1.0 hectares of land followed by 31.11 percent of the agripreneurs were big farmers who had land holdings more than 4.0 hectares of land. Based on the results of the table 2, more than half of the agripreneurs were marginal to small farmers. The data presented in Table 2 shows that 33.33 percent of the agripreneurs were mainly involved in integrated farming as their farm business followed by 24.44 percent were involved in horticulture and 11.11 percent were indulged in agriculture along with horticulture as

their farm business. Thus, on the basis of above findings on farm business of the agripreneurs, it can be concluded more than two third of the agripreneurs were found to have engaged in integrated farming, horticulture and agriculture along with horticulture. The sum of total earnings from farm business from all the sources in particular year is termed as annual income of agripreneurs. The data pertaining to annual income of the agripreneurs from farm business is presented in Table 2. About 29.00 percent of the agripreneurs were earning annual income ranged from Rs. 250001/- to 500000/- from their farm business, whereas, 26.67 and 22.22 percent of them were earning above Rs. 1000000 and up to Rs. 250000/-, respectively.

Table 2: Distribution of the agripreneurs according to their socio-economic characteristics

(n=45)

Particulars	Frequency	Percentage
Category of farmers		
• Marginal farmer (Up to 1.0 ha)	16	35.56
• Small farmer (1.1 to 2.0 ha)	09	20.00
• Medium farmer (2. 1 to 4.0 ha)	06	13.33
• Big farmer (Above 4.0 ha)	14	31.11
Farm business adopted by farmers		
• Agriculture	03	6.67
• Horticulture	11	24.44
• Agriculture + Horticulture	05	11.11
• Agriculture + Fisheries	02	4.44
• Integrated farming	15	33.33
• Agriculture + Horticulture + Mushroom production	03	6.67
• Organic farming/Organic input production	04	8.89
• Agriculture + processing	01	2.22
• Agriculture + Betel leaves production	01	2.22
Annual income from farm business		
• Up to Rs. 250000	10	22.22
• Rs. 250001 to 500000	13	28.89
• Rs. 500001 to 750000	03	6.67
• Rs. 750001 to 1000000	07	15.55
• Above Rs. 1000000	12	26.67

Decision making process

The decision-making process may be operationally termed as the degree of weighing the available alternatives with respect to their desirability and their likelihoods and selecting the most appropriate one for achieving good results. Decision making process of the agripreneurs was determined on the basis of nature of decision making viz. individual, joint or collective that they were taken while performing farm business activities. The result in Table 3 indicates that almost two third of the agripreneurs had taken self-decision for

Purchasing of inputs/raw materials, Production/selling quantity of product and Hiring of labour. About one third of the agripreneurs had been taking consultative decision along with their wife, family members or friends for Procurement of farm implements, Acquisition of credit, Marketing of farm produce and Selection of credit institution. Only 13.33 percent of agripreneurs in both cases had dependent on others decision for Procurement of farm implements and Acquisition of credit.

Table 3: Distribution of agripreneurs according to their decision making process

(n=45)

Decision making activities	Self decision	%	Consultative decision	%	Decision by others	%
Enterprise selection	32	71.11	09	20.00	04	8.89
Size of farm business	29	64.44	13	28.89	03	6.67
Production/selling quantity of product	30	66.67	12	26.67	03	6.67
Acquisition of credit	24	53.33	15	33.33	06	13.33
Selection of credit institution	26	57.78	14	31.11	05	11.11
Purchasing of inputs/raw materials	31	68.89	10	22.22	04	8.89
Hiring of labour	30	66.67	13	28.89	02	4.44
Procurement of farm implements	23	51.11	16	35.56	06	13.33
Marketing of farm produce	27	60.00	14	31.11	04	8.89
Processing/storage of produce	28	62.22	12	26.67	05	11.11

Entrepreneurial behaviour

The entrepreneurial behaviour is an orientation of an individual towards risk-bearing, innovation, achievement motivation, goal-setting, social responsibility, ethics, motivation, challenges and values of human society and other psychological attributes. Entrepreneurial behaviour of agripreneurs was determined in present investigation by comprising eight components viz. Management orientation, Decision making ability, Leadership ability, Risk taking ability, Knowledge of enterprise, Achievement motivation, Innovativeness and Self-confidence.

The distribution of agripreneurs according to their management orientation is presented in Table 4. It can be

revealed that majority (44.45%) of the agripreneurs were having high level of management orientation, whereas, 42.44 percent of the members had medium level of management orientation. Thus, on the basis of assessment of management orientation it may be concluded that agripreneurs were found to possess high to medium management orientation. It could be seen from Table 4 that majority of the agripreneurs (48.89%) had high level of decision making ability followed by 40.00 percent agripreneurs who had medium level and 11.11 percent agripreneurs had low level of decision making ability. It can be concluded that almost 90 percent of the agripreneurs were come under the high to medium level of decision making ability. The data presented in Table 4

indicates that majority of the agripreneurs had high level of risk bearing ability (46.67%), achievement motivation (42.22%) and Self-confidence (46.67%), whereas, majority of the agripreneurs had medium level of knowledge of enterprise (48.89%), leadership ability (46.67%) and

innovativeness (37.78%). It could be concluded that more than three fourth of the agripreneurs were falls under the medium to high category for all the components of entrepreneurial behaviour except innovativeness.

Table 4: Distribution of the agripreneurs based on components of entrepreneurial behaviour

Components of entrepreneurial behaviour	Categories					
	Low		Medium		High	
	F	%	F	%	F	%
Management orientation	06	13.33	19	42.22	20	44.45
Decision making ability	05	11.11	18	40.00	22	48.89
Leadership ability	09	20.00	21	46.67	15	33.33
Risk bearing ability	07	15.55	17	37.78	21	46.67
Knowledge of enterprise	05	11.11	22	48.89	18	40.00
Achievement motivation	08	17.78	18	40.00	19	42.22
Innovativeness	12	26.67	17	37.78	16	35.55
Self confidence	06	13.33	18	40.00	21	46.67

(n=45)

The result in Table 5 reveals the distribution of the agripreneurs according to their entrepreneurial behaviour. It can be observed that majority of the agripreneurs (42.22%) belonged to high level of entrepreneurial behaviour followed by 40.00 percent of the agripreneurs were having medium level and only 17.78 percent of them had low level of entrepreneurial behaviour. Thus, on the basis of assessment of entrepreneurial behaviour, it may be concluded that agripreneurs were found to possess high to medium level of entrepreneurial behaviour.

Table 5: Distribution of the agripreneurs according to their overall entrepreneurial behaviour level

(n=50)		
Level of entrepreneurial behaviour	Frequency	Percentage
• Low	08	17.78
• Medium	18	40.00
• High	19	42.22

Conclusion

Entrepreneurs play very important role in a developing country like India, because economic development of any nation is directly related with their entrepreneurial activities. Agripreneurship is the entrepreneurial process taken up in agriculture or the allied sectors. It transform agricultural activity into an entrepreneurial activity by adopting innovative methods, processes, techniques in agriculture and the allied sectors for better output and economic benefits. Agripreneurial abilities are greatly influenced by economic situation, education, age, farming experience, management skills, leadership abilities, risk taking abilities, knowledge and self confidence of the farmers, which they change as per enterprises taken by them. The findings of the study revealed that most of the agripreneurs had middle aged and more than two third of them were having High & Higher secondary to above Higher secondary level of education. Integrated farming was most liking farm business for majority of the agripreneurs. On the basis of assessment of entrepreneurial behaviour, it may be concluded that agripreneurs in study area were found to possess high to medium level of entrepreneurial behaviour.

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