

Study on entrepreneurial behavior of women vegetable growers in Barwaha block of Khargone district Madhya Pradesh, India

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Abstract

Entrepreneurs have the potential to contribute to society in effective way and Researchers have tried to analyze their personalities, skills and attitudes, as well as the conditions that foster their development. The entrepreneurial behavior was studied with respect to ten dimensions. The study was conducted in Khargone district of Madhya Pradesh. Khargone district with 120 farm women. Results found that the entrepreneur behavior of women vegetable growers table relevant that majority (56) of the respondents were found who have medium entrepreneur behavior, 34 respondent were found who have high entrepreneur behavior and 30 respondents were found who have low entrepreneur behavior.

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I. Introduction

To make rural women as strong economy drivers, a number of initiatives have been taken by government and non-governmental organizations in the past. However much remains to be done by way of an integrated approach in this direction to optimize the resource allocation, so as to accelerate the process of rural women entrepreneurship. This would be one of the key strategic approaches for achieving accelerated economic growth and overall sustainable development. Entrepreneurship of human resource and entrepreneurial success depends on number of factors like risk taking ability, achievement motivation, knowledge of enterprise, mass media exposure, training received Innovativeness of entrepreneur. In Khargone district of Madhya Pradesh, the rural women are actively involved in various enterprises through formation of Self- Help- Groups.

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.

II. Objective

To know the entrepreneurial behavior of woman vegetable growers

III. Review of Literature

Archana and Natikar (2013) revealed that maximum (40.00 %) of the seed growers belonged to high and low entrepreneurial behavior categories respectively.

Sharma *et al.* (2014) revealed that maximum (41.11%) of the potato growers had medium self confidence level.

Boruah *et al.* (2015) revealed that more than half of tribal winter vegetable growers (63.34%) had medium level of entrepreneurial behavior.

Gurjar *et al.* (2017) shows that the distribution of potato grower according to their entrepreneurial behavior. It is apparent from the data that majority (65.00%) of dairy farmers were found to have medium level of followed by high (20.00%) and low (15.00%).

IV. Material & Method

The study was conducted in Khargone district of Madhya Pradesh. Khargone district formerly known as West Nimar district and lies between 21°22' and 22°35' North latitude and 74°25' and 76°14' East longitude. The district is surrounded by Dhar, Indore and Dewas in the north side, state of Maharashtra state in the south side, Khandwa, Burhanpur in the east side and Barwani in the Westside. Khargone district covers the 8030 km² area. In Khargone district, there are 09 development blocks. Out of these for 09 blocks, Barwaha block was selected randomly for the study purpose. Barwaha block is constituted by 114 villages. List of villages (where the vegetables are grown) of selected block was obtained from State Department of Horticulture and five villages viz:- Katghara, Katora, Nanwghat khedi, Ramana, Umariya were selected randomly for present study.

The village wise list of woman vegetable growers was prepared. From this, twenty four vegetable growers (8 from small size of farm holding, 8 from medium size of farm holding and 8 from big size of farm holding) were selected randomly from each selected village to make a sample size of 120 vegetable growers.

V. Result & Discussion

To study the entrepreneurial behavior of woman vegetable growers

Table –

**Distribution of the women vegetable growers according to their entrepreneurial behavior:
(n=120)**

S. No.	Statements	Always (High)	often (Medium)	Rarely (Low)	Total score	Mean score
A	Entrepreneurial behavior					
1.	Ability to decide on the type of value-added products for mass production to get more profit	26	63	31	235	1.95
2.	Decision making to better combine resources in marketing situations	32	59	29	243	2.02
3.	Decisions on practicing optimal input materials as recommended scientist	39	48	33	246	2.05
4.	Study the recent changes in recommended technology	23	61	36	227	1.89
5.	Decision making ability to implement the plans	31	56	33	238	1.98
6.	Possibility of taking the respective product on the basis of nutritional test	43	55	22	261	2.17
7.	Ability to make quality decisions of inputs	46	60	14	272	2.26
8.	To exchange and share opinions on technology with other women entrepreneurs in marketing, in preparation, production of value added	23	66	31	232	1.93
Average		33	58	29	244	2.03
B	Risk taking					
1.	Don't worry about the dividend I get from the money I put on vegetables	33	63	24	249	2.07
2.	When there is a 40 to 60 % chance of success for a task, then consider it appropriate to take the risk of doing that work	42	59	19	263	2.19
3.	Work even in the face of uncertainty if you have a chance of getting the right one	29	55	36	233	1.94
4.	If there is 60 to 100 % success, then in that case would consider it appropriate to take the risk	49	53	18	271	2.25
5.	Even if there is little profit in the long run, will agree to do that work	27	61	32	235	1.95
Average		36	58	26	250	2.08
C	Decision making					
1.	Vegetable production, livestock, and household activities are decided jointly by the women members	33	53	34	239	1.99
2.	Understanding of appropriate inputs for vegetable production and ability to make purchase decisions at reasonable price	29	60	31	238	1.98
3.	You have the freedom to take your right decision	45	59	16	269	2.24
4.	The participation of agricultural women in the decision-making process in the agriculture sector is minimal	31	57	32	239	1.99

5.	Can decide on the whole process related to agriculture loan for proper investment in agriculture sector	26	63	31	235	1.95
Average		33	59	28	245	2.04
D	Managerial ability					
1.	Moving on to other innovative parallel value added products to get some benefits	31	57	32	239	1.99
2.	Identification of the market place and supply of product as per the order placed by the buyers	42	48	30	252	2.10
3.	Actively involved in monitoring the process of adding value to risk taking and minimizing wastage	39	49	32	247	2.05
4.	Participate in timely operations of preparation of value added product	42	50	28	254	2.11
5.	Inclusion of capital investment also in borrowings	29	46	45	224	1.86
6.	Periodically inspects the value added products personally and adopt appropriate standard measures from time to time	37	49	34	243	2.02
7.	Planning to use time as a resources effectively and efficiently	23	53	44	219	1.82
8.	Maintenance of updated accounts on record regarding income and expenses required for business proposal and transactions	36	48	36	240	2.00
9.	Participation in training and extension programs helps in updating the skills from time to time	21	54	45	216	1.80
10.	Maintain cordial relations and seek cooperation in other departments	29	57	34	235	1.95
Average		33	51	36	237	1.98
E	Marketing knowledge					
1.	Gaining additional knowledge on marketing trends at the cost of materials and final products	41	52	27	254	2.11
2.	Marketing the products in markets	36	63	21	255	2.12
3.	To take care in grading and clean selling of value added product in the market	38	49	33	245	2.04
4.	Deciding on the quantity of produce to be sold during different periods in a commodity	30	50	40	230	1.91
5.	Using facilities such as storage processing	24	55	41	223	1.94
Average		34	54	32	242	2.01
Total entrepreneurial behavior in terms of economic gain						
1.	Profit from vegetable production	31	56	33	238	1.98
2.	Profit has been increased after training	36	61	23	253	2.10
3.	Vegetable production is perfect economic occupation	35	49	37	240	2.00
4.	Income as of vegetable production is regular	40	47	33	247	2.05
5.	Vegetable production is a complementary and supplementary enterprise with crop production for self status	37	63	20	257	2.14
Average		36	55	29	247	2.05

The most of the women were found better economic gain in case of Vegetable production is a complementary and supplementary enterprise with crop production for self status (mean score 2.14) followed by Profit has been increased after training (mean score 2.10), Income as of vegetable production is regular (mean score 2.05), Vegetable production is perfect economic occupation (mean score 2.00) and last one was Profit from vegetable production (mean score 1.98).

The actual behavior of people when facing a risk situation is known as risk taking behavior. A better understanding of how rural women risk is perceived in vegetable cultivation is a crucial step in becoming more effective women risk taking behavior to community of vegetables growers. Accurate risk perception, however, does not ensure effective prevention, mitigation or defensive action. Promoting effective risk-related behavior involves understanding not only how perception occurs, but how rural women vegetables growers make decisions, particularly decisions made under stress. Similar reporting finding by Archana and Natikar (2013), Boruah *et al.* (2015) and Gurjar *et al.* (2017).

VI. Conclusion

Results found that the entrepreneur behavior of women vegetable growers table relevant that majority (56) of the respondents were found who have medium entrepreneur behavior, 34 respondent were found who have high entrepreneur behavior and 30 respondents were found who have low entrepreneur behavior.

Reference

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