

Impact of Entrepreneurial Behaviour on Farming Performance of Cotton Growers

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ABSTRACT

The study was conducted in Kurnool district of Andhra Pradesh during the year 2014-15 to analyze the impact of entrepreneurial behaviour on farming performance of the cotton growers. A sample of 120 respondents was selected for present study. Majority of the cotton growers possessed medium level of entrepreneurial behaviour and farming performance followed by low and high level of entrepreneurial behaviour and farming performance. It is observed that, the entrepreneurial behaviour has a positive impact on the farming performance of cotton growers. A high entrepreneurial behaviour score was associated with the high farming performance score and vice versa. The results of the ANOVA test clearly indicated that the calculated 'P' value (0.00000000660) was less than the 'P' table value (0.05) among the mean groups of entrepreneurial behaviour and hence it was inferred that there was a significant impact of entrepreneurial behaviour on farming performance of cotton growers.

Key words: Entrepreneurial behaviour; Farming performance; Impact; Cotton growers;

Cotton, the 'White gold' or the "King of Fiber's", is one of the oldest fibers cultivated all over the world. Cotton production and trade is widely spread across the world with more than 80 nations cultivating the crop. In a development context, cotton is crucially important for income and employment providing by its production and processing. Cotton cultivation is a very important part of the Indian agrarian landscape and provides sustainable livelihood to a sizeable population in India. Cotton is cultivated in about 10.31 million hectares in the country, which accounts for 30% of the global cotton area and contributes to 22 per cent of the global cotton produce. (Cotton Advisory Board dated 13th Oct 2014). The crop with such a huge commercial value requires meticulous production management for obtaining lucrative returns for the farmers. Cotton, being the most important commercial crop, its cultivation is the most challenging and requires intensive and dynamic efforts of farmers to keep up the growth and development of cotton industry as well as cotton cultivation.

Entrepreneurial behaviour is very much necessary

to the farmers to meet challenges of technological changes and growing demands of the society. Farmers should develop the entrepreneurial qualities for betterment of their farming and livelihood. They should not limit their view to attaining yield and income from their enterprise. Further they should develop vision towards sustainability, growth in production and productivity and also for the expansion and diversification of their enterprise. These components lead to better farming performance of farmers.

Hence entrepreneurial behaviour and farming performance are the important bilateral indicators for growth and development of agriculture in general and cotton crop in specific. Keeping this in view, the present study was taken up to study the impact of entrepreneurial behaviour on the farming performance of the cotton growers.

METHODOLOGY

The present study was conducted during the year 2014-15 by following Ex-Post-Facto research design.

Kurnool district of Andhra Pradesh was purposively selected as it stands first in area and production of cotton. Out of 54 mandals of the district, three mandals namely Kosigi, Adoni and Mantalayam were purposively selected based on highest area and production of cotton. From each of the selected mandals, four villages were selected by following simple random sampling procedure. Thus, a total of twelve villages were selected for the study. A total sample of 120 cotton farmers were selected by selecting 10 farmers from each village through simple random sampling procedure.

For the present study, Entrepreneurial behaviour is operationally defined as cumulative outcome of several components namely decision making ability, innovativeness, risk bearing ability, achievement motivation, information seeking behaviour, knowledge of the enterprise, managerial assistance, Cosmopolitanism and Leadership qualities of cotton farmers. The final entrepreneurial behaviour score of each respondent was computed by summing up the total scores of all the ten subcomponents.

Whereas the farming performance of cotton farmers was operationalized as the combined measure of all the six components viz., cropping intensity, Level of adoption, yield, income, expansion and diversification and crop yield index. Scoring and formula developed by Rao (1985) were used to arrive the final farming performance scores of the cotton growers.

In order to study the impact of entrepreneurial behaviour on farming performance of cotton growers, it is proposed to compare the mean farming performance scores across the three groups of farmers categorized on the basis of their entrepreneurial behaviour. The mean score of farming performance in each of these groups is compared using One-way ANOVA followed by Duncan's Multiple Range Test.

RESULTS AND DISCUSSION

Entrepreneurial behaviour of cotton growers : It is evident from the Table 1 that majority (70.00%) of the cotton growers had medium level of entrepreneurial behaviour followed by low (17.50%) and high (12.50%) levels of entrepreneurial behaviour.

Seeking innovative ideas, spotting the opportunities and taking risk for adoption requires the presence of important psychological traits like decision making ability, self confidence, achievement motivation etc., which will

influence the entrepreneurial behaviour of the cotton growers. Due to increased commercialization in cotton, more and more technologies were being introduced from time to time and were contributing towards increased productivity and profitability. Farmers were being exposed to all such new innovations by the different input agencies to adopt such technologies. This approach might have developed the entrepreneurial behaviour among cotton growers. On the other side the farmers with illiteracy, poor management practices might have experienced low yields inspite of adoption of such innovations. Hence they might have not developed good entrepreneurial qualities. These findings are in conformity with the results of Vidhyadhari (2007), Kiran et al. (2012), Lawrence and Ganguli (2012). *Farming performance of cotton growers*: It is evident from the Table 2 that majority (65.83%) of the cotton growers have medium level of farming performance followed by low (18.33%) and high (15.84%) levels of farming performance.

Table 1. Distribution of respondents according to their level of entrepreneurial behavior (N=120)

Category	No.	%
Low	21	17.50
Medium	84	70.00
High	15	12.50
Total	120	100.00

Mean:75.3 S.D.: 6.41

Table 2 Distribution of respondents according to their farming performance (N=120)

Category	No.	%
Low	22	18.33
Medium	79	65.83
High	19	15.84
Total	120	100.00

Mean:51.5 S.D.: 46.72

The ultimate indicator of farming performance is profitability. The prerequisites such as yield, income, expansion and diversification were also indirectly contributing to the best farming performance. The farmers with sound knowledge, skills and positive attitude towards different production technologies exhibit the best farming performance. Selecting right technologies at right time and judicious adoption of such technologies will yield in more effective results. The farmers with good entrepreneurial behaviour might have

had the edge of taking such advantage and enjoying the fruits of farming in general and cotton in specific. These findings are in conformity with the results of Nagabhushana (2007) and Naidu (2012).

Impact of entrepreneurial behaviour on farming performance of cotton growers : In order to study the impact of entrepreneurial behaviour on farming performance of cotton growers, it is proposed to compare the mean farming performance scores across the three groups of farmers categorized on the basis of their entrepreneurial behaviour. The entrepreneurial behaviour scores (which were continues) classified in to three groups by using quartile method as follows.

Low group- less than 68,

Moderate - 69-74 and

High group– more than 75

With this classification the farmers were grouped in to three categories with the following frequencies (Table 3)

Table 3. Categorization of respondents based their entrepreneurial behaviour score using quartile method

Category	No.	Mean	SD
Low	40	48.57 ^a	3.82
Medium	56	51.84 ^b	4.24
High	24	55.59 ^c	4.27
Total	120	51.51	4.79

The mean score of farming performance in each of these groups is compared using One-way ANOVA followed by Duncan’s Multiple Range Test. Means having different superscripts differ significantly at 0.05 level from Duncan’s test. The results are shown below (Table 4)

Table 4. Impact of Entrepreneurial behaviour on farming performance through One-way ANOVA

	SS	df	MS
Between Categories	750.781	2	375.391
Within Categories	1976.498	117	16.893
Total	2727.280	119	

F-value 22.221 p-value 0.00000000660

Table 5. Impact of Entrepreneurial behaviour on farming performance through Duncan’s Multiple Range test.

Category	No.	Subset for alpha = 0.05		
		1	2	3
Low	40	48.58		
Medium	56		51.85	
High	24			55.59
p-value	1.000	1.000	1.000	

It is observed that, the entrepreneurial behaviour has a positive impact on the farming performance of cotton growers. A high entrepreneurial behaviour score was associated with the high farming performance score and vice versa. The results of the ANOVA test clearly indicated that the calculated ‘P’ value (0.00000000660) was less than the ‘P’ table value (0.05) among the mean groups of entrepreneurial behaviour and hence it was inferred that there was a significant impact of entrepreneurial behaviour on farming performance of cotton growers (Table 4 and Fig 1). Further the results of Duncan Multiple Range test reveals that the respondents under low, medium and high Entrepreneurial behaviour category were not overlapping with each other and each category differ significantly. (Table 5). It also shows that all the three mean groups of entrepreneurial

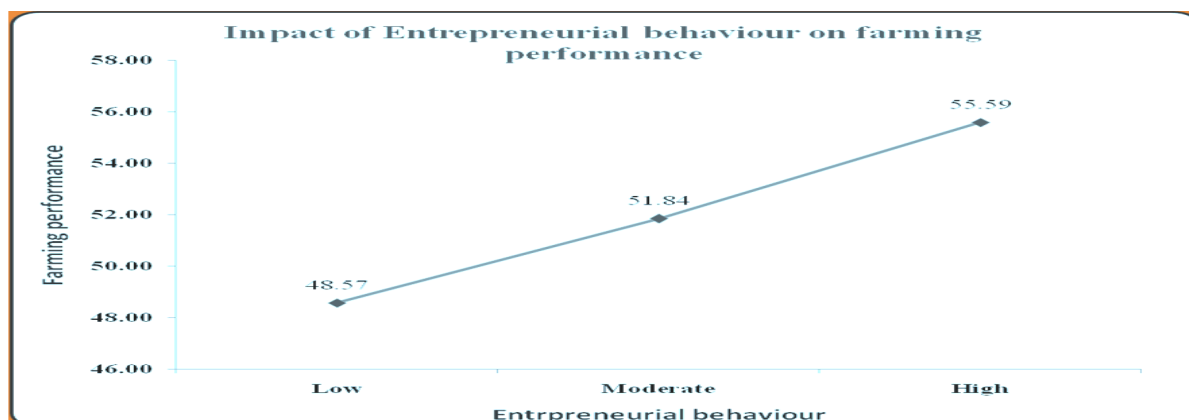


Fig.1. Impact of Entrepreneurial behavior on farming performance

behaviour were independent with each other and there were no homogeneous sub groups in three categories of respondents.

CONCLUSION

Hence is imperative to focus on all the possible

ways and means for enhancing entrepreneurial behaviour of cotton growers so as to improve their farming performance. Appropriate strategies need to be formulated by the researchers, extension functionaries and policy makers so as to achieve the targeted goal of high farming performance of a cotton grower.

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