



# INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 4, Issue 5)

Available online at: [www.ijariit.com](http://www.ijariit.com)

## Study on entrepreneurial behaviour of sugarcane growers in Guna District (M.P.)

Kamlesh Dhakad

[kamleshdhakad48@gmail.com](mailto:kamleshdhakad48@gmail.com)

College of Agriculture, Indore, Madhya Pradesh

Dr. Abhay Wankhede

[wankhedeabhay@gmail.com](mailto:wankhedeabhay@gmail.com)

College of Agriculture, Indore, Madhya Pradesh

Dr. Sandhya Choudhary

[dr.sandhya6@gmail.com](mailto:dr.sandhya6@gmail.com)

College of Agriculture, Indore, Madhya Pradesh

Dr. Deepak Kumar Verma

[deepak1989konch@gmail.com](mailto:deepak1989konch@gmail.com)

College of Agriculture, Indore, Madhya Pradesh

### ABSTRACT

*The sugar industry in India has been a focal point for socio-economic development in the rural areas by mobilizing rural resources, generating employment and enhancing farm income. The area under sugarcane crop in Guna district is 0.008 million ha with production 0.018 million tones and productivity 2154 kg/ha (Source: KVK Aron Guna District). For achieving the objective as the entrepreneurial behavior of sugarcane growers 120 farmers were selected. An area under sugarcane crop in Guna district is 0.008 million ha with production 0.018 million tones and productivity 2154 kg/ha (Source: KVK Aron Guna District).*

**Keywords**— Entrepreneurial behavior, Sugarcane growers

### 1. INTRODUCTION

Sugarcane (*Saccharum officinarum* L.) is the main source of sugar in India and holds a prominent position as a cash crop. India has the largest area under sugarcane in the world. Sugarcane is one of the main crops for earning foreign exchange. The sugar industry in India has been a focal point for socio-economic development in the rural areas by mobilizing rural resources, generating employment and enhancing farm income. An entrepreneur is an economic man who tries to maximize his profits by identification and adoption of innovations. The entrepreneurs are innovators but they are the persons with a will to act to assure risk and bring about a change through the organization of human efforts. In India, the total area under sugarcane was 5.01 million ha with a production of 350.02 million tones and productivity 69838 kg/ha. Total area under Sugarcane in Madhya Pradesh was 0.07 million ha with a production of 3.31 million ha and productivity 46621 kg/ha during 2014 ha. (Source- Agriculture Statistics at a Glance 2014). Keeping the above point in view, the present investigation was undertaken with the following objective:

### 2. OBJECTIVE

Study the entrepreneurial behavior of sugarcane growers.

### 3. REVIEW OF LITERATURE

Patel et al. (2003) revealed that majority of sugarcane growers (63.00%) had a medium level of entrepreneurship, while 21.00 and 16.00 percent of respondents had a high and low level of entrepreneurship, respectively.

Paswal et al. (2005) revealed that lack of technical guidance and lack of knowledge were the major constraints to the adoption of improved sugarcane technology.

Singh (2006) found that major constraints reported by the sugarcane growers were lack of training about scientific sugarcane production technology, electricity problems, less market rate of sugarcane, lack of knowledge about plant protection measures, the high cost of seeds, fertilizers and scientific implements etc.

Singh *et al.* (2011) found that majority of the farmers have expressed that lack of control measures for weed, leaf curl in sugarcane, high cost of pesticide and fertilizer, lack of marketing, lack of mandi facility, impure seeds and chemical, timely labour availability as the major reasons for non-adoption of improved technologies.

Thakre (2008) found that education, farming experience, farm mechanization, size of land holding, knowledge about sugarcane cultivation and extension contact were positively significantly related with adoption behaviour of sugarcane growers.

**4. METHODOLOGY**

In order to achieve these objectives, the study was conducted in Guna district of Madhya Pradesh. The district has been divided into 5 tehsils. Guna district consists of 5 blocks namely Guna, Aron, Bamori, Raghogarh, Chachaura-Binaganj. Out of these block, one block Aron block was selected purposively for the study because the area, production, and productivity of sugarcane crop were the highest as compared to other blocks. The Aron block comprises of 142 villages, out of which 10 villages were selected on the basis of the higher area with the help of KVK and another officer of the other office.

From each selected villages, sugarcane growers were selected by using a random sampling method. Hence, the total number of selected farmers was 120. In a study following dependent and independent variables were considered;

**5. RESULT AND DISCUSSION**

The entrepreneurial behaviour of sugarcane growers:

**5.1 Entrepreneurial dimensions**

The entrepreneurial behaviour was studied with respect to six dimensions. This was measured by using an Entrepreneurial Self-Assessment Scale developed by Technonet Asia (1981). The data of entrepreneurial dimensions have been presented in Table below:

**Table: Level of sugarcane growers according to their entrepreneurial dimensions. (n=120)**

S. No.	Dimensions	Categories (scores)	Frequency	Percentage
1.	Risk-taking Ability	Low	45	37.5
		Medium	64	53.34
		High	11	9.16
2.	Hope of Success	Low	42	35.00
		Medium	59	49.17
		High	19	15.83
3.	Persistence	Low	32	26.66
		Medium	61	50.84
		High	27	22.50
4.	Self confidence	Low	25	20.83
		Medium	80	66.67
		High	15	12.50
5.	Knowledge Ability	Low	19	15.83
		Medium	44	36.67
		High	57	47.50
6.	Innovativeness	Low	61	50.84
		Medium	36	30.00
		High	23	19.16

**1. Risk Taking ability**

A higher percentage (53.34%) of the sugarcane growers were medium risk takers. The high-risk taking was had 37.5% sugarcane grower while low-risk takers were only 9.16% of the sugarcane growers.

**2. Hope of success**

This dimension measures the ability to prognosticate the block in reaching success/failure and to be prepared to meet its consequences. A moderate higher percentage (49.17%) scored medium on this dimension. 35.00% obtained a low score and 15.83% obtained a high score.

**3. Persistence**

The results revealed a very medium degree of persistence in 50.84% of sugarcane growers, 26.66% of the sugarcane growers were low and only 22.50% had a high level in persistence.

**4. Self-confidence**

The analysis revealed that (66.67%) of the sugarcane growers had a medium level of self-confidence. 20.83% were found low in their self-confidence and 12.50% had high self-confidence.

**5. Knowledge ability**

This component showed 47.50% of the sugarcane growers were in high knowledge ability of technical and management aspects of their ventures. 36.67% were found medium in their knowledge ability and 15.83% had low knowledge ability.

**6. Innovativeness**

Higher percentage 50.84% of the sugarcane growers were found to be low in this attributes, 30.00% were medium and only 19.16% were high in the innovativeness attributes.

**Table 4.14: Overall level of Entrepreneurial behavior of sugarcane growers (n=120)**

S. No.	Categories	Frequency	Percentage
1.	Low	30	25.00
2.	Medium	74	61.67
3.	High	16	13.33
<b>Total</b>		<b>120</b>	<b>100.00</b>

The table shows that out of the total sugarcane growers 61.67 percent had medium entrepreneurial behaviour, followed by 25.00 percent were low and only 13.33 percent of the sugarcane growers were having high entrepreneurial behaviour.

Thus, it can be inferred from the data that the higher percentage (61.67%) of the sugarcane growers were having the medium entrepreneurial behavior regarding the sugarcane crop.

Result concerned risk taking the ability of farmers in terms of entrepreneurial behaviour was obtained showing more than 50% respondent who belonged to medium and high ability. These findings indicate that the sugarcane crop is the most economical and profitable crop, therefore, farmers were taking the maximum risk for the high level of production.

In case of hope of success of farmers in terms of entrepreneurial behaviour it was obtained that more than 50% respondent belongs to the medium and high hope of success. This dimension measures the ability to prognosticate the block in reaching success/failure and to be prepared to meet its consequences.

The result showing the persistence of farmers in terms of entrepreneurial behaviour was obtained where more than 50% respondent belonged to medium and high persistence. This dimension measures the confidence and ability of farmers in terms of entrepreneurial behaviour.

This result concerning risk taking the ability of farmers in terms of entrepreneurial behaviour was obtained where more than 50% respondent belonged to medium and high self-confidence. This dimension measures the self-confidence about sugarcane cultivation and adopts new technology, practices.

In the case of knowledge ability, this component showed that more than 50% of the sugarcane growers were in high and medium knowledge ability in terms of entrepreneurial behaviour. This dimension measures the knowledge ability of technical and management aspects of their ventures.

The result showing innovativeness of farmers in terms of entrepreneurial behaviour was obtained with less than 50% respondent belongs to medium and high innovativeness. This dimension measure the cultivation practices (different type), processing practice (making jaggery, juice, rav.), and storage practices of the sugarcane growers.

The study revealed that a higher percentage of sugarcane growers (61.67%) had medium entrepreneurial behaviour followed by low (25.00%) and high (13.33%). This finding finds support with the work of Patel et al. (2003), Shakhya (2009).

## 6. REFERENCES

- [1] Palaniswamy A and Sriram N. 2001. Modernization characteristics of sugarcane growers. *Journal of Extension Education*, 11(4): 2906-2915.
- [2] Singh U. 2006. A study on the adoption gap of recommended sugarcane technology among the farmers of dabra block of Gwalior district (M.P.) M.Sc. (Ag.) thesis (unpublished), JNKVV, Jabalpur.
- [3] Patel MM, Sanoria YC and Chatterjee A. 2003. Communication factors an entrepreneurial behaviour of sugarcane growers. *Journal of Research*,
- [4] Shakhya SK. 2009. A study on the entrepreneurial behaviour of sugarcane growers of Dabra block of Gwalior district, Madhya Pradesh. M.Sc. (Ag.) Thisis (unpublished) JNKVV Jabalpur (M.P.).
- [5] Thakre SK. 2008. A study on the adoption of recommended sugarcane production technology among the farmers of Burhanpur district Madhya Pradesh M.Sc. (Ag.) thesis (unpublished), JNKVV, Jabalpur, and M.P.