

“ENTREPRENEURIAL BEHAVIOUR OF ROSE GROWERS IN PRAYAGRAJ DISTRICT OF UTTAR PRADESH”

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ABSTRACT

The study was conducted in Prayagraj District of Uttar Pradesh to measure the entrepreneurial behaviour of rose growers in the district. A total number of 120 respondents were selected randomly from six villages under Chaka block because productivity, production and area under rose cultivation were found to be maximum. The data were collected by personnel interview method by using pre structured interview schedule and later appropriate statistical analysis was done to find out the meaningful results. The findings of the study revealed that 62.50 per cent of the respondents belonged to the middle-aged group, 41.66 per cent of the respondents belong to the farming occupation and majority of the respondents (55 %) belongs to medium level of annual income i.e. 50,000 – 1 lakh. The findings also revealed that 63.34 per cent of the respondents had medium level of entrepreneurial behaviour followed by 15.83 % and 20.83 % of the respondents with low and high levels of entrepreneurial behaviour respectively.

KEYWORDS: Entrepreneurial Behaviour, Rose Growers

Article History

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INTRODUCTION

Floriculture has become one of the important high value agricultural industries in many countries of the world. International trade in cut flowers is growing at a rate of 25 per cent annual growth rate. The international trade is around US\$ 11 billion and cut flowers contribute 60 per cent of the world trade in floriculture. The global exports increased over ten folds from 0.5 billion in 1995 to 5.1 billion in 2005, which again is poised to double by 2025. India has a long tradition of floriculture. India's share in the US \$11 billion global market is only 0.65 per cent. The total area under cultivation of different flowers in India is 103, 000ha (Singhet *et al.*, 2010).

India has a long tradition of floriculture. Appreciation of the potential of commercial floriculture has resulted in the blossoming of this field into a viable agri-business option. Availability of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in some part of the country or other. Improved communication facilities have increased their availability in every part of the country. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people. Farmer involved into floriculture get very high entrepreneurial opportunities but, so far has found that rose and marigold are the main cash crops of Allahabad that involves farmers at great number.

According to Ministry of Agriculture and Farmers welfare (2020-2021), the area under floriculture in India has increased from 53,300 hectares in 1993-94 to 88,609 hectares in 1999-2000 and 3,06,000 hectares in 2016-17 with an increase of approximately 2,00,000 hectares over the last 17 to 18 years, which has shown a land mark in the floriculture crops. Whereas, the production has increased gradually from 2, 32,500 MT in 1993-94 to 2,392,000 MT in 2019-20.

The fragrance of roses and tube rose flowers would now spread in Trans-Yamuna belt of the Sangam City as authorities of district horticulture department take up a rose cultivation project in Chaka and Karchana blocks of the district. Rose is planted commercially by women in Allahabad city and nearby areas. The women are facing lot of difficulties in the cultivation of rose flowers. Rose thorns keep hurting them to their hands and other parts of body (that are in the contact with thorns) start bleeding and their clothes get thorn as well. Rose is grown in the city of Allahabad throughout the year. The Farm women have to harvest rose flower in standing posture by hand and collect them in a cloth wrapped around the waist, which result in decreasing the commercial value of flowers.

ENTREPRENEURIAL BEHAVIOUR

The entrepreneurial behaviour is not necessarily doing new things but also doing things in a different way that already have been done. The entrepreneur is essentially an economic man, who strives to maximize his profits by adoption of innovators. However, entrepreneurs are not simply innovators, they are men with a will act to resume risk and to bring about changes through organization of human efforts. Now, it is increasingly being felt that, the economic growth and development of the advanced countries are largely due to entrepreneurship quality among their community rather than to capital. Further progress of farming profession in the country depends mainly on the entrepreneurial behaviour of farmers. Human development report says that globally the gap between the rich and the poor is widening every day. It is more pertinent to India where about 500 million people are dependent on agriculture. The world-wide bibliographies on entrepreneurs in agriculture are very limited. As indicated by world development report there is no linkage between the goals of development policies and appropriate environmental protection. Both must be designed in combination to improve welfare of humans.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in Prayagraj district of Uttar Pradesh. Out of 20 blocks in Prayagraj district, Chaka block is selected purposively based on maximum area covered under rose cultivation. From the selected block, six villages were selected purposively based on the maximum area covered under rose cultivation.

OBJECTIVES OF THE STUDY

- To know the socio-economic profile of the respondents.
- To ascertain the entrepreneurial behaviour of rose growers.

RESULTS AND DISCUSSIONS

Table 1, it is shown that 62.50 per cent of the respondents belonged to the middle age-group. 27.50 per cent of the respondents had junior higher secondary level of education. In terms of annual income, 55.50 percent of the respondents had medium level of income in which 47.50 percent had land holding of 1 ha to 2 ha. It is evident that majority of the respondents (51.67 %) lived in medium size family. It is also evident that 50.84 per cent of the respondents possessed a

medium level of mass media exposure. It is seen that in terms of scientific orientation, 49.17 per cent of the respondents possessed medium level of scientific orientation and 43.33 percent of the respondents had medium level of extension contacts. Similar findings were also reported by (Kharlukhi 2021).

The data in Table 2 indicated that more than half of respondents 57.50 per cent fell under medium category of economic motivation, followed by 19.17 per cent and 23.33 per cent of respondents fell under low and high level of economic motivation. More than half of respondents 65.00 per cent fell under medium category of production orientation, followed by 20.00 per cent and 15.00 per cent of respondents fell under low and high of production orientation. Thus, it is concluded that majority of rose growers had medium level of production orientation. More than half of respondents 70.00 per cent fell under medium category of marketing orientation, followed by 15.00 per cent of respondents fell under low and high of production orientation. Majority of the rose growers (63.33 %) had medium level of risk orientation, followed by 24.17 per cent had high risk orientation whereas, 12.50 per cent of the respondents had low level of risk orientation. The similar findings had reported by Madhukar (2012).

It could be observed from Table 3 that above two third (63.34 %) of rose growers belonged to medium category of entrepreneurial behaviour of index range (33.34 to 66.66), followed by 20.83 per cent of rose growers belonged to high level of entrepreneurial behaviour of index above 66.66 whereas, 15.83 per cent of rose growers belonged to low entrepreneurial behaviour having index up to 33.33.

The possible reason of medium followed by, high entrepreneurial behaviour might be due to their sound financial condition, medium land holding, medium education level and medium scientific orientation. However, all the major four components of entrepreneurial behaviour of rose growers together reflect their medium entrepreneurial behaviour. The findings of present study are in agreement with the findings of Raghunath (2014).

Table 4 Shows concluded that the independent variables i.e. Educational qualification, occupation, housing pattern, land holding, family size, mass media exposure, scientific orientation, extension contacts, were positively and significantly correlated with entrepreneurial behaviour of improved rose cultivation at 0.05 % of probability. Whereas the variable age was negatively and significantly correlated with the entrepreneurial behavior of improved rose cultivation at 0.05 % of probability.

Table 1: Socio-Economic Profile of the Respondents

S. No	Independent Variables	Category	Frequency	Percentage
1.	Age	Young age(Upto 35 years)	25	20.83
		Middle age (36-55 years)	75	62.50
		Old age (56years and above)	20	16.67
2.	Educational qualification	Illiterate	14	11.66
		Primary school	30	25.00
		Junior Higher Secondary	33	27.50
		Higher Secondary	24	20.00
		Intermediate	11	9.16
		Graduate and diploma	08	6.68
3.	Occupation	Agriculture	50	41.66
		Agriculture + Labour	17	14.16
		Agriculture + Subsidiary occupation	23	19.18
		Agriculture + Services	30	25.00
4.	Housing Pattern	Hut (Kuchha)	34	28.33
		Semi cemented	63	52.5
		Cemented	23	19.17

Table 1 Contd.,

5	Land holding	Marginal (up to 1 ha)	21	17.50
		Small + medium (1.01 to 2 ha)	57	47.50
		Large (Above to 4 ha)	42	35.00
6	Family size	Small	37	30.83
		Medium	62	51.67
		High	21	17.50
7	Annual Income	Low ((up to 50,000)	39	35.50
		Medium(50,001 to 1 lakh)	66	55.50
		High(Above 1 lakh)	15	12.50
8	Mass media Exposure	Low(<5)	38	31.66
		Medium(6 to 11)	61	50.84
		High(>12)	21	17.50
9	Scientific orientation	Low(<5)	38	31.67
		Medium(6 to 11)	59	49.17
		High(>12)	23	19.16
10	Extension contacts	Low(<5)	30	25.00
		Medium(6 to 11)	52	43.33
		High(>12)	38	31.67

Table 2: Distribution of Respondents Based on Components of Entrepreneurial Behaviour of Rose Growers

Sl. No.	Components	Categorise	Respondents (n=120)	
			Frequency	Percentage
1.	Economic motivation	Low	23	19.17
		Medium	69	57.50
		High	28	23.33
2.	Production orientation	Low	24	20.00
		Medium	78	65.00
		High	18	15.00
3.	Marketing orientation	Low	18	15.00
		Medium	84	70.00
		High	18	15.00
4.	Risk orientation	Low	15	12.50
		Medium	76	63.33
		High	29	24.17

Table 3: Distribution of Respondents According to Their Overall Entrepreneurial Behaviour

Sl. No	Categories	Index range	Frequency	Percentage
1	Low	Upto 33.33	19	15.83
2	Medium	33.34 to 66.66	76	63.34
3	High	Above 66.66	25	20.83
		Total	120	100.00

**Figure 1: Distribution of Respondents According to Their Overall Entrepreneurial Behaviour**

Table 4: Relationship between Profiles of Rose Growers with Entrepreneurial Behaviour of Improved Rose Cultivation

Sr. No	Independent Variable	Correlation Coefficient(r)
1.	Age	-0.188*
2.	Education	0.155*
3.	Occupation	0.143*
4.	Housing pattern	0.197*
5.	Land holding	0.178*
6.	Family size	0.259*
7.	Annual income	0.322**
8.	Mass media exposure	0.200**
9.	Scientific orientation	0.159*
10.	Extension contacts	0.213*

CONCLUSIONS

It is concluded that majority of the respondent's belonged to middle-aged group, having education up to primary level, having medium level annual income. Further, majority of the respondents belonged to medium size family with land holding of more than 1 to 2 hectares. Majority of the respondents had medium levels of mass media exposure, extension contact and scientific orientation. It was found that most of the respondents had medium level of entrepreneurial behaviour. It was found that independent variables like age, educational qualification, occupation, housing pattern, were positively and significantly correlated with entrepreneurial behaviour of rose growers. It is suggested that government should provide timely technical training to the rose growers.

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