

## ENTREPRENEURIAL BEHAVIOUR OF TRAINED MUSHROOM GROWERS IN BILASPUR, CHATTISGARH

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### ABSTRACT

Mushroom are appreciated world over for their nutritional and medicinal properties. Through global mushroom industry has seen a rapid growth. India is beginning to see the spurt in its growth only recently. The study was conducted Bilaspur District of Chattisgarh with the objective of entrepreneurial behaviour of trained mushroom growers. Total no of 120 respondents were selected purposively under 4 block of Chattisgarh District. The Social research methodology using chi square procedure followed to developed scale. The scale developed will have utility in identifying and studying the successful and unsuccessful mushroom entrepreneurs in framing policies the Govt and designing training and research Institution. The researchers of social sciences will find the scale useful for studying entrepreneurial behaviour of mushroom growers and similar entrepreneurs. The financial institutions can adopt the scale in deciding criteria for extending the loans to the new entrepreneurs.

**KEYWORDS:** Entrepreneurial Behaviour, Mushroom Cultivation

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### Article History

**Received: 23 May 2022 | Revised: 23 May 2022 | Accepted: 27 May 2022**

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### INTRODUCTION

In recent times, small farmers in their quest to ensure livelihood security and large Agripreneurs in anticipation of higher profit are exploring high value enterprises like floriculture, apiculture, terrace or roof gardening, mushroom cultivation, etc. Mushroom cultivation is emerging as an important horti-business activity with a potential for round the year returns. Mushroom entrepreneurship is a potential, yet largely untapped venture to address many of the problems plaguing rural India like hunger and malnutrition, decreasing land holdings, declining soil fertility, poverty, lack of employment and opportunities for income generation (Verma, 2014). Further, the need for promoting mushroom entrepreneurship emanates from the fact that per capita consumption of mushroom is very low (30 g per annum) in India compared to more than 4000 g in the western countries (Wakchaure, 2011) and for the increasing awareness for edible mushrooms because of their health benefits.

Global mushroom industry has seen a rapid growth with the production increasing more than 25 fold during the last 35 years (from about 1 billion kg in 1978 to 27 billion kg in 2012) whereas, the human population has grown 1.7 times during the same period (from about 4.2 billion in 1978 to 7 billion in 2012) (Royse, 2014). More importantly, India has kept pace with the production of vegetables compared to world vegetable production. On the other hand, in spite of varied

agro-climate conditions together with abundant agriculture residues and inexpensive labour, the mushroom entrepreneurs in India have not made significant impact on the global mushroom scenario. With the conspicuous growth of mushroom production only in recent years, India produces more than 100,000 tonnes of fresh mushrooms. But, its contribution amounts to less than 1 per cent of global mushroom production (Wakchaure, 2011). Nevertheless, blessed with varied agro climatic conditions, abundant agriculture residues and cheap labour, India offers great opportunity to increase the mushroom production by many folds.

In India, the estimated mushroom production during 2010 is around 113,000 tonnes with Punjab alone accounting for more than half of the production. About 80 per cent of mushroom production comes from the white button mushroom (*Agaricus bisporus*), a temperate mushroom grown mostly by big entrepreneurs. Oyster mushroom also known as Dhingri mushroom (*Pleurotus spp.*) has varieties which can be grown both in temperate and tropical conditions. Most of oyster mushroom varieties grown in India are suitable for tropical climate. In coastal India, especially eastern coasts, paddy straw mushroom (*Volvariella volvacea*) is much popular. In southern part of India, milky mushroom (*Calocybe indica*) is being increasingly cultivated in recent years. Many specialty mushrooms like shiitake mushroom (*Lentinula sp.*), *Agrocybe sp.*, *Auricularia sp.*, *Ganoderma sp.* etc. are also grown by few growers in very small scales. In Karnataka the production data of mushroom has not been documented. Wakchaure (2011) estimated that, Karnataka produces just 25 tonnes of fresh mushroom which seems an underestimation considering the emerging mushroom units in the State and the quantity of spawn sold by the State Department of Horticulture and the IIHR, Bengaluru.

### **Research Methodology**

Ex-post factor research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in Chhattisgarh district. Out of 4 blocks in Chhattisgarh district, Bilaspur block is selected purposively based on maximum area covered under mushroom cultivation. From the selected block, four villages were selected purposively based on the maximum area covered under mushroom cultivation.

### **Objectives of the Study**

- To ascertain the socio-economic profile of the respondents.
- To assess the entrepreneurial behaviour of the trained mushroom growers

## RESULTS AND DISCUSSION

Table 1: Socio-Economic Profile of the Trianees

S.No	Independent Variables	Category	Frequency	Percentage
1.	Age	Young (Upto 35 years)	23	38.33
		Middle(36-55 years)	31	51.67
		Old (above 55 years)	6	10.00
2.	Education	Literate	12	20.00
		Primary Education	18	30.00
		High Education	15	25.00
		Intermediate	7	11.67
		Graduate & above	8	13.33
3.	Land holding	Up to 1500 sq.ft	21	35.00
		1500 – 15000 sq.ft	24	40.00
		More than 15000 sq.ft	15	25.00
4	Annual income	Rupees <50,000	16	26.67
		Rs. 50,001- 1,00,000	32	53.33
		Rs. >1,00,000	12	20.00
5	Family size	Small (3-4)	26	43.33
		Medium (5-7)	25	41.67
		Large (> 7)	9	15.00
6	Type of house	Mud	8	13.33
		Semi – cemented	29	48.33
		Cemented	23	38.34
7	Material possession	Low (14 – 21)	17	28.33
		Medium (22 – 28)	32	53.34
		High (29 – 35)	11	18.33
8	Occupation	Mushroom cultivation	25	41.67
		Mushroom cultivation + farming	21	35.00
		Mushroom cultivation + others	14	23.33
9	Mass media exposure	Low (5 - 7)	21	35.00
		Medium (8-9)	24	46.67
		High (10-11)	15	18.33
10	Social participation	Low (8-12)	27	45.00
		Medium (13 – 16)	22	36.37
		High (17- 20)	11	18.33
11	Extension agent contact	Low (7- 9)	21	35.00
		Medium (10 - 11)	25	41.67
		High (12-13)	14	23.33

From the table 1 , it shows that 51.67 per cent of the respondents belongs to the middle age group. In the survey we find that the 13.33 per cent of the respondents has graduation and above of their education status. In terms of annual income 53.33 per cent of the respondents has medium level of income in which 40.00 per cent of the respondents has 1500-15000sq.ft of land holding. Therefore 43.33 per cent of the respondents has small family size. 48.33 per cent of the respondents have semi-cemented type of house. meanwhile 53.34 per cent of the respondents have medium level of material possession. Find out that 41.67 per cent of the respondents has cultivating mushroom as their occupation. It is evident that 46.67 per cent of the respondents has medium level of mass media exposure. It is seen that term of social participation 45.00 per cent of the respondents belongs to low level. Finally 41.67 per cent of the respondents has medium level of extension agent contact. Similar finding is also reported by **Chaudhari. R (2006)**.

**Table 2: Distribution of Respondents according to their Entrepreneurial behavior of Trained Mushroom Growers**

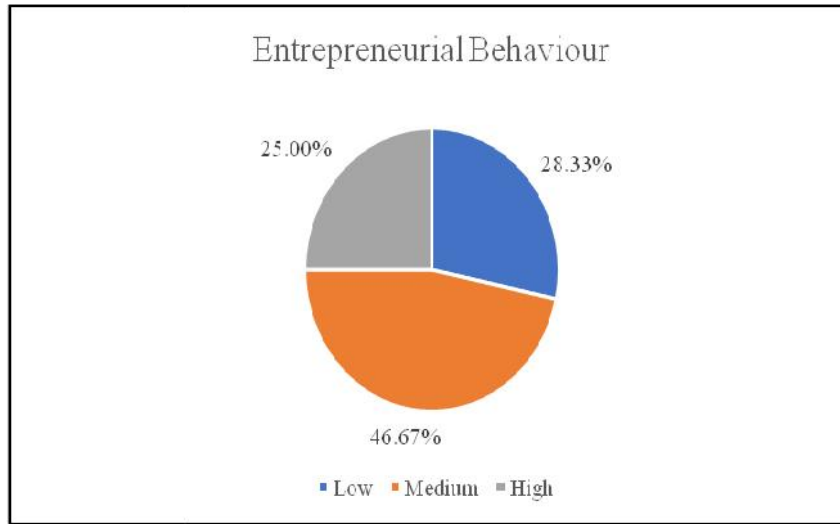
Sl. No	Traits	High	Medium	Low
		f (%)	f (%)	f (%)
1.	Shouldering responsibility	21 (17.50)	61 (50.83)	38 (31.67)
2.	Risk preference	14 (11.67)	57 (47.50)	49 (40.83)
3.	Decision making ability	18 (15.00)	68 (56.67)	34 (28.33)
4.	Innovativeness	19 (15.83)	52 (43.34)	49 (40.84)
5.	Competitive sprit	22 (18.33)	57 (47.50)	41 (34.17)
6.	Capital to sustain loss	19 (15.83)	64 (53.34)	37 (30.84)
7.	Mental toughness	27 (22.50)	59 (49.17)	34 (28.33)
8.	Communication skill	22 (18.33)	71 (59.17)	27 (22.50)
9.	Future orientation	21 (17.50)	64 (53.33)	35 (29.17)
10.	Balance budgeting	18 (15.00)	64 (53.33)	38 (31.67)
11.	Acquaintance with marketing network	25 (20.83)	57 (47.50)	38 (31.67)
12.	Managerial ability	24 (20.00)	62 (51.67)	34 (28.33)
13.	Professional proficiency	12 (10.00)	69 (57.50)	39 (32.50)
14.	Result oriented	22 (18.33)	57 (47.50)	41 (34.17)

In trained mushroom growers shouldering responsibility (50.83%) are in medium level, 31.67 per cent are low, 17.50 per cent are high. In risk preference 47.50 per cent are in medium level, 40.83 per cent are low level and 11.67 per cent are high. In decision making ability (56.67%) are medium level, 28.33 per cent are high, 15.00 per cent are high level. In innovativeness 43.34 per cent are medium level, 40.84 per cent are low level and 15.83 per cent are high level. In competitive sprit 47.50 per cent are medium level, 34.17 per cent are low level and 18.33 per cent are in high level. In capital to sustain loss (53.34%) are medium level, 30.84 per cent are low, 15.83 per cent are high. In mental toughness 49.17 per cent are medium level, 28.33 per cent are low level and 22.50 per cent are high. In communication skill (59.17%) are in medium level, 22.50 per cent are low level and 18.33 per cent are high. In future orientation (53.33%) are medium level, 29.17 per cent are low level and 17.50 per cent are high. In balance budgeting (53.33%) are medium level, 31.67 per cent are low level and 15.00 per cent are high. In acquaintance with marketing network 47.50 per cent are medium level, 31.67 per cent are low level and 20.83 per cent are high level. In managerial ability (51.67%) are medium level, 28.33 per cent are low and 20.00 per cent are high. In professional proficiency (57.50%) are medium level, 32.50 per cent are low level and 10.00 per cent are high. In result oriented 47.50 per cent are medium level, 34.17 per cent are low level and 18.33 per cent are high.

**Table 3: Distribution of Respondents according to their Entrepreneurial Behavior (N = 120)**

S.No.	Category	Number	Percentage
1.	Low (15-25)	17	28.33
2.	Medium (26-35)	28	46.67
3.	High (36-45)	15	25.00
	Total	60	100.00

It is clear from the above table that among trainees 28.33 per cent of the respondents are having low while 46.67 per cent of the respondents are having medium level and 25.00 per cent of the high level Knowledge.



**Figure 1: Distribution of Respondents According to their Entrepreneurial Behaviour.**

**Table 4: Relationship between Selected Trainees Independent Variables with Entrepreneurial Behaviour**

Sl. No.	Variables	Correlation Coefficient ®
1	Age	0.928*
2	Education Status	0.962*
3	Land holding	0.789*
4	Annual Income	0.987*
5	Family Size	0.327*
6	Type of house	0.962*
7	Material Possession	0.999*
8	Occupation	0.255*
9	Mass media exposure	0.430*
10	Social Participation	0.272*
11	Extension Contact	0.932*

\*= Significant

From the above table it is inferred that socio – economic characteristics like age, education, occupation, annual income, family size, type of house, material possession, occupation, mass media exposure, social participation and extension contact are positively and significantly correlated with dependent variables at 0.01% of probability. therefore, the null hypothesis was rejected.

## CONCLUSION

It conclude that the trainees of mushroom growers was come under middle age group. The type of house is semi-cemented and the social participation is low. The overall knowledge level is medium followed by entrepreneurial behaviour of the trained mushroom growers had medium level. socio-economic characteristics like age, education, land holding, annual income, family size, type of house, material possession, occupation, mass media exposure, social participation and extension contact were positively and significantly correlated with the entrepreneurial behavior at 0.01% of probability. Therefore, the null hypothesis was rejected. Most of the constraints were faced by the respondents are lack of knowledge about processing of mushroom product, lack of maintenance, high initial cost etc., the suggestions are given by the respondents are to promote as small scale industry and provide training for new entrepreneurs.

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