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Decision making ability of agri- entrepreneurs at Jammu and Kathua districts of J & K state, India

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Abstract: The concept of entrepreneurship has assumed prime importance in research and development for accelerating economic growth in developing countries. The Entrepreneurship development institution has been focusing its attention on developing programmes for entrepreneurship development and innovative training technique for trainers. The entrepreneurs are responsible for many economic decisions that rests on anticipating demand and bearing risks. The investigation on 210 agri-entrepreneurs thirty each from seven agri-enterprises namely vegetable growing, strawberry growing, dairy farming, mushroom growing, bee-keeping, poultry farming and flower growing, selected purposively from Jammu and Kathua districts of Jammu and Kashmir state revealed that one-half (50.48%) of the agri-entrepreneurs were in the high category of decision making ability followed by medium (46.19%) and low (3.33%) levels. Majority (76.67%) of vegetable entrepreneurs were in the high level of decision making ability followed by poultry entrepreneurs (56.67%). Majority (61.43%) of entrepreneurs had not received any training. Only 38.57% of entrepreneurs had received training. Bee-keepers were highest (66.67%) who received training regarding their enterprise. Majority (61.72%) of entrepreneurs received training for a period of seven days followed by 23.46% of entrepreneurs who got training for fifteen days and 14.81% who attended thirty days training. The study inferred that high level of decision making ability of agri- entrepreneurs might be due to individual ownership, high achievement motivation and high risk taking capacity. The appropriate decisions with regard to finalizing different technical, financial and marketing aspects at right time, results in the progress of the enterprise.

Keywords: Agri-entrepreneurship, Bee-keepers, Decision-making ability, Marketing

INTRODUCTION

India is a land of enterprises, where almost 70% of the population is still self-employed, and some place this estimate as high as 80%. (Srilatha 2013). Entrepreneurship, a form of human behaviour, is indispensable for the growth and development of any society. Generally, the entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Farmers deciding to take particular crop or use scientific methods to grow crops also exhibit entrepreneurial behaviour (Palmurugan *et al.*, 2008; Rao and De, 2009;). The economic development of a country is correlated with the population, employment, literacy and effective utilization process, which accelerates the growth including social change. To accelerate economic development, it is necessary to increase the supply of entrepreneurs. The economic development of a country is correlated with the population, employment, literacy and effective utilization process, which accelerates the growth

including social change. To accelerate economic development, it is necessary to increase the supply of entrepreneurs. Entrepreneurs have to do conscious decision making with great deal of thought concerning starting of an enterprise, finalizing different products, expansion of enterprise, borrowing money, hiring workers and considering new ways of marketing. So, entrepreneurs have to make decisions under certain uncertainties. In order to know, whether entrepreneurs under such uncertain conditions take decisions at their own or they do in consultation with somebody else.

The findings will throw light on the various factors which motivates an entrepreneur to initiate, plan and organize the various enterprises. A number of social institutions, entrepreneurship development and financial institutes are mandated to help the entrepreneur in stimulating, sustaining and supporting their entrepreneurial endeavor. The entrepreneurs are to be updated with the technological innovations from time to time by imparting knowledge and skill based training. The needy people who cannot afford to arrange finance of their own are to be provided with

financial help. The study will help in assessing the role of the technical and financial institutes in achieving the objectives they have been established for. It will reflect important entrepreneurial traits which can be replicated for the development of other entrepreneurs by providing necessary interventions. The investigation will also help to identify the various socio-economic, technical, and infrastructural constraints faced by the entrepreneurs. Findings of the study will suggest several research implications to the planners, policy makers, administrators to solve discrepancies, short-comings and missing links in achieving the targets. Keeping this in view, the decision making pattern was studied with the objective to study decision making capability of agri-entrepreneurs and the training attended by agri entrepreneurs.

MATERIALS AND METHODS

The study was conducted in two districts of Jammu and Kashmir namely, Jammu and Kathua. Seven enterprises which include dairy farming, poultry farming, bee-keeping, mushroom growing, flower growing, vegetable growing and strawberry growing were selected purposively as these enterprises were existing in the selected districts. From each of the identified farm based enterprise, except in strawberry and flower growers, 15 agri entrepreneurs each were selected purposively from districts of Jammu and Kathua respectively. In this way, 30 respondents each were selected purposively in respect of vegetable growing, mushroom, dairy, poultry and bee-keeping. As no strawberry entrepreneur was found in district Kathua, therefore, all 30 strawberry growers were selected from district Jammu. Similarly, 27 flower growers were selected from district Jammu and 3 from district Kathua due to non-availability of the flower growers in Kathua district, thus making a total of 210 entrepreneurs (Anonymous, 2010). The agri entrepreneurs were personally interviewed by framing a suitable pretested questionnaire. Based on scores obtained by the respondents, they were grouped into low medium and high category by adopting $S.D. \pm \text{Mean}$ criteria for studying their decision making capability. As far as training attended by agri entrepreneurs is concerned, the findings were calculated in frequencies and percentages. The scale developed by Kapoor (1998) was used to measure decision making ability employed in the study. Finally respondents were categorized on the basis of total scores as -Low = below ($\text{Mean}-S.D$), Medium = inbetween ($\text{Mean}\pm S.D$), High = above ($\text{Mean}+S.D$).

RESULTS AND DISCUSSION

Data registered in the Table 1 indicated that 10% of mushroom growers were in low category of decision making ability followed by 6.67% of flower growers and 3.33% of vegetable and dairy entrepreneurs each. None of the strawberry grower, poultry entrepreneur

and bee-keeper was in low category of decision making ability. Similarly, it was observed that 66.6% of bee-keepers, 56.67% of dairy entrepreneurs, 50% of mushroom growers, 46.67% of strawberry growers, 43.33% of poultry entrepreneurs, 40% of flower growers and 20% of vegetable growers had medium category of decision making ability. Further, 76.67% of vegetable growers were in high category of decision making ability followed by poultry entrepreneurs (56.67%), strawberry and flower growers (53.33%) each, dairy entrepreneurs and mushroom growers (40%) each and bee-keepers (33.33%).

It is clear from the Table.1 that overall 50.48% of respondents were in high category of decision making ability, 46.19% of respondents in medium category and 3.33% of respondents in low category of decision making ability. The high level of decision making ability of agri- entrepreneurs might be due to individual ownership, high achievement motivation and high risk taking capacity. The appropriate decisions with regard to finalizing different technical, financial and marketing aspects at right time, results in the progress of the enterprise. The above findings are in line with the findings of Solanki and Soni (2004) who reported that decision making ability of potato growers was largely at medium level (65.56%) and Singh and Prasad (2007) revealed that in the process of decision making behaviour in agriculture, cent% of the farm women belonged to medium category. Kiran *et al.* (2012) indicated that the maximum respondents (57%) had medium level of farm decision making followed by 28% had low and 15% had high level of farm decision making.

Training is an important component for upgrading the knowledge and skills of entrepreneurs. This component was studied in two aspects namely, training received and duration of training

Table 2 showed that as far as training received by the respondents was concerned, 66.67% of bee-keepers received training followed by poultry entrepreneurs (60%), mushroom growers (56.67%), dairy entrepreneurs (33.33%), strawberry growers (26.67%), flower growers (23.33%) and vegetable growers (3.33%). Similarly, 96.67% of vegetable growers had not received any training followed by flower growers (76.67%), strawberry growers (73.33%), dairy entrepreneurs (66.67%), mushroom growers (43.33%), poultry entrepreneurs (40.00%) and bee-keepers (33.33%).

Table 3 showed that cent% of vegetable and strawberry growers had received training of 1 week followed by poultry entrepreneurs (77.78%), flower growers (71.43%), mushroom growers (64.70%), dairy entrepreneurs (50%) and bee-keepers (30%). Similarly, 50 per cent of bee-keepers received 15 days training followed by mushroom growers (29.41%), flower growers (28.57%) and poultry entrepreneurs (11.11%). None of the vegetable grower, strawberry grower and dairy entrepreneurs had attended the training for 15

Table 1. Distribution of entrepreneurs as per their decision making ability (n=210).

Category	Vegetable growers	Strawberry growers	Dairy entrepreneur	Mushroom growers	Poultry entrepreneurs	Bee keepers	Flower growers	Total
Low	1	0	1	3	0	0	2	7
Score	(3.33)	(0.00)	(3.33)	(10.00)	(0.00)	(0.00)	(6.67)	(3.33)
	<4	<4	<4	<4	<4	<4	<2	
Medium	6	14	17	15	13	20	12	97
Score	(20.00)	(46.67)	(56.67)	(50.00)	(43.33)	(66.67)	(40.00)	(46.19)
	4-5	4-5	4-5	4-5	4-5	4-5	3-5	
High	23	16	12	12	17	10	16	106
Score	(76.67)	(53.33)	(40.00)	(40.00)	(56.67)	(33.33)	(53.33)	(50.48)
	>5	>5	>5	>5	>5	>5	>5	
Total	30	30	30	30	30	30	30	210

Figures in parentheses show percentages

Table 2. Distribution of entrepreneurs as per the trainings received (n=210).

Entrepreneurs	Training received	Not received	Total
Vegetable growers	1 (3.33)	29 (96.67)	30
Strawberry growers	8 (26.67)	22 (73.33)	30
Dairy entrepreneurs	10 (33.33)	20 (66.67)	30
Mushroom growers	17 (56.67)	13 (43.33)	30
Poultry entrepreneurs	18 (60.00)	12 (40.00)	30
Bee keepers	20 (66.67)	10 (33.33)	30
Flower growers	7 (23.33)	23 (76.67)	30
Total	81 (38.57)	129 (61.43)	210

Figures in parentheses show percentages.

Table 3. Distribution of respondents as per the duration of training attended (n = 210).

Entrepreneurs	Training attended	Duration of training		
		1 week	15 days	30 days
Vegetable growers	1	1 (100.00)	0 (0.00)	0 (0.00)
Strawberry growers	8	8 (100.00)	0 (0.00)	0 (0.00)
Dairy entrepreneurs	10	5 (50.00)	0 (0.00)	5 (50.00)
Mushroom growers	17	11 (64.70)	5 (29.41)	1 (5.89)
Poultry entrepreneurs	18	14 (77.78)	2 (11.11)	2 (11.11)
Bee keepers	20	6 (30.00)	10 (50.00)	4 (13.33)
Flower growers	7	5 (71.43)	2 (28.57)	0 (0.00)
Total	81	50 (61.72)	19 (23.46)	12 (14.81)

Figures in parentheses show percentages

days. One half (50%) of dairy entrepreneurs received the training for a period of 30 days which was followed by bee-keepers (13.33%), poultry entrepreneurs (11.11%) and mushroom growers (5.89%). Vegetable growers, strawberry growers and flower growers did not receive any training for a period of 30 days. A further look at the table showed that 61.72 % respondents received training for 7 days which was followed by 23.46% and 14.81% respondents who received training for 15 days and 30 days respectively.

The highest percentage of training received by bee-keepers followed by poultry entrepreneurs might

be due to the fact that dealing with the honey bees is a sensitive and skillful process. The owner should have knowledge of components like queen, drone, worker, apiary setting, colony inspection, management of bees and seasonal management. Extraction of honey is an art, different products are obtained from the colonies and needs technical know-how. Since poultry production is also risky enterprise as the chick mortality is high due to environmental conditions and diseases, majority of the poultry entrepreneurs had attended one week training which might have helped them in operating their units efficiently. Minute number of vegetable

growers had received training in vegetable growing. The probable reason might be that vegetable growing is an age old practice and only traditional vegetables like radish, knol-khol, cauliflower, okra, tomato were grown and no new crop or technology might be available in which the growers could be trained.. The data revealed that the institutions which are concerned with capacity building of different entrepreneurs had not fulfilled their job of providing sufficient training to the respondents. These findings are similar with the findings of Bhagat (1992) who revealed that all the respondents appeared favorable about the training programme with responses 'very useful' (80%) and 'useful' (20%). They felt that the training was of right duration. All the inputs of training were substantially accepted in terms of their relevance, coverage and presentation. Kapoor (1998) revealed that in case of rural women entrepreneurs, 44% got training in bee-keeping and 8% in rabbit farming and only 4% in mushroom growing. The another 44% got no training at all. In urban women entrepreneurs, 38% got training in entrepreneurial development programme and 6% got no training. Firdoos (2001) observed that majority (53.40%) of bee-keepers, vegetable growers and dairy entrepreneurs had not received any training while 46.60% received training related to the enterprise. Nath *et al.* (2001) found that majority of the opinion leaders received information by training on farm (90%) followed by the Agricultural Extension Officers (86.66%), field day (80%) and result demonstration (76.66%), under the personal cosmopolite sources. Training on station (90.99%), training on farm (83.33%) and field day (70%) were the personal

cosmopolite sources perceived in order of importance by concerned farmers and Khajuria *et al.* (2001) reported that among personal cosmopolite channels, demonstration (MS 1.38), group meetings (MS 1.36) and training (MS 0.95) were utilized to a greater extent by the farmers.

Conclusion

The study revealed that one-half of agri- entrepreneurs had high level of decision making ability followed by medium and low levels. Majority of vegetable entrepreneurs were in high level of decision making ability followed by poultry entrepreneurs .Majority of agri- entrepreneurs had not received any training. Among them bee-keepers were highest who received

training regarding their enterprise. Majority of agri-entrepreneurs attended training for a period of seven days followed by agri-entrepreneurs who got training for fifteen days and thirty days respectively. So, it is important that their entrepreneurial skills are recognized and facilities for training are created so that agri-entrepreneurs become technically sound and enjoy the benefits of independence and flexibility in their work lives.

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