

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 5; May 2025; Page No. 87-93

Received: 07-02-2025
Accepted: 11-03-2025

Indexed Journal
Peer Reviewed Journal

A study on entrepreneurial behaviour of ginger growers in Thoubal district, Manipur

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DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i5b.1861>

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Abstract

The study was carried out to examine the personal, socio-economic and communication characteristics of the ginger growers of Thoubal District, Manipur. The level of entrepreneurial behaviour and problems faced by ginger cultivators was also studied. *Ex-post facto* research design was followed. The study was conducted in Thoubal district of Manipur. Out of three blocks, Wangjing and Thoubal blocks were selected randomly. Further, three villages from each block were selected randomly where respondents were selected by using stratified random sampling from each village. Hence, a total sample of 100 respondents for the present study was selected. The findings of the study revealed that majority of the respondents were middle aged (36-55 years). Most of the respondents belonged to nuclear type family (up to 5 members). Majority had education up to middle school level (6-8) and had marginal size of total land holding. Most of the respondents belonged to medium income level (50k-1.5L). Most of the respondents possessed membership in one organization. Mass media exposure were found to be in high level and most of the respondents were possessing all mass media tools. Majority of the respondents were participating occasional in extension participation. Majority had medium level of aspiration, farm experience. Majority were having subsidiary occupation (Agriculture & service). Majority of the respondents had medium level of entrepreneurial behaviour. The independent variables: Education, Income, Extension participation, Age, Family exhibited positive and statistically significant correlation with the entrepreneurial behaviour of the respondents. Whereas the variables: Age, Education, Income, Extension participation were showing more influence on Entrepreneurial behaviour. The main problems were lack of co-ordination with Department of Horticulture, marketing co-operatives, non-availability of insurance when crop fails, non-availability of certified seed, lack of technical help, knowledge of ginger farmer, low market value and high cost of inputs. The study recommends organization of trainings, exposure visits, demonstration, awareness, exhibitions to motivate farmers for undertaking entrepreneurial ventures so as to enhance the socio-economic wellbeing of the farmers.

Keywords: Ginger, entrepreneurial behaviour, farmer, Thoubal district, mass media

Introduction

Entrepreneurship in India has traversed a remarkable path, evolving from ancient craftsmanship to the dynamic contemporary start-up landscape. The main driver of economic growth is entrepreneurship, and whatever economic growth that one may be experiencing is entirely attributable to this factor (Rawal, T. 2018) [4]. The dawn of independence ushered in newfound confidence among individuals, spurring entrepreneurial aspirations. While initial government policies primarily prioritized large-scale industrialization, entrepreneurial vigour proliferated across diverse economic sectors. Of late Indian government acknowledged entrepreneurship's pivotal role in economic development. Policies aimed at bolstering entrepreneurship, particularly in small-scale industries, were introduced, shaping the entrepreneurial landscape. Post 2020, entrepreneurial sector has gained huge importance and recognition. Concurrently, family businesses underwent transformations in response to economic liberalization and globalization, necessitating adaptation to a global competitive environment. The foundation of global connectivity in the twenty-first century is "entrepreneurial

economy," which has become indispensable (Audretsch & Thurik, 2001) [2]. While India currently excels in product innovation and internationalization, it grapples with challenges such as traditional societal norms, inadequate education and training, and limited support for small businesses. A country's economy will prosper if there are a lot of entrepreneurs there (Casson M, *et al*, 2006) [1].

Entrepreneurs' behaviour is a key construct in understanding how entrepreneurs create new organisations. Entrepreneurial behaviour is the actions taken by the entrepreneur to reach desired goals. Entrepreneurial behaviour is restricted to tasks that are or can be under the control of the entrepreneur, such as the role of the board, organisation, decision making, and goals and strategies.

To encourage post-liberalization and reform economic development India's national, state, and local governments are working to promote self-employment and entrepreneurship through growth and development initiatives (Ahluwalia 2002) [3].

Agriculture offers a fertile ground for entrepreneurial ventures encompassing diversification, organic farming, food processing, and more. Diversification entails a shift

from less profitable crops to remunerative alternatives like horticulture, pulses, and livestock, boosting employment and resource utilization. Organic farming, gaining international prominence, presents opportunities for agro-based entrepreneurs, although it struggles to meet soaring organic produce demand. The processed food sector, marked by changing consumer preferences, opens avenues for entrepreneurs in fast food, packaged, and organic products. Floriculture, with India's small market share in global trade, offers lucrative prospects. However, the agricultural landscape faces entrepreneurial challenges, including risk aversion and commercialization hurdles. To overcome these obstacles and stimulate agricultural entrepreneurship, partnerships with entities like USDA and educational institutions are crucial. Bridging the capacity gap through education and experience-sharing can unlock agriculture's entrepreneurial potential. Guiding educated youth towards self-employment is vital for addressing unemployment issues and fostering rural development, thereby contributing to economic growth.

Ginger was likely cultivated early by the Austronesian peoples and came from Maritime Southeast Asia. Ginger has long been a crucial component of traditional Chinese, Ayurvedic, and Unani medicine due to its aroma, biological, and pharmacological effects. The ginger rhizome, which is native to South-East Asia, has seen widespread use in nations like China, India, and the USA to treat a variety of conditions, including cough, nausea, vomiting, and diarrhoea, among others.

Its common name "zingiber" is derived from the Sanskrit word "singabera," which is how the spice is known in Greek. Since ancient times, ginger has been used in India and China, and by the first century, traders had brought ginger to the Mediterranean area. It was well-liked in England by the eleventh century. Soon after the conquest, the Spaniards introduced it to the West Indies and Mexico, and by 1547, Santiago was exporting ginger to Spain.

Ginger is the principal cash crop among all spices, providing a living for many ginger farmers in the Northeast (NE). Almost all the states of the region cultivate ginger, but Meghalaya, Mizoram, Arunachal Pradesh, and Sikkim are the top producers. As there isn't much local demand, the growers struggle with marketing and are forced to sell the excess outside the state via middlemen at lower prices.

The majority of the traditional, rainfed, rice-based agriculture in India's NE Region, which includes the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim, is maize. Ginger is a significant cash crop in India, accounting for 70% of the country's production and 49% of its land area. This location, which has one of the highest ginger output levels in the world (5.8 t/ha compared to the national average of 3.7 t/ha), is quickly becoming the centre of organic ginger production in India. The majority of tribal farmers who live in rural areas cultivate ginger using traditional methods that are typically more affordable, more environmentally friendly, and make use of local labour, resources, and knowledge.

The Northeast region's main cash crop is ginger. Approximately 3 lakh tonnes of ginger are produced annually on 47,641 acres of land, and the Northeast is

quickly becoming India's centre for organic ginger. Numerous tribal farmers continue to use the old cultivating techniques. Ginger is grown on plains, jhum lands, buns, Zabo lands, and terraced areas. Farmers that use traditional farming techniques rely on natural resources, local practises, and organic inputs. The variety of ginger is abundant in the Northeast. Bola, Moran, Jatia, Keki, Bazar local, Naga shing, Thingpuri, Shing Bhoi, Shing Bhukir, Khasi local, Tura, Thinglaidum, Thingpuidum, Angian, Vicki, Nagaland local, Bhaise, Gorubathane, Jorethange, Nangrey, Majhauley, etc. are only a few examples of the several local cultivars

In the Northeast, ginger has a lot of potential for commercialization among the numerous vegetable crops. Many vegetarian and non-vegetarian culinary recipes in Indian, Continental, and Chinese cuisine employ substantial amounts of fresh and dried ginger, ginger oil, and ginger powder. In addition to being employed by pharmaceutical businesses, ginger also possesses therapeutic properties. These products' exports have also grown significantly in recent years. There is significant room for the development of the ginger-based business to satisfy the region's future needs given the growing use of these goods in the nation's and abroad's diverse culinary and related industries.

Manipur, situated at the crossroads of India and Southeast Asia due to the Look East Policy, holds immense potential for entrepreneurship. The region's strategic importance is underscored by the planned trans-Asian highways and railways passing through Manipur, positioning it as a gateway to Southeast Asian countries. A pressing issue in developing economies like Manipur is the scarcity of entrepreneurial and managerial skills. The Centre addresses this challenge by imparting practical skills and inspiring educated youth to pursue entrepreneurship, thus transforming them into job creators. As the job market grows more competitive, this approach becomes increasingly vital in empowering individuals and contributing to the region's economic development. The Centre for Entrepreneurship and Skill Development serves as a catalyst for realizing these goals, driving innovation, fostering employment, and advancing Manipur's economic landscape.

Application of marketing tactics is advised because market promotion is essential in generating potential customers. The planned project's marketing strategy may include high-quality upkeep, a promotional campaign with special discounts, referrals, advertising, and ties to real estate transactions.

Research Methodology

Research Design

In the present investigation, ex-post facto research design was employed. This design was appropriate because the phenomenon had already occurred. Ex-post-facto research is the most systematic empirical enquiry in which the researcher does not have any control over independent variables as their manifestation has already occurred or as they are inherent and not manipulatable. Thus, inferences about relations among variable were made without direct intervention from concomitant variation of independent and dependent variables.

Locale of study

The study was conducted in Thoubal district of Manipur, one of the north-eastern state of India during the year 2022-2023. Out of 16 districts, Thoubal district was purposely selected.

Brief description of study area

The district of Thoubal is situated at the eastern side of the valley area of Manipur and lies between 23° 45' N and 24°45' N latitude and 93°45' E and 94°15' E longitude. With a total geographical area of 514 km, the district is covered mainly by plain area dotted with few hillocks and hills of low heights. Its average elevation is not very much different from the rest of the Manipur Valley which is at an average of about 790 metres above mean sea level. According to the 2011 census report, Thoubal district has a total population of 422,168 which made up for 16.42% of the population of Manipur. It has a sex ratio of 1002 females for every 1000 males and a literacy rate of 74.47%. The population density of the district is 821 inhabitants per square kilometer. Majority of the population in Thoubal district belongs to Meitei community. The district has a moderate climate with relatively abundant and widespread rainfall. Majority of the population depend on agriculture and its related activities for their livelihood. The land use pattern of the district shows that 42.40% of the total area is being occupied for agricultural purpose. The valley is fertile and the topography of the district provides good opportunity for irrigation, natural as well as artificial. With the help of irrigation facilities from the Imphal barrage, the Thoubal Multipurpose Project, Sekmai barrage and other minor irrigation works, double cropping is widely practiced in the district. Thus, the district may be rightly termed as the 'rice basket of Manipur. The district is also the largest producer of sugarcane in Manipur. As per the Indian State of Forest Report 2017 of the Forest Survey of India (FSI), the forest area in Thoubal district occupied about 14.20% of the total district area which is 73 Sq. Km. Almost all the forest cover is found on the number of hillocks found scattered all over the district and most of the forest of Thoubal comes under the Openforest category.

Findings and discussion

The data collected by adopting the procedures presented earlier in methodology chapter, were subjected to statistical analysis in accordance with the objectives of the study.

The result so obtained from analysis of data have been presented in this chapter under the following sub heads.

1. The Socio-economic status, psychological and communication characteristics of the ginger growers.
 2. The assess of entrepreneurial behaviour of ginger growers.
 3. Relationship between independent variables and dependent variables of the ginger growers.
 4. Identify the constraints faced by the ginger growers.
- Socio-economic and psychological and communication characteristics of Ginger farmers

The study of Socio-economic and psychological and communication characteristics was made with reference to age, family size, education, occupation, size of land holding, annual income, social participation, mass media exposure, extension participation and level of aspiration.

Distribution of Respondents according to their age.

The data in the table revealed that 44% of ginger farmers belong to middle age group and 43% of ginger farmers belong to old age group whereas 13% of them belong to young age group.

The probable reason for majority of the respondents to be in the middle and old age category might be that usually farmers of middle age are enthusiastic and are having moderate to high experience in farming and have more work efficiency, then younger generations.

Table 1: Distribution of Respondents according to their age.

Sl. no.	Categories	Frequency	Percentage
1	Young	13	13
2	Middle	44	44
3	Old	43	43
	Total	100	100

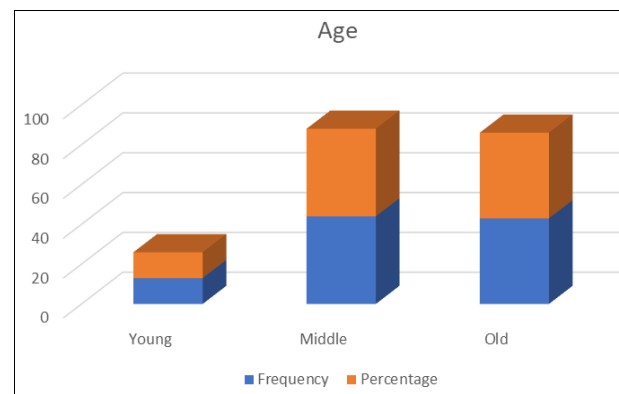


Fig 1: Graphical Representation of Respondents according to their age.

Distribution of Respondents according to their family size.-

"It is observed from the table that the majority of Ginger farmers, comprising 62%, live in nuclear family setups, while 38% belong to joint family structures. The reason behind this could be the increasing pressure of cost of living and economic independence.

Table 2: Distribution of Respondents according to their family size

St. no.	Categories	Frequency	Percentage
1	Joint	38	38
2	Nuclear	62	62
	Total	100	100

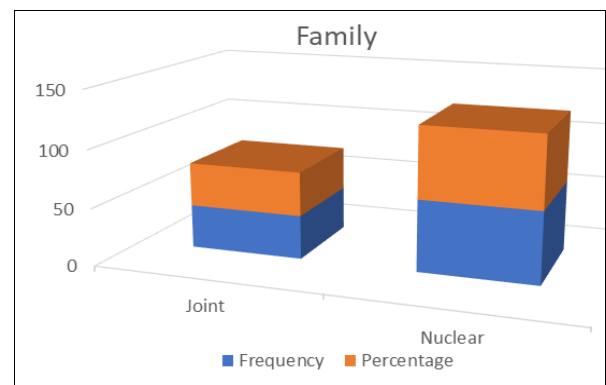


Fig 2: Graphical Representation of Respondents according to their family size

Distribution of Respondents according to their education

"It is clear from the table that the educational qualifications of the participants vary significantly, with the majority having a middle school education (51%), followed by those who have completed high school (22%) and primary education (18%). A smaller percentage of participants can read and write (3%), and only a few have a graduation level of education (6%), while none in the sample are categorized as illiterate (0%)."

The probable reason for the majority of the farmers to be in middle and high school might be due to their medium annual income (62%) because lack of facilities for college

education. Realisation of importance of formal education might have motivated them to pursue medium and higher education and zero illiterate category.

Table 3: Distribution of Respondents according to their education

Sl. No.	Categories	Frequency	Percentage
1	Illiterate	0	0
2	Can read and wite	3	3
3	Primary	18	18
4	Middle	51	51
5	High school	22	22
6	Graduation	6	6

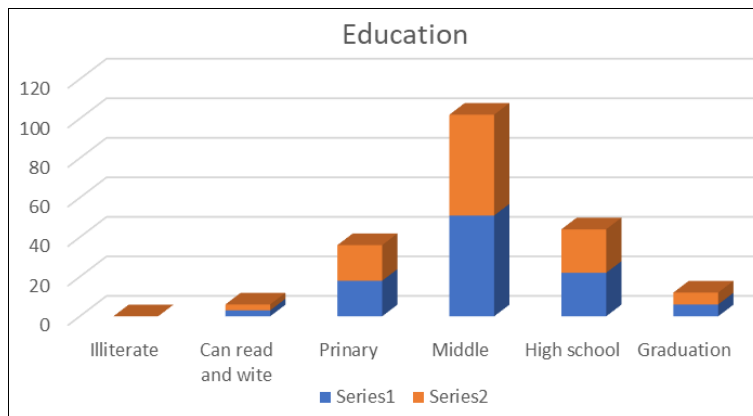


Fig 3: Graphical Representation of Respondents according to their Education

Distribution of Respondents according their Occupation

"It is observed from the table that the primary source of income for the participants is subsidiary enterprise, accounting for the majority at 77%, while farming constitutes the source of income for 23% of the participants. Majority of the farmers practising subsidiary enterprise is maybe due to the continuation of ancestral traditional occupation of their own business other factor is limited scope of employment in non-agricultural sector as their education level is not high to get employment. The results are in conformity with the findings of Anitha 2004,

Distribution of Respondents according their Land holding

"It is clear from the table that the majority of participants in the study fall into the marginal landholding category, comprising 48%, followed by the small landholding category at 42%. However, there are no participants in the medium or high landholding categories, and 10% are categorized as semi-medium landholders."

The possible reason of marginal, small and semi medium land holding could be due to subdivision of land because of separation of families.

Table 4: Distribution of Respondents according to their occupation

St. no.	Categories	Frequency	Percentage
1	Farming	23	23
2	Subsidiary Enterprise	77	77
	Total	100	100

Table 5: Distribution of Respondents according to their land holding.

Sl. No.	Categories	Frequency	Percentage
1	Marginal	48	48
2	Small	42	42
3	Semi medium	10	10
4	Medium	0	0
5	High	0	0

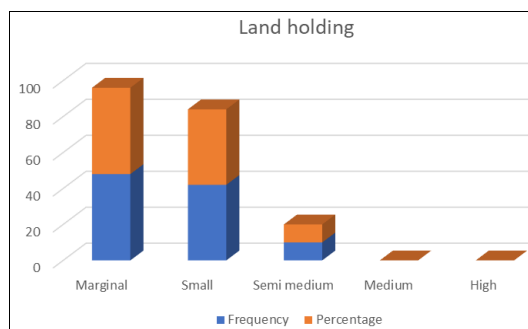
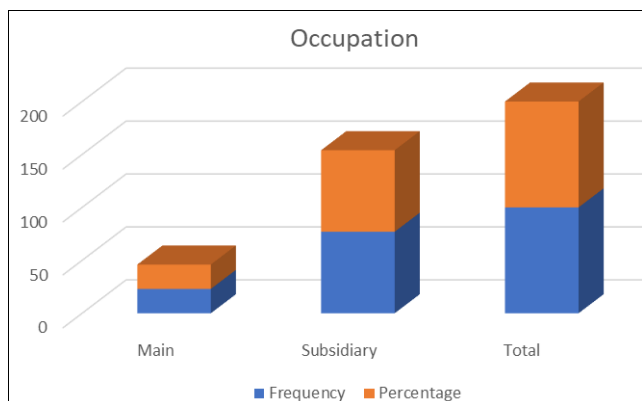


Fig 4: Graphical Representation of Respondents according to their occupation.

Fig 5: Graphical Representation of Respondents according to their landholding.

Distribution of Respondents according their annual income.

"It is observed from the table that the majority of participants have a medium annual income (62%), followed by those with a high annual income (14%), and the lowest percentage falls into the low annual income category (24%), in descending order of income levels."

The possible reasons which could be attributed for medium income categories of respondents might be due to the size of

land holding and practising of subsidiary Enterprises by the respondents.

Table 6: distribution of Respondents according to their annual income.

SL no.	Categories	Frequency	Percentage
1.	Low	24	24
2.	Medium	62	62
3.	High	14	14

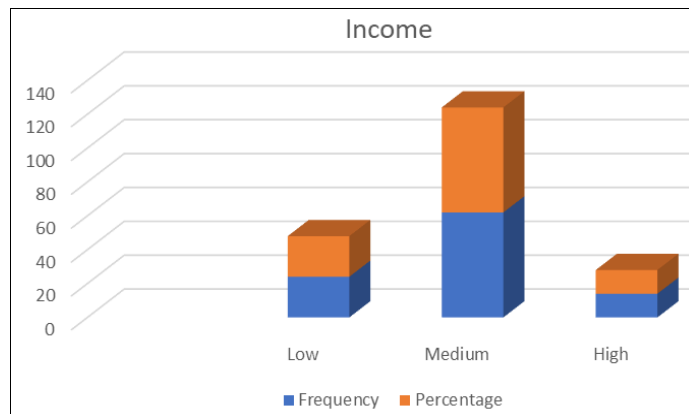


Fig 6: Graphical Representation of Respondents according to their income.

Distribution of Respondents & according their social participation

"It is observed from the table that the majority of participants, accounting for 78%, engage in one form of social participation, while 22% report no social participation." Indicates that the respondents have a strong

desire towards social participation.

The probable reasons for majority of farmers to be in at one participation might be due to their awareness towards the benefits of being a member in a social group and their high level of education.

Table 7: Distribution of respondents according to their social participation.

Sl.no.	Categories	Frequency	Percentage
1	No participation	22	22
2	One participation	78	78
3	More than one	0	0
	Total	100	100

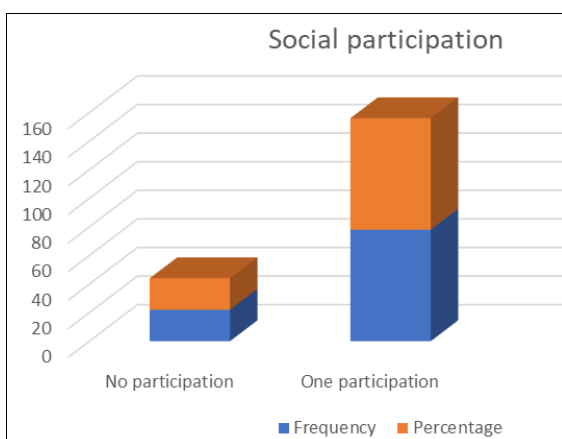


Fig 7: Graphical Representation of respondents according to their social participation.

Distribution of Respondents according their Mass media

"It is observed from the table that the majority of participants, comprising 79%, have a high level of engagement with mass media, while 20% have a medium level of engagement, and only 1% have a low level of engagement."

Mass media are the proven channels for quick dissemination of topical information to a widely dispersed and large number of people in a shorter period. Mass media contact enhances the ability of farmers to get more information about a technology or innovation and in turn widens the mental horizon of the farmers to accept and adopt the practices. Mass media provides information on experiences of successful farmers through various channels like television, radio, newspaper etc., which reinforces confidence in other farmers to take up similar activities or try out new innovations.

Probable reason for majority of farmers belonged to high mass media exposure because of increased awareness of farmers on usage and benefits of technology in agriculture.

Table 8: Distribution of Respondents according to their Mass media

Sl.no.	Categories	Frequency	Percentage
1	Low	1	1
2	Medium	20	20
3	High	79	79
	Total	100	100

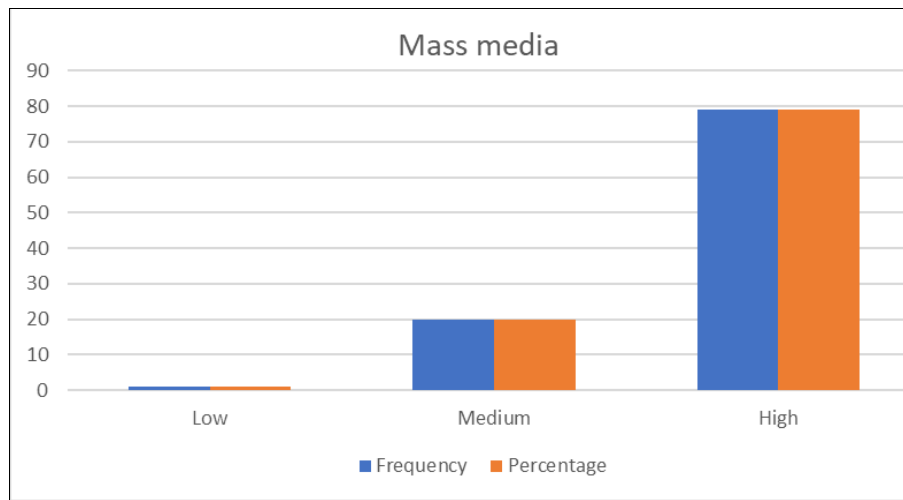


Fig 8: Graphical representation of respondents according to their Mass media.

Distribution of Respondents according their Extension participation.

It is observed from the table that the highest percentage of participants, at 60%, engage in extension activities occasionally, followed by 24% who participate regularly, while 16% of participants never engage in extension activities."

The possible reason for majority of farmers belonged to occasional extension participation of their interest in extension activities to gather recent information and their education level.

Table 9: Distribution of Respondents according to their Extension participation.

Sl.no.	Categories	Frequency	Percentage
1	Never	16	16
2	Occasional	60	60
3	Regularly	24	24
	Total	100	100

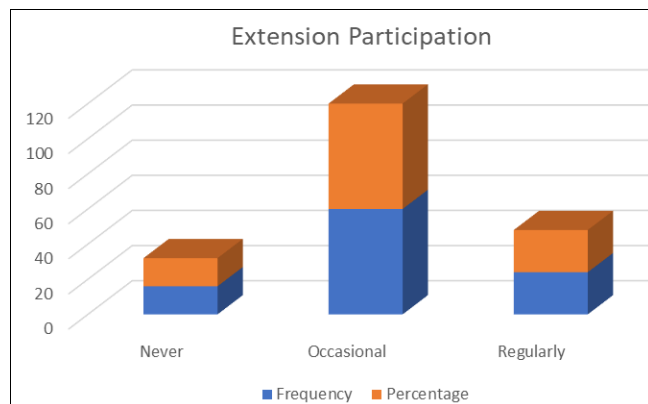


Fig 9: Graphical Representation of respondents according to their Extension participation.

Distribution of Respondents according to their Level of aspiration

It is observed from the table that the majority of participants, comprising 68%, have a medium level of life experience aspirations, followed by 23% with high-level aspirations, and 9% with low-level life experience aspirations."

This indicates good future levels of achievement by the farmers, which they would think valuable and attainable.

Table 10: Distribution of Respondents according to their Level of aspiration.

Sl.no.	Categories	Frequency	Percentage
1	Low level life experience	9	9
2	medium Level life experience	68	68
3	High Level life experience	23	23

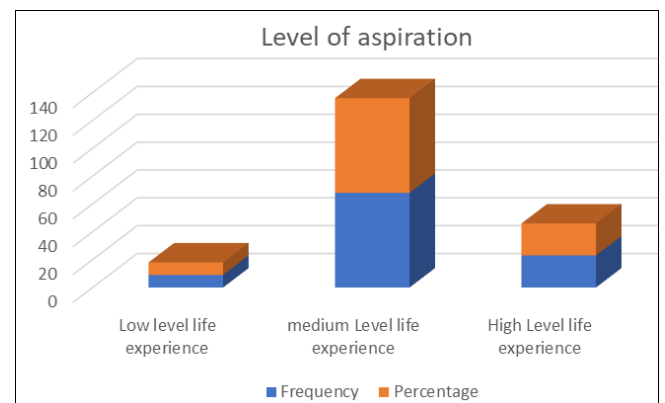


Fig 10: Graphical Representation of Respondents according to their Level of aspiration.

Assess the extent of Entrepreneurial Behaviour of Ginger Growers

To measure assess of entrepreneurship of ginger growers, various dimensions of entrepreneurship were identified. The assess of entrepreneurial behaviour of ginger growers was taken as the sum of scores obtained by the respondent entrepreneur on each eight identified dimensions of entrepreneurship viz. managerial ability, risk taking ability decision making ability, achievement motivation, innovation proneness, knowledge of ginger farmers, economic motivation and leadership ability. To bring it to a uniform base, the total score received by each respondent was converted into per cent scores, which were treated as final scores for further analysis and interpretation.

Low value entrepreneurial behaviour. Means the traditional thinking of respondents.

Medium value entrepreneurial behaviour. Means the

awareness of respondents about new techniques and also the use of new knowledge to increase the production and get more income of ginger growers.

High entrepreneurial behaviour: Deals with innovativeness, hard- working and risk bearing ability of the ginger growers.

1997;8(4):1800-7.

Conclusion

On the basis of the study conducted, it can be concluded that majority of the ginger growers had medium entrepreneurial behaviour. From regression analysis, it was found that education, extension participation, social participation, mass media exposure and level of aspiration were the important factors which had significantly influenced over the entrepreneurial behaviour of the ginger growers. The fact that majority of the farmers had medium entrepreneurial behaviour is a clear indication of the progressiveness of the farmers. Therefore, it calls for intensification of educational efforts and policy support to the farmers by the field extension workers of the development departments, NGOs and private organizations. Further, the study also revealed that constraints like food grain storing facilities, financial problems, transportation facilities and lack of knowledge are the major problems faced by the ginger growers in their entrepreneurial activities. So, the policy makers have to pay proper attention towards the constraints to increase the access of entrepreneurial behaviour in a suitable manner.

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