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A study of entrepreneurial behavior amongst vegetable producers in Rewa district of Madhya Pradesh

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Abstract

Vegetables are recognized as essential components of a nutritious diet, providing a rich source of key nutrients such as potassium, fiber, and vitamins A, E, and C. They play a vital role in maintaining a healthy biological cycle and contribute to reducing the risk of various unforeseen diseases. This study was conducted in the Rewa district of Madhya Pradesh, which consists of nine blocks. The selection of the Rewa block was purposeful, considering its extensive area devoted to vegetable cultivation. The findings of the study revealed that among the total vegetable growers surveyed, 43.33% demonstrated a moderate level of entrepreneurial behavior. In comparison, 33.34% exhibited low entrepreneurial behavior, and only 23.33% showcased high entrepreneurial behavior. The research also highlighted significant challenges faced by vegetable growers in the production, storage, and marketing of vegetables. The primary constraints identified included the absence of a minimum support price provision, affecting 76.66% of respondents. This was followed by the issue of low market prices for produce (70.83%), the unavailability of cold storage leading to limitations in storage duration (65.83%), the lack of processing facilities at the village level (61.66%), the absence of cooperative cold storage (56.66%), and the non-availability of recommended seed varieties (52.50%).

Keywords: Vegetable cultivation, entrepreneurial behavior, constraints in vegetable cultivation

Introduction

Vegetables are widely regarded as essential components of a healthy diet, providing a rich source of key nutrients such as potassium, fiber, and vitamins A, E, and C (Drewnowski & Almiron-Roig, 2010) ^[5]. The consumption of vegetables is not only fundamental for maintaining a well-regulated biological cycle but is also recognized as a proactive measure to mitigate the risk of various unforeseen diseases in the future (World Health Organization, 2003) ^[12]. As commercial crops, vegetable cultivation has become prevalent throughout the country, contributing not only to a balanced diet but also serving as a significant source of income and employment, thereby playing a crucial role in the economic empowerment of farmers (Arya & Shukla, 2017) ^[2].

Despite the nutritional importance of vegetables, the current production and consumption levels in the country fall short of meeting the daily minimum requirement recommended by nutrition experts. According to estimates from the Department of Agriculture and Farmers Welfare for the year 2016-17 ^[4], vegetable production in the country is approximately 168.6 million tonnes, a marginal decrease of 0.3% compared to the previous year (Department of Agriculture and Farmers Welfare, 2016-17) ^[4]. This insufficient production is only able to meet about one-fourth

to one-third of the daily vegetable requirement for a healthy individual (US Department of Agriculture, 2020) ^[13].

Entrepreneurship, characterized as a form of human behavior, is integral to the growth and development of any society. In the context of agriculture, particularly vegetable farming, entrepreneurs are those who initiate, organize, manage, and control the activities of a business unit, combining factors of production to supply goods and services (Schumpeter, 1934) ^[11]. The decision-making process of farmers, such as choosing specific vegetable crops or adopting scientific cultivation methods, also reflects entrepreneurial behavior (Rao and De, 2009) ^[8]. Understanding this behavior is essential for enhancing the quality of extension services provided by both institutional and noninstitutional agencies.

In light of these considerations, the present study aims to explore and analyze entrepreneurial behavior among vegetable growers in the Rewa district of Madhya Pradesh.

Materials and Methods

The current research was undertaken in Rewa district, Madhya Pradesh, encompassing nine blocks, namely Rewa, Raipur, Sirmour, Teohhar, Jawa, Gangev, Mauganj, Hanumana, and Naigardi. The deliberate selection of the Rewa block was based on its prominence in vegetable

cultivation, with a higher concentration of farmers engaged in this agricultural activity. To conduct the study effectively, ten villages were chosen based on their substantial involvement in vegetable cultivation. A comprehensive list of vegetable growers within these villages was compiled. Employing the proportionate random sampling method, 120 respondents were then systematically selected from this list, ensuring representation from each village.

Results and Discussions

1. Entrepreneurial behaviour of vegetable growers

Entrepreneurial behavior was examined across ten dimensions, assessed through the utilization of an Entrepreneurial Self-Assessment Scale developed by Techno Net Asia (1981). The data pertaining to these entrepreneurial dimensions are comprehensively presented in Table 1.1.

Table 1: Distribution of vegetable growers according to their entrepreneurial dimensions. (N=120)

Sl. No.	Dimensions	Categories (scores)	Frequency	Percentage
1	Risk taking ability	Low	25	20.83
		Medium	64	53.34
		High	31	25.83
2	Hope of success	Low	36	30.00
		Medium	68	56.66
		High	16	13.34
3	Persistence	Low	42	35.00
		Medium	53	44.16
		High	25	20.84
4	Feedback usage	Low	39	32.50
		Medium	65	54.16
		High	16	13.34
5	Self confidence	Low	25	20.83
		Medium	75	65.50
		High	20	16.67
6	Knowledge ability	Low	17	14.16
		Medium	37	30.84
		High	66	55.00
7	Manageability	Low	72	60.00
		Medium	32	26.66
		High	16	13.34
8	Persuasibility	Low	23	19.16
		Medium	78	65.00
		High	19	15.84
9	Innovativeness	Low	60	50.00
		Medium	42	35.00
		High	18	15.00
10	Achievement motivation	Low	30	25.00
		Medium	76	63.34
		High	14	11.66

The entrepreneurial dimensions data is summarized in Table 1.1. The findings indicate that a significant percentage of vegetable growers exhibit specific entrepreneurial characteristics. Specifically, 53.34% of the growers are identified as medium risk-takers, 56.66% possess a medium hope of success, 44.16% demonstrate medium persistence, 54.16% engage in medium feedback usage, 65.50% exhibit medium self-confidence, and 55.00% demonstrate high knowledge ability. Moreover, 60.00% of vegetable growers exhibit low manageability, 65.00% display medium persuasibility, 50.00% show low innovativeness, and 63.34% express medium achievement motivation.

Table 2: Entrepreneurial behavior of vegetable growers

Sl. No.	Categories	Frequency	Percentage
1	Low	40	33.34
2	Medium	52	43.33
3	High	28	23.33
Total		120	100.00

The data presented in Table 1.2 reveals the distribution of entrepreneurial behavior among vegetable growers. Among the total respondents, 43.33% exhibited a medium level of entrepreneurial behavior, while 33.34% demonstrated a low level, and only 23.33% showcased a high level of entrepreneurial behavior. This pattern aligns with previous research conducted by Dawar (2008) [3], Jain (2008) [7], and Singh *et al.* (2010) [10]. These scholars have also observed similar trends in entrepreneurial behavior among individuals involved in agriculture, particularly in the cultivation of vegetables.

2. Constraints perceived by the vegetable growers in production, storage and marketing of vegetables.

The comprehensive insights into constraints faced by vegetable growers during the production phase are succinctly documented in Table 2.1. This tabulated information serves as a valuable reference, providing a detailed overview of the challenges encountered by growers. The data not only highlights the specific constraints but also facilitates a nuanced understanding of their frequency and significance in the agricultural context. These findings pave the way for targeted interventions and strategic measures to address these challenges and enhance the overall productivity and resilience of vegetable cultivation practices in the studied region.

Table 3: Constraints perceived by the vegetable growers in production, storage and marketing of vegetables

Sl. No.	Constraints	Frequency	Percentage	Rank
1	Non availability of improved seeds	63	52.50	VI
2	Severe attack of insects/pests.	44	36.66	X
3	Low production due to climate change.	38	31.66	XI
4	Lack of training about scientific production technology of Vegetable.	58	48.35	VII
5	Lack of co-operative cold storage.	68	56.66	V
6	Due to non-availability of cold storage farmers could not keep for long time.	79	65.83	III
7	Lack of transportation facilities	55	45.83	VIII
8	Lack of vegetables mandi facilities.	31	25.83	XII
9	High charges of middleman and brokers commission	48	40.00	IX
10	Low market price of produce.	85	70.83	II

11	Lack of minimum support price.	92	76.66	I
12	Lack of processing facilities.	74	61.66	IV

The results depicted in Table 1.2 outline the prominent constraints encountered by vegetable growers in the studied region. Ranking first is the critical issue of the "Lack of Minimum Support Price" (Rank I), reported by 76.66% of respondents, underscoring the urgency of pricing support mechanisms in the vegetable farming sector. Following closely is the challenge of "Low Market Price of Produce" (Rank II), identified by 70.83% of participants, reflecting economic hardships faced by growers. The constraint of "Due to Non-Availability of Cold Storage, Farmers Could Not Keep for a Long Time" (Rank III), reported by 65.83% of respondents, aligns with the importance of storage infrastructure. Additionally, "Lack of Processing Facilities" (Rank IV) is identified by 61.66% of respondents, echoing the need for value-adding infrastructure. The absence of "Co-operative Cold Storage" (Rank V), noted by 56.66% of respondents, aligns with the cooperative storage solutions advocated. "Non-Availability of Improved Seeds" (Rank VI) is also a significant concern, raised by 52.50% of respondents, emphasizing the importance of access to quality seeds for enhanced productivity. These findings are in line with the work reported by Singh *et al.* (2011), Archana and Natikar (2013) ^[1], and Roy A and Paul S (2015) ^[9], highlighting a consistent pattern of challenges faced by vegetable growers. The collective insights offer valuable guidance for targeted interventions to enhance the sustainability and prosperity of agricultural practices in the region.

Conclusion

In conclusion, this study delved into the entrepreneurial behavior of vegetable growers in the Rewa district of Madhya Pradesh, shedding light on their characteristics and the challenges faced in the production, storage, and marketing of vegetables. The findings revealed a diverse spectrum of entrepreneurial traits among growers, with a notable percentage exhibiting medium risk-taking, hope of success, and self-confidence. However, challenges were evident, as a significant majority faced constraints such as the absence of a minimum support price, low market prices, and inadequate storage facilities. These challenges align with the broader agricultural landscape and call for targeted interventions, including pricing mechanisms, improved storage infrastructure, and cooperative solutions. The insights gained from this study contribute to the understanding of the intricacies of vegetable cultivation and provide a foundation for informed policy decisions aimed at fostering a sustainable and resilient agricultural sector in the region. The identified constraints underscore the need for holistic strategies to address the multifaceted challenges faced by vegetable growers, ensuring their economic well-being and the overall development of the agricultural sector in Rewa district.

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