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Entrepreneurial behaviour of jaggery producers in Belagavi district of Karnataka

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Abstract

The study was carried out in two blocks of Belagavi district of Karnataka state during the year 2020-2021. A total of 90 respondents were randomly selected for the present study. The data were collected by personal interview method and with the help of a structured interview schedule. The findings indicated that the majority of jaggery producers had medium level of innovativeness (68.88%), decision making ability (62.22%), risk orientation (67.77%), knowledge on farming experience (50.00%), and information seeking behaviour (60.00%), achievement motivation (68.88%), economic motivation (56.66%), leadership ability (65.55%), scientific orientation (58.88%) and management orientation (65.55%). It was also found that majority (71.11%) of jaggery producers had medium level of entrepreneurial behaviour. The findings also evident that out of all the entrepreneurial behaviour of the jaggery producers, economic motivation is rank first and leadership ability is rank last on the basis of the highest and lowest mean value.

Keywords: Entrepreneurial behaviour, jaggery producers, sugarcane

Introduction

Agriculture is the backbone of Indian economy and it provides requisites to mankind, raw materials for secondary sectors and formal source of food supply of the populations. It contributes employment to the rural population on large scale to the under developed and developing countries. Sugarcane (*Saccharum officinarum* L.) is most important commercial crop and it is grown in tropical and sub-tropical region across the world. In the 2019-2020, global sugar production was 166.18 million metric tonnes. A total of over 120 countries produce sugar. Brazil rank first in production of sugar cane and its produces 29.33 metric million tonnes followed by India 28.9 metric million tones and EU 17.25 metric million tonnes. In India, Uttar Pradesh is the largest sugar cane producing state with production accompanied by Maharashtra and Karnataka. In Karnataka state sugarcane is the grown in 16 districts of the state among which Belagavi districts is the highest in sugarcane production i.e., 19.06 million tones and area is 2.06 lakh hectares and productivity is 92.15 tonnes per hectares.

Sugarcane is providing raw material for several agro based industries for the development of the country after textiles. It commands greater significance due to their remarkable contribution to our nation economy through foreign exchange earnings. Entrepreneurship is necessary for sugarcane industry for socio economic development of rural areas by mobilizing rural resources, generating employment

and enhancing income of the farmers. In the rapid growing world, every country tries to achieve high socio economic development for the prosperity of the society and betterment of its people. Rural society is made up of farming people. So, the contribution of farmers in economic activities is very much important for a healthy nation building

Sugarcane is primarily cultivated for juice from which sugar is processed. Fifty per cent of sugar can be utilized for the production of white sugar, 30.00% for low purity sugar (jaggery) and 20.00% for alcohol directly from sugarcane juice along with molasses. Gur (Jaggery) is a natural and traditional sweetener made up of concentration of sugarcane juice. It's also called healthiest sugar in the world. India is the highest producer and consumer of jaggery. Jaggery preparation is simple process to crush sugarcane for juice extraction, filter and boil the juice for concentration, then cool and solidify the juice to form jaggery blocks.

The Indian jaggery industry is the country's largest unorganized market, and it is one of the oldest and most prominent rural cottage industries. The majority of sugarcane growers are manufactures the jaggery with minimal capital expenditure, generating jobs for unemployed rural residents. The majority of jaggery producers are small and marginal farmers who depend on fast returns from their crops. It is therefore important to protect sugarcane growers' income from their jaggery manufacturing units by improving their output through

value addition and modern technology packaging of jaggery-based goods. Individuals, families, and communities can all benefit from entrepreneurship, which helps to maintain a healthy economy and environment. Keeping these considerations in mind, the present investigation was undertaken to assess the entrepreneurial behaviour of jaggery producers in Belagavi district of Karnataka.

Materials and Methods

The present investigation was carried out in Belagavi district of Karnataka during the year 2020-2021. The Belagavi district has been purposely selected in view of its highest area and production of sugarcane in the state. The district contains 14 blocks. Out of these 14 blocks, two blocks viz., Raybag and Gokak was selected on the basis of maximum number of Jaggery producers. Three villages from each block were randomly selected for the purpose of study. A list of jaggery producers had prepared after the survey of sugarcane farmers. Further 15 jaggery producers were selected randomly from the each selected village. Those total numbers of 90 jaggery producers were constituted as the sample respondents for the present study. The data were collected through personal interview technique from the selected respondents and statistical methods and tools viz., mean, frequency, percentage, standard deviation were used to analyze the data.

Results and Discussion

The results related with entrepreneurial behaviour of Jaggery producers are given here through different tables and it is being discussed here as; With regards to the aggregation score of all the ten selected components comprises the entrepreneurial behaviour of jaggery producers. It was evident from table 1 that nearly three fourth (71.11%) of jaggery producers had belonged to medium category of entrepreneurial behaviour subsequently 15.55% were under low category of entrepreneurial behaviour group and 13.33% of selected respondents were found to belong in high level of entrepreneurial behaviour group. In consistent of the same findings, Jamir & Jha (2020) [3] argued that more than two third of respondents possessed medium level of entrepreneurial behaviour group. It might be due to medium level of innovativeness, risk orientation, decision making ability, achievement motivation and management orientation etc., respectively.

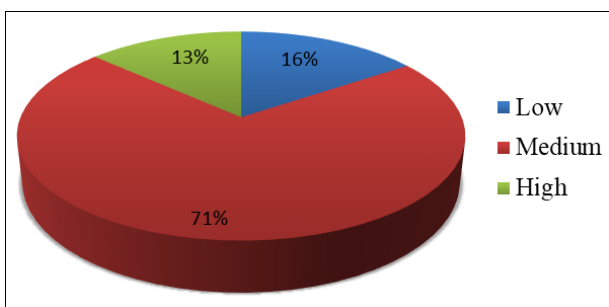


Fig 1: Distribution of the respondents based on their overall entrepreneurial behavior

Table 1: Distribution of respondents based on their overall entrepreneurial behaviour (N=90)

Overall entrepreneurial behaviour	f	%	Mean	S.D
Low (< 121.61)	14	15.55	129.47	7.864
Medium (121.61 - 137.34)	64	71.11		
High (> 137.34)	12	13.33		

Table 2: Distribution of respondents based on their innovativeness (N=90)

Innovativeness	f	%	Mean	S.D
Low (< 9.89)	11	12.22	13.62	3.72
Medium (9.89 - 17.35)	62	68.88		
High (> 17.35)	17	18.88		

The findings from table 2 revealed that more than two third (68.88%) of jaggery producer had fell under medium innovativeness category and remaining 12.22% and 18.88% of sample respondents were belong to low and high innovativeness category respectively. The sample mean was found 13.62 and standard deviation of innovativeness was 3.72 respectively. The majority of jaggery producers had moderate level of innovativeness to higher level of innovativeness might be due to the higher cosmopolitness nature among sugarcane growers. This finding resembles with a lines of Baidha *et al.* (2019) [1] by which they reported that two third (68.29%) of farmers were belong to moderate innovativeness group.

Table 3: Distribution of respondents based on their Decision making ability (N=90)

Decision making ability	f	%	Mean	S.D
Low (< 10.65)	15	16.66	13.64	2.98
Medium (10.65 - 16.63)	56	62.22		
High (> 16.63)	19	21.11		

It is evident from the table 3 indicated that higher i.e., 62.22% of sample respondents had moderate decision making ability thereafter 21.11% and 16.66% of selected jaggery producers has been falling under higher and lower category of decision making ability respectively. Due to constantly fluctuating agro-climatic environments and a lack of a stable price policy, farming decision making was extremely difficult, especially in Indian conditions. The ability to make decisions is dependent on an individual's foresightedness and trust. The majority of sugarcane growers were middle-aged, which gave them more freedom in deciding whether to accept or reject the innovation. Another possible explanation is that sugarcane farming experience encouraged them in making the correct decision at the correct time and at the correct place. The result confirms the findings of Porchezhiyan *et al.* (2016) [7]. They confess that more than two third (64.2%) of farmers had medium level of decision making ability and it was depend on individual confidence and foresightedness.

Table 4: Distribution of respondents based on their Risk orientation (N=90)

Risk orientation	f	%	Mean	S.D
Low (< 6.71)	15	16.66	8.51	1.80
Medium (6.71 - 10.31)	61	67.77		
High (> 10.31)	14	15.55		

The results of table 4 indicated that 67.77% of respondents had belonged to moderate category of risk orientation whereas 16.66% and 15.55% of respondents were found their place under lower and higher category of risk orientation correspondingly. The majority of them opted to implement technologies after calculating the cost-benefit ratio and observing the performance of other farmers, which might explain their moderate risk aversion. They may hinder to adopt modern methods due to old age and their low level of education. These findings were line with the observation of Gamit *et al.* (2015) [4].

Table 5: Distribution of respondents based on their Knowledge on farming experience (N=90)

Knowledge on farming experience	f	%	Mean	S.D
Low (< 10.91)	15	16.66		
Medium (10.91 - 16.57)	45	50.00	13.74	2.82
High (> 16.57)	30	33.33		

The results depicted in table 5 and it is revealed that 50.00% of key respondents had moderate level of knowledge on farming experience than 33.33% high level and 16.66% low level knowledge on farming experience respectively. The majority of the jaggery producers were having sound knowledge regarding farming because they were educated. The awareness about recent technologies depends upon having more cosmopolite in nature and participated in exhibition, campaign, and study tour etc., the obtained result was in concurrence with the findings of Shailesh *et al.* (2013) [8].

Table 6: Distribution of respondents based on their Information seeking behaviour (N=90)

Information seeking behavior	f	%	Mean	S.D
Low (<11.14)	20	22.22		
Medium (11.14 - 16.69)	54	60.00	13.92	2.77
High (> 16.69)	16	17.77		

An inference from table 6 depicts that most (60.00%) of respondents had medium information seeking behaviour. There after 22.22% low and 17.77% having high information seeking behaviour respectively. The mean and standard deviation of this aspect was found 13.92 and 2.77. Information seeking behaviour means farmer getting farm information from certain sources like family, friends, relatives, progressive farmers, newspaper, radio, television and farm literature etc. The finding confirms the results of Gamit *et al.* (2015) [4]. They observed that higher i.e., 62.00% of sample respondents had moderate level of information seeking behaviour.

Table 7: Distribution of respondents based on their Achievement motivation (N=90)

Achievement motivation	F	%	Mean	S.D
Low (< 11.97)	15	16.66		
Medium (11.97 - 16.51)	62	68.88	14.24	2.27
High (> 16.51)	13	14.44		

The results contained in table 7 concluded that more than two third (68.88%) of sugarcane cultivators involved in jaggery production and they had medium level of achievement motivation while 16.66% and 14.44% of

cultivators in study area were found to had low and high level of achievement motivation. The primary intention was education, annual family income, social participation and organizational exertions from family members to achieve a determined goal which were helps to set a medium achievement motivation among famers and this result was accordance with the work of Ekhande (2016) [3].

Table 8: Distribution of respondents based on their Economic motivation (N=90)

Economic motivation	f	%	Mean	S.D
Low (< 20.68)	16	17.77		
Medium (20.68 - 25.87)	51	56.66	23.27	2.59
High (> 25.87)	23	25.55		

An inference from the table 8 drawn that significant percentage 56.66% of selected respondents had moderate economic motivation. There after 25.55% and 17.77% of respondents were had high and low level of an economic motivation respectively. The sugarcane cultivation involves high cost investment in order to get good profit which was a reason for higher economic motivation. They were ready to take high intended risk for higher economic motivation whereas medium standard of living, lower family income might be reason for moderate economic motivation and poor credit orientation, less exposure to modern technologies were also found to a reason of poor economic motivation. The finding was concurrence with the observation made by Jha (2012) [6].

Table 9: Distribution of respondents based on their Leadership ability (N=90)

Leadership ability	f	%	Mean	S.D
Low (< 5.23)	18	20.00		
Medium (5.23 - 8.20)	59	65.55	6.72	1.48
High (> 8.20)	13	14.44		

The results demonstrated in table 9 reported that nearly two third (65.55%) of respondents had medium leadership ability in study area than 20.00% and 14.44% of respondents were found to had low and high category of leadership ability. The large farmers were able to lead the group because of their position in locality. But below findings shows that majority of respondents were having medium leadership ability due to their enthusiastic standpoint of adaption of new technologies. Those farmers who were formed to adopt technology early were considered as early adopters. They guide to other farmers about the technical knowledge and they were considered as a community adaption leaders.

Table 10: Distribution of respondents based on their Scientific orientation (N=90)

Scientific orientation	f	%	Mean	S.D
Low (< 7.47)	17	18.88		
Medium (7.47 - 10.58)	53	58.88	9.03	1.55
High (> 10.58)	20	22.22		

The result is evident from the table 10 that 58.88% of sample respondents had moderated level of scientific orientation in research area accompanied by 22.22% high and 18.88% low level of scientific orientation. The findings

of research were in lines with results of Prasad (2016). The cultivators visualize everything scientifically because they were had good education, risk bearing capability, experience in farming, social participation, exposure to mass media and extension linkage. These all factors might contribute for taking acute attentiveness on scientific aspects on the farm activities.

Table 11: Distribution of respondents based on their Management orientation (N=90)

Management orientation	f	%	Mean	S.D
Low (< 10.61)	13	14.44		
Medium (10.61 - 14.89)	59	65.55	12.75	2.14
High (> 14.89)	18	20.00		

An inference have taken from results of table 11 showed that nearly two third (65.55%) of jaggery producers involved in sugarcane cultivators had moderate level of management orientation. 20.00% and 14.44% of selected respondents were found to had high and low level of management orientation respectively. Sugarcane grower might contact with many extension officers, village leaders, neighbours for their planning and marketing activities and also participated in certain field activities like Krishi-mela, exhibition, method demonstration and results demonstration etc., for their production activities respectively. The findings were in concordance with the work of Jamir and Jha (2020) [5]. They revealed that 67.50% of sample respondents had

moderate level of management orientation.

Table 12: Contribution of selected attributes to overall entrepreneurial behaviour

Sl. No	Entrepreneurial attributes	Mean Score	Rank
1.	Innovativeness	13.62	VI
2.	Decision making ability	13.64	V
3.	Risk orientation	8.51	IX
4.	Knowledge of farming enterprise	13.74	IV
5.	Information Seeking behavior	13.92	III
6.	Achievement motivation	14.24	II
7.	Economic motivation	23.27	I
8.	Leadership ability	6.72	X
9.	Scientific orientation	9.03	VIII
10.	Management Orientation	12.75	VII

The result is evident from the table 12 that out of all the entrepreneurial behaviour of the jaggery producers, economic motivation is rank first and leadership ability is rank last on the basis of the highest and lowest mean value. Economic motivation is higher between all the selected attributes because jaggery producers invest less input and get maximum output in jaggery production and they were willing to take calculated risk for field operation and were dare enough to invest huge capital on jaggery production. Leadership ability is lower because of jaggery producers had limited social recognition which made them followers to a leaders.

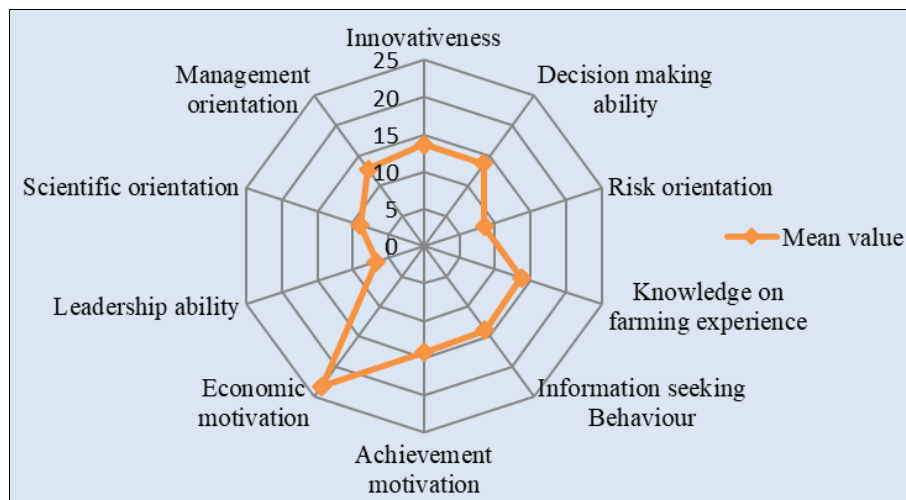


Fig 2: Contribution of selected attributes to overall entrepreneurial behaviour

Conclusion

It can be concluded that that majority of jaggery producers had medium level of entrepreneurial behaviour. It urges field extension staff from development agencies, non-governmental organizations and private organizations to step up their educational efforts & policy support for sugarcane farmers who involved in jaggery production. It was fond that most of the respondents were low level of social participation, feeble extension linkages and moderate knowledge on jaggery production. Hence they need exposure visits to the locations of progressive entrepreneurs. Interactive conversation with progressive could encourage the growth of entrepreneurial attributes in jaggery producers. The findings also evident that out of all the

entrepreneurial behaviour of the jaggery producers, economic motivation is rank first and leadership ability is rank last on the basis of the highest and lowest mean value.

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