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Personal, socio-economic and psychological characteristics of raisin producers in Sangli district Maharashtra

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Abstract

The research conducted in Sangli district of Maharashtra in the year 2022-23 aimed to investigate the entrepreneurial behaviour of raisin producers in the Sangli region. The study followed an ex-post facto research design and collected data from 140 respondents from 14 villages in two tehsils, Tasgaon and Miraj, which were purposively selected based on the basis of maximum area under raisin production. The data were collected through personal interviews and analysed using suitable statistical tools. The results revealed majority of the respondents were in middle age group, were educated up to higher secondary school, with a medium size of family, well as major source of irrigation, marginal to small land holding, medium size of area under grape crop, medium experience in grapes farming, medium experience in raisin production, medium annual income, medium income from raisin production, medium level of extension contact, medium scientific orientation, and medium level of market orientation. The maximum of raisin producers exhibited a medium level of market orientation. Since most producers have a good education, the government should thus take the initiative to raise the level of innovativeness by disseminating literature on success stories and holding demonstrations to encourage producers to adopt new technologies.

Keywords: Entrepreneurial behaviour, raisin producers, grape, annual income

Introduction

Grape, (*Vitis vinifera*) is one of the most important horticulture fruit crops in the world. It belongs to family Vitaceae and their origin in western Asia and Europe. In global landscape of grape production, several countries stand out as significant contributor among these nations India, USA, Turkey, China, Iran, Chile, South Africa and Netherland etc. these are the major grape growing countries in the world. India ranks seventh in the area and production of grape crop with area 163.42 thousand hectare resulting in the production of 8400.54 thousand metric tonnes with productivity of 21 Mt/ha. (Source- National Horticulture Board, Database 2022-23) ^[1].

In India, the major grape producing states are namely Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh and Mizoram. In which Maharashtra and Karnataka jointly contribute more than 90.00 per cent of grape production. In terms of area and production Maharashtra leads among the states of the country during the year 2022-23. The grape cultivation in Maharashtra was 118.94 thousand hectare and production were 2477.36 thousand metric tonnes with productivity 21 Mt/ha. (Source- Horticulture Statistics at Glance 2022-23) ^[2].

Grape serves as diverse range of commercial purposes, making them versatile fruit. They can be enjoyed fresh, used in the production of raisin, jam, jelly, juice, wine, vinegar, chocolates, tartaric acids, pickles, oil, cattle food, tannin and

many more. Globally, approximately 71.00 per cent of the grape production is embarked for wine making, 27.00 per cent for fresh consumption and 02.00 per cent for raisin production. However, in India, a substantial 78.00 per cent of grape primarily use for table and fresh consumption roughly 20.00 per cent grapes allocated for raisin production. While 1.50 per cent utilized for juice manufacturing and 0.50 per cent for wine production.

The major grape growing region in Maharashtra is Nashik, Sangli, Solapur, Ahmednagar and Pune. The Nashik district is ranks first in terms of area and production followed by Sangli district. The total area under grape cultivation in Sangli district is 33799.95 hectare with production of 732.33 thousand metric tonnes with productivity 21.67 Mt/ha. (Source- District Statistical Office, Sangli).

In India, raisin mostly produced in Maharashtra state in which Sangli, Nashik, Solapur district of Maharashtra and Bijapur district of Karnataka state. In India, the estimated raisin production was 1,53,500 Mt in which exported 27,045 Mt in year 2021-22. India ranks 10th in global raisin production. And export. In Maharashtra estimated raisin production was 1,20,000 Mt out of that 85,000 Mt produced in Sangli district in year 2021-22. (Source- Agrowan, News Paper).

Methodology

The present research was carried out in Sangli district of

Maharashtra in 2022-23 purposively selected for the study as it had a maximum area under grape cultivation in the Sangli region. Ex-post facto research design was followed for the investigation. Out of 10 tehsils of Sangli district, two tehsils namely Tasgaon & Miraj were purposively selected on the basis of the maximum area under raisin production from each tehsil, seven villages and from each village 10 respondents were selected by using a random sampling method, which make 14 villages and 140 respondents respectively. The data were collected by personal interview method through structured interview schedule of analysed by employing suitable statistical tools like arithmetic mean, standard deviation, frequencies & percentage. The findings were meaningfully interpreted and relevant conclusion were drawn.

Results and Discussions

1. Age

The data presented in Table No.1 shows that the large majority (59.29 per cent) raisin producers were in the middle-age group, followed by the old age group at (17.85 per cent) and the young age group at (22.86 per cent), respectively.

Thus, it was determined that middle-aged farmers are financially independent and able to make independent decisions in order to execute their ideas. Compared to elder farmers, middle-aged farmers are more efficient, have some experience in cultivating grapes, and are more energetic. Similar findings were verified by Manjunath (2015)^[6] and Uday (2019)^[12].

2. Education

The information in table 1 shows that that the nearly one third of raisin producers (32.14 per cent) were educated to at least a higher secondary school level, followed by secondary school (30.71 per cent), primary school (20.00 per cent), graduation and above (12.86 per cent), and illiterate (4.29 per cent), in that order. The reason that most farmers had just completed higher secondary school education can be

explained by a number of factors, such as their age; that most of them were middle-aged or older, had low yearly family incomes, and parents who were illiterate, as well as a lack of awareness among village elders regarding the importance of education and family support for continuing their education beyond high school.

The findings are in line with the results of Wadekar (2016)^[13] and Shreekant (2017)^[10].

3. Size of family

The information in Table No.1 demonstrates that the more than half of respondents (57.14 per cent) had medium-sized families (5 to 7 members), while (27.86 per cent) had small families (up to 4 members). Large families (more than 8 members) made up (15.00 per cent) of the responses.

This reason may be due to changes in society and a desire for staying independence of new generation instead of choosing to live in a joint family. Therefore, a significant percentage of the responders must have come from a medium size of family. The findings match with the study carried out by Wadekar (2016)^[13], and Shewale (2017)^[9].

4. Source of irrigation

Table No.1 showed that majority of respondents (46.43 per cent) had well as their irrigation source, followed by (33.57 per cent) who had tube well as their irrigation source. Canal and farm pond irrigation are used by (25.71 per cent and 22.86 per cent) of respondents, respectively, and river irrigation is used by (17.86 per cent) of respondents. As a result of this survey, the majority of respondents use a well or a tube well as their primary source of irrigation Farmers were using irrigation sources near to their farms and using the water for commercial crops like grape cultivation, so that's the reason its majority of the respondents use well/tube well and canal as major irrigation source. Their farm management and considerable grape-growing experience are the reasons behind it.

The findings are consistent with those of Ghube (2014)^[4] and Mano (2016)^[7].

Table 1: Personal, Socio-economic and Psychological characteristics of Raisin producers

Sr. No.	Variable	Category	Frequency (N=140)	Percentage
1	Age	Young (Up to 34 years)	32	22.86
		Middle (35 to 52 years)	83	59.29
		Old (53 and above years)	25	17.85
2	Education	Illiterate (No Schooling)	06	04.29
		Primary (1st to 7 th Std)	28	20.00
		Secondary (8th to 10 th Std)	43	30.71
		High Secondary (11th to 12 th Std)	45	32.14
		Graduation and above	18	12.86
3	Size of family	Low (Up to 04)	39	27.86
		Medium (05 to 07)	80	57.14
		High (08 and above)	21	15.00
4	Source of irrigation	River	25	17.86
		Well	65	46.43
		Tube Well	47	33.57
		Canal	36	25.71
		Farm Pond	32	22.86
5	Size of land holding	Marginal (up to 01.00 ha)	45	32.14
		Small (01.01 to 02.00 ha)	48	34.29
		Semi Medium (02.01 to 04.00 ha)	31	22.14
		Semi Medium (02.01 to 04.00 ha)	16	11.43
6	Area under grape crop	Small (Up to 01.00 ha)	45	32.15

		Medium (01.10 ha to 02.00 ha)	70	50.00
		Large (02.10 ha and above)	25	17.85
7	Experience in grapes farming	Low (Up to 07 years)	32	22.85
		Medium (08 to 18 years)	84	60.00
		High (19 and above years)	24	17.15
8	Experience in raisin production	Low (Up to 06 years)	28	20.00
		Medium (07 to 15 years)	80	57.15
		High (16 and above years)	32	22.85
9	Annual income	Low (Up to 7,04,475 Rs)	42	30.00
		Medium (7,04,476 to 15,71,797 Rs)	86	61.42
		High (15,71,798 Rs and above)	12	08.58
10	Income from raisin production	Low (Up to 4,26,769 Rs)	23	16.42
		Medium (4,26,770 to 11,02,860 Rs)	99	70.73
		High (9,68,946 Rs and above)	18	12.85
11	Extension contact	Low (Up to 3 score)	35	25.00
		Medium (4 to 6 score)	79	56.42
		High (7 and above score)	26	18.58
12	Scientific orientation	Low (Upto 20 Score)	43	30.71
		Medium (21 to 27 Score)	70	50.00
		High (28 and Above Score)	27	19.29
13	Market orientation	Low (Upto 16 score)	21	15.00
		Medium (17 to 21 score)	86	61.43
		High (22 and Above score)	33	23.57

5. Size of land holding

Table No.1 noticed that one third (32.14 per cent) of grape growers have marginal land. Grape growers with small land holdings accounted for (34.29 per cent, while those with semi-medium land holdings accounted for (22.14 per cent) and farmers with medium land holdings accounted for (11.43 per cent). No one had a large land holding at the time.

It was concluded that the majority of grape farmers were in the marginal and small land holding categories. The reason for the possession of a larger per centage of small land holdings might be due to land divide caused by separation family.

Similar findings were verified by Manjunath (2015)^[6] and Suman (2017)^[11].

6. Area under grape crop

Table No.1 revealed that half (50.00 per cent) of grape producers had a medium land holding (1.1 to 2 ha) area under grape crops. (32.15 per cent) of grape producers possessed (up to 1 ha) of land under grape crop, classifying them as small land holders. Around (17.85 per cent) of grape producers had a large area under grape crop (2.1 ha and above) respectively.

Because of increased labour requirements, expensive salaries, and poor agricultural produce prices, the majority of farmers have diversified their farming by growing medium orchards that can be readily managed and achieve strong economic stability.

The findings of the current study are consistent with the findings of Wadekar (2016)^[13], and Mubeena (2017)^[8].

7. Experience in grapes farming

Table No.1 shows the majority of the farmers (60.00 per cent) had medium experience growing grapes (8 to 18 years), followed by low experience (22.85 per cent) and high experience (17.15 per cent), in that order respectively.

The majority of grape growers are likely in their middle age range and have a moderate level of experience. Grape

growers use the experience in terms of decision-making, risk-taking, and management orientation. In addition, it helps in strengthening their economic status.

The findings correlate with the research conducted by Manjunath (2015)^[6], Shewale (2017)^[9].

8. Experience in raisin production

Table No.1 shows the experiences in raisin production. It was observed that the majority of (57.15 per cent) of the raisin producers had a medium level of experience (7 to 15 years), followed by low (20.00 per cent) and high (22.85 per cent), respectively.

The majority of the respondents belongs to middle age group and have a moderate level of farm experience. Raisin producers use their experience to their decision-making processes, risk-taking, and management strategy. Moreover, it supports the improvement of their economic condition.

The findings match with the research presented by Shreekanth (2017)^[10] and Suman (2017)^[11].

9. Annual income

Table No.1 displays the annual income of raisin producers. (61.42 per cent) of raisin producers had a medium-level annual income (ranging from Rs 7,04,476/- to 15,71,797/-). Only (08.58 per cent) of raisin producers had a high level of annual income (more than Rs 15,71,798/-), while (30.00 per cent) had a low level of annual income (up to Rs 7,04,475/-).

The possible reason for the respondents' different levels of income might be due to the marginal, small to semi-medium size of their land holding and only a few of them operating the subsidiary occupation, scarce resources and environmental conditions could not achieve their target results and fell under medium income category.

The findings correspond with those of Manjunath (2015)^[6], Mubeena (2017)^[8].

10. Income from raisin production

Table No.1 show the income of farmer from raisin

production. almost (64.28 per cent) of raisin producers had medium-level incomes between (Rs 4,26,770 to 11,02,860/-), After that, (25.00 per cent) of raisin producers accounted for those with low income (up to Rs 4,26,769/-), while only (10.72 per cent) of raisin producers accounted for those with high income (above Rs 11,02,861/-) respectively.

The majority of the producers were selling their goods to near markets irrespective of prices, due to which they were unable to obtain higher market price, therefore they belonged to a middle-income group.

The results aligned with the research conducted by Mubeena (2017)^[8] and Suman (2017)^[11].

11. Extension contact

According to Table No.1, indicate that more than half of respondents (56.42 per cent) had a medium level of extension contact, followed with low and high levels of contact (25.00 per cent and 18.58 per cent), respectively.

For cultivation of grape, farmers require technical information about cultivation practices such as pruning, training, and the management of pests and diseases. This essential information is typically provided by agricultural professionals such as Agriculture Assistants and Agriculture Officers. Consequently, farmers must maintain regular contact with extension personnel, leading to a moderate level of extension interaction among them.

The results obtained are in line with the research carried out by Manjunath (2015)^[6] and Wadekar (2016)^[13].

12. Scientific orientation

As shown in Table No.1, indicate that a significant proportion (50.00 per cent) of the respondents can be classified within the medium category of scientific orientation. Additionally, (19.29 per cent and 30.71 per cent) of the respondents demonstrate high and low levels of scientific orientation, respectively.

It concludes that the majority of respondents belonged to the medium category with a scientific orientation. The reason for this could indicate that a greater number of respondents are mainly educated, engaged in social activities, and exhibited information-about planning, production and management. All of these could have positive effects on farmers' opinions of scientific recommendations. Respondents with medium scientific orientation had medium entrepreneurial behaviour score respectively.

The findings similar to research conducted by Shreekant (2017)^[10], and Suman (2017)^[11].

13. Market orientation

Table No.1 shows the market orientation of raisin producers. reveals that the majority of raisin producers, accounting for (61.43 per cent), possessed a medium level of market orientation. In contrast, (23.57 per cent) had a high level of market orientation, while the remaining (15.00 per cent) of raisin producers exhibited a low level of market orientation.

The majority of respondents, it can be concluded, fell into the medium range of marketing orientation. Market orientation specifies the way of planning, production methods, and marketing strategies are used in each activity. Respondents with medium market orientation had medium entrepreneurial behaviour

score.

The current study's results are consistent with those of Mubeena (2016)^[8], and Wadekar (2016)^[13].

Conclusion

The majority of the farmers were belonging to middle age group, followed by secondary to higher secondary education, with medium size of family, majority of farmers uses well and tube well as their main source of irrigation, having a marginal to small land holdings, medium size of area under grape crop, medium level of experience in grapes and raisin production, medium annual income and also medium income from raisin productions, medium to low level of extension contacts, scientific orientation and market orientations. The majority of the raisin producers showed medium level of entrepreneurial behaviour in raisin production. It is observed that majority of raisin producers revealed medium levels of entrepreneurial behaviour, which is representative of the farmers' progressive nature. Therefore, it recommends policymakers to boost up the support for farmers through field extension personnel from development agencies, non-governmental organizations (NGOs), private corporations, and state Agri-Horticulture educational institutions. This would help to make raisin producers more self-sufficient. The majority of raisin producers fall within the middle age group; targeted training initiatives should be implemented to empower this raisin producers to serve as catalysts in inspiring and facilitating communication networks among other producers. The results of the study may be helpful to the government, administrators, and policy makers in understanding the reasons behind farmer opting raisin production as entrepreneurial behaviour activity. The relationship between socioeconomic characteristics and entrepreneurial behaviour. It can also help in future research on this study the entrepreneurial behaviour of raisin producers.

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