



Analysis the Different Dimensions of Entrepreneurial behaviour of the fodder sorghum growers in Tirupur District of Tamil Nadu State

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ABSTRACT :

The aim of the study was analysis the dimensions of entrepreneurial behaviour of fodder sorghum growers. The study was taken up in five selected villages in Avinashi block of Tirupur district of Tamil Nadu. A fixed sample size of 120 respondents was selected by proportionate random sampling technique. The data was collected from the respondents with the help of a well-structured and pre-tested interview schedule. The required data were collected by personal interview schedule by utilizing a well- structured and pre-tested interview schedule. The collected data were interpreted by using appropriate statistical tools. The dimensions wise entrepreneurial behaviour of fodder sorghum growers possessed medium level of entrepreneurial behaviour viz., self-confidence, innovativeness, risk orientation, decision-making ability, achievement motivation, most of the respondents perceived profitable in fodder sorghum cultivation, management orientation, economic motivation , marketing ability and leadership ability.

Keywords – Dimension, entrepreneurial behaviour, fodder sorghum growers

INTRODUCTION :

Entrepreneurship can be considered a national asset, and entrepreneurs are the drivers of that asset for any country. It is a dynamic process that creates value, increases wealth and results in improved well-being. Entrepreneurship is important for a number of reasons, from promoting social change to driving innovation. Great entrepreneurs have the ability to change the way we live and work, on local and national bases. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy. The importance of entrepreneurship is not to be understated. Entrepreneurs are important to market economies because they can act as the wheels of the economic growth of the country. New products and services created by entrepreneurs can produce a trickle effect, where they stimulate related businesses or sectors that need to support the new venture, furthering economic development. For example, in the 1990s a few information technology companies made up the IT industry in India. The industry quickly expanded, and many other sectors benefited from it. Businesses in associated industries—such as call center operations, network maintenance companies, and hardware providers—flourished. Education and training institutes nurtured a new class of IT workers who were offered better, high-paying jobs (Robbins & Coulter, 2018).

Sorghum grain is a staple food for millions of people in the semiarid regions of Africa and Asia where it is used to make food products such as tortillas, breads, cakes, noodles, couscous, beer and porridge (Rooney and Waniska, 2000). Sweet sorghum sap can be processed into sweeteners for the food industry or fermented into ethanol. Nearly all sorghum production (97%) in the western hemisphere is for livestock feed and forage because it is a lower cost alternative to maize and requires less water to grow (Hancock, 2000).

RESEARCH METHODOLOGY :

The study was conducted in Tirupur district of Tamil Nadu as this district noted for its rich wealth of indigenous wisdom. The maximum area criterion was followed in the selection of block. The Tirupur district consists of 13 blocks. Avinashi block was selected based on the highest area under fodder sorghum cultivation. There were 34 revenue villages in Avinashi block. Among 34 Revenue villages, totally six villages were selected based on highest area under Fodder Sorghum Cultivation. The villages viz., Tekkalur, Thandukarampalayam, Vadugapalayam, Pothampalayam, Nambiyampalayam and Muriyandampalayam were selected for the study. A sample size of 120 was fixed for the study considering the limitation of time and resources. The respondents were identified from the selected villages by following proportionate random sampling method. ten entrepreneurial components were selected for the study. The selected entrepreneurial dimensions were Self- Confidence, Innovativeness, Risk Orientation, Decision Making Ability, Achievement Motivation, Perceived Profitability, Management Motivation, Economic Motivation, Marketing Ability and Leadership Ability.

OBJECTIVES :

To study the dimensions of entrepreneurial behaviour of fodder sorghum growers

RESULTS AND DISCUSSION :

Dimension Wise Entrepreneurial Behaviour of the Respondents

1. Self confidence

To know the extent of which respondents had high degree of confidence towards Fodder Sorghum production and marketing. The data was analysed and the results are presented in Table-1.

Table- 1. Distribution of respondents according to their Self-confidence

S.NO	Category	Number of respondents	Per cent
1.	Low	31	25.83
2.	Medium	60	50.00
3.	High	29	24.16
Total		120	100.00

It could be seen from Table- 1, that majority of the respondents 50.00 per cent had medium level of self-confidence and 25.83 per cent of the respondents had low level of self- confidence, whereas, 24.16 per cent of the respondents were found to have high level of self – confidence. As many of the respondents had formal education and possessed leadership which in turn might have enabled them to be medium level of self -confident.

2. Innovativeness:

Learner (1981) indicated that, concern for success in an activity and optimism that will be attained, can only be sustained by a commitment to the activism, which requires, not only passive acquiescence towards innovations from the outside but also a vigorous sense of initiative from within one self to activate new ways, which is usually referred to as innovativeness.

Table- 2. Distribution of respondents according to their innovativeness

S.NO	Category	Number of respondents	Per cent
1	Low	29	24.16
2	Medium	69	57.51
3	High	22	18.33
Total		120	100.00

It was observed from Table - 2, most of the respondents (57.51 per cent) had medium level of innovativeness followed by 24.16 per cent of the respondents with low level of innovativeness. Only 18.33 per cent of the respondents had high level of innovativeness. The formal education of the respondents coupled with medium level of scientific orientation, would have enabled them to adopt innovative ideas much earlier than others.

3. Risk Orientation:

Risk Orientation refers one's readiness or willingness to use recommended technology and new ideas. The data relevant to the risk orientation of the respondents are given in Table -3.

Table 3 Distribution of respondents according to their risk orientation

S.NO	Category	Number of respondents	Per cent
1.	Low	35	29.18
2.	Medium	56	46.66
3.	High	29	24.16
Total		120	100.00

From the table 3, observed that majority (46.66 per cent) of the respondents had medium level of risk orientation followed by 29.18 per cent of the respondents with high level of risk orientation. Only 24.16 per cent of the respondents had low level of risk orientation. This may be due to their medium level of innovativeness, and management orientation towards entrepreneurial activities. It could be observed from the Table – 3, that half of the respondents belonged to medium level of risk orientation category. The probable reason for majority of the respondents had medium level of risk orientation category might be the demand for the fodder and silage from the fodder sorghum around the year for grain yield and biomass quality, so farmers take risk in cultivation of fodder sorghum.

4. Decision making ability:

Decision making ability refers to the activity of the procedure followed by the Fodder Sorghum growers in choosing the best alternatives from among the available number of alternatives relating to entrepreneurial activities.

Table- 4. Distribution of respondents according to their Decision- making ability

S.NO	Category	Number of respondents	Per cent
1.	Low	21	17.55
2.	Medium	69	57.55
3.	High	30	25.00
Total		120	100.00

The distributional analysis pertaining to decision making ability of Fodder Sorghum growers mentioned in table 4 indicated that 57.5 per cent of the respondents had medium level of decision-making ability followed by 25.00 per cent of the respondents had low level of decision-making. Only 17.55 per cent of the respondents had high level of decision-making ability. This otherwise meant that most of the respondents took joint decisions in consultation with their family members. The respondents sought opinion for their family members for taking decisions related to Fodder Sorghum production and marketing.

5. Achievement Motivation:

The information on the achievement motivation of the respondents in entrepreneurial and marketing activities and the results are collected and presented in Table -5.

Table-5. Distribution of respondents according to their achievement motivation

S.NO	Category	Number of respondents	Per cent
1.	Low	35	29.17
2.	Medium	60	50.00
3.	High	25	20.83
Total		120	100.00

From the above table 5, it is clear that most of the respondents (50.00 per cent) had medium level of achievement motivation followed by 29.17 per cent of the respondents had low level of achievement motivation. Only 20.83 per cent of the respondents had high level of achievement motivation. Majority of the respondents belonged to medium level of achievement motivation. The obtained results might be due to the fact that achievement motivation desired or needed some excel in reaching certain entrepreneurial goals. Generally entrepreneur has the desire to extend their enterprises for increasing their socio-economic level.

6. Perceived Profitability:

It is referred as the degree to which the Fodder Sorghum enterprise had been perceived to be relatively advantageous in terms of economic profit by the fodder sorghum growers. Table-6 depicts the distribution of respondents according to their perceived profitability.

Table-6. Distribution of respondents according to their perceived profitability

S.NO	Category	Number of respondents	Per cent
1.	Not at all profitable	18	15.00
2.	Least profitable	26	21.66
3.	Somewhat profitable	28	23.33
4.	Profitable	37	30.83
5.	Most profitable	11	09.18
Total		120	100.00

It is evident from the data provided in Table -6 that 30.83 per cent of respondents founded that Fodder Sorghum enterprise to be 'profitable' followed by 23.33 per cent of respondents who also regarded it to be 'somewhat profitable.' This was viewed as 'Least profitable,' 'Not at all profitable' and 'Most profitable' by 21.66 per cent, 15.00 per cent and 09.18 per cent of respondents, respectively. Being the remunerative fodder crop, Fodder Sorghum contributes income to the farmers in several ways. Hence, they might have perceived it as profitable enterprise.

7. Management Orientation:

To know the extent of management orientation towards Fodder Sorghum production and marketing of the respondents, the data was analysed and the results are presented in Table - 7.

Table-7. Distribution of respondents according to their management orientation

S.NO	Category	Number of respondents	Per cent
1.	Low	3	2.5
2.	Medium	79	65.83
3.	High	38	31.67

Total	120	100.00
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From the above table 7, it could be revealed that most of the respondents (65.83 per cent) had medium level of management orientation followed by nearly thirty per cent of the respondents (31.67 per cent) with high level of management orientation and only 2.5 per cent of the respondents had low level of orientation towards managerial activities of the crop enterprise. From the results, it could be interpreted that more than seventy per cent of the respondents had medium to high level of management orientation. The reason might be due to majority of respondents agreed for proper management of fodder sorghum cultivation for the availability of inputs. Farmer planned in advance to timely utilization of resources and input cost. Farmer could enhance production by applying technical knowledge, grading, value addition and marketing agricultural produce is necessary to enhance income.

8. Economic Motivation:

The results on distribution of respondents according to their economic motivation are presented in Table-8.

Table-8. Distribution of respondents according to their economic motivation

S.NO	Category	Number of respondents	Per cent
1.	Low	25	20.83
2.	Medium	70	58.34
3.	High	25	20.83
Total		120	100.00

The results in Table-8, show that 58.34 per cent of the respondents had medium level of economic motivation whereas, 20.83 per cent of the respondents had both low and high level of economic motivation, this may be due to the fact that majority of the respondents had medium level of mass media exposure, leads to medium level of application of inputs in their Fodder Sorghum Cultivation they would have been naturally motivated towards economic excellence.

9. Marketing Ability :

The results on distribution of respondents according to their marketing ability are presented in Table- 9.

Table-9. Distribution of respondents according to their marketing ability

SL.NO	Category	Number of respondents	Per cent
1.	Low	43	35.84
2.	Medium	57	47.50
3.	High	20	16.66
Total		120	100.00

A glance at the data in the Table –9 showed that almost fifty per cent of the respondents (47.50 per cent) had medium level of marketing ability towards Fodder Sorghum Cultivation followed by low (35.84 per cent) and high (16.66 per cent) levels of marketing ability. Most of the respondents had directly involved in marketing activities because of the well- developed marketing system and also through the farmers market by the collective action. This is the only reason for most of the respondents to possessed medium level of marketing ability towards Fodder Sorghum Cultivation.

10. Leadership Ability:

Leadership ability of the respondents have been analysed and discussed in Table-10.

Table-10. Distribution of respondents according to their leadership ability

SL.NO	Category	Number of respondents	Per cent
1.	Low	27	22.50
2.	Medium	63	52.50
3.	High	30	25.00
Total		120	100.00

From the Table 10, it is understood that more than half of the respondents (52.50 per cent) had medium level of leadership ability followed by 25.00 per cent and 22.50 per cent of the respondents with high and low level of leadership ability, respectively. The results furnished in the Table -10, indicated that majority of the fodder sorghum entrepreneurs had medium level of leadership ability. The entrepreneurs develop leadership abilities, when the enterprise demands co-ordination for different sub- systems in the whole system. The leadership could manage the human resource and persuade them to accomplish a given task. As the respondents had medium level of self – confidence, decision making ability, achievement motivation that might have resulted with medium level in acquiring leadership qualities.

CONCLUSION :

Majority of the respondents possessed medium level of entrepreneurial behaviour viz., self-confidence, innovativeness, risk orientation, decision-making ability and achievement motivation, less than fifty per cent of the respondents possessed profitable of entrepreneurial behaviour in perceived profitability. The remaining dimensions such as management orientation, economic motivation, marketing ability and leadership ability with medium level of entrepreneurial behaviour of fodder sorghum growers.

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