

Entrepreneurial Behaviour of Tomato Producers under National Horticulture Mission (NHM) in Dhar district of Madhya Pradesh

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Abstract: *Entrepreneurship is the central force of economic activity and prime mover of development and most needed component for the development. This finding of the study may help the administrators and policy makers to know the entrepreneurial behaviour of farmers, the relationship between socio-economic characteristic with entrepreneurial behaviour and reasons for practicing tomato cultivation and help in further investigations on entrepreneurial behaviour of tomato growers. Looking to the importance of tomato production in Dhar district, the personnel of NHM programme provided various extension programmes and facilities for its development. The programme has completed many years, hence; it was felt appropriate to know the entrepreneurial behaviour of tomato growers under NHM with 120 respondents of Dhar district. The major finding for the study is farm power, economic motivation & Knowledge about improved tomato cultivation practices found highly significantly associated with entrepreneurial behaviour of tomato growers.*

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I. Introduction

Tomato assumes a noteworthy job in human sustenance. Tomato natural product contains Water 93.1%, Protein 1.9%, Fat 0.3g, Fiber 0.7%, Carbohydrates 3.6%, Calorie 23, Vitamin A 320 I.U., Vitamin B1 0.07mg, Vitamin B2 0.01mg, Vitamin C 31mg, Calcium 20mg, Phosphorus 36mg and iron 0.8mg. Tomato is essential wellspring of lycopene (a cell reinforcement), ascorbic corrosive and β -carotene and esteemed for their shading and flavor.

It is an adaptable vegetable for culinary purposes. Ready new tomato natural products are devoured crisp as servings of mixed greens, cooked vegetable and prepared items, for example, puree, glue, powder, ketchup, sauce, squeeze and canned entire organic products. Unripe green natural products are utilized for arrangement of pickles and chutney. The mash and squeeze of the tomato natural product is absorbable, gentle hors d'oeuvre as an advertiser of gastric secretion and blood purifier. It is utilized for the patients of bronchitis. All round advancement of horticulture is conceivable just with compelling abuse of innovative conduct abilities just as material assets. Our nation is rare of material assets yet plenitude of resources. Subsequently, by distinguishing people in all fragments of populace, who have the essential innovative conduct abilities, all round improvement can be accomplished.

Looking to the importance of tomato production in Dhar district, the personnel of NHM programme provided various extension programmes and facilities for its development. The programme has completed many years, hence; it was felt appropriate to know the entrepreneurial behaviour of tomato growers under NHM. Therefore, a study has been designed with the following specific objective

II. Objective

To study the socio-personal, economic, psychological and communication attributes on entrepreneurial behaviour of tomato growers

III. Review of Literature

Badole (2014) reported that higher number of the vegetable growers had medium information seeking behavior followed by low and high information seeking behaviour.

Borate et al. (2012) observed that more than one fourth (26.00 per cent) of respondents had poor entrepreneurial behavior, while nearly three fourth (74.00 per cent) had fair entrepreneurial behavior. None of them had good entrepreneurial behavior.

Boruah et al. (2015) reported that positive and significant relationship was found between entrepreneurial behavior and education level, size of the family, size of operational land holding and annual family income of the respondents in the district. The four components viz., education, family size, size of operational land holding and annual family income were found to be the most contributing factors for entrepreneurial behavior.

Jaganathan et al. (2009) reported that majority of the respondents (64%) had a favorable attitude mass media exposure, innovativeness, market perception, self confidence, awareness and knowledge that showed a significant and positive relationship with attitude towards organic farming practices

Sharma et al. (2014) revealed that higher percentage (50.00%) of potato cultivators had medium level of economic motivation, 30.00 per cent of them had high level of economic motivation and only 20.00 per cent of the respondents had low level of economic motivation.

IV. Method and Material

The study was conducted in Dhar district of Madhya Pradesh which has 13 developments block namely Dhar, Badnawar, Nalcha, Sardarpur, Dharampuri, Tirla, Umarban, Manawar, Nisarapur, Gandhwani, Dahi, Kukshi and Bagh. 4 Block of Dhar district adopting purposively for the present study because the majority of the farmers were during tomato farming. A list of villages in these selected blocks was prepared with the help of RHEOs/RAEOs where farmers produce tomato. From these list 12 villages (3 villages from each block) was selected randomly out of the list of villages in the blocks. A list of farmers of each selected tomato growing villages was prepared with the help of RHEOs/RAEOs and 10 tomato growers from each village was selected on the basis of simple random sampling method. Thus, 120 tomato growers from 12 villages in Dhar district were true representative of the study.

Instruments and method of data collection:

The primary data was collected with the help of interview schedule, which was prepared on the basis of objectives of the study. For the convenience of data collection, the interview schedule was prepared and pre-tested .

The secondary data were obtained from NHM, Department of Horticulture, Agriculture, Dhar and published journals and books.

The data were collected through a well-structured and pre-tested interview schedule. The researcher personally met the respondents and explained to them about the purpose of this study. The data were collected and recorded in the interview schedule.

V. Result and Discussion

Relation between the attributes of tomato growers and their entrepreneurial behavior:-

a. Correlation coefficient:-

Correlation speaks about the relationship between the two attributes and the strength of relationship is measured in terms of correlation coefficient, whose limit range from minus unit to plus unit. If the increase in one variable results in the increase of the other variable, the relationship is positive and if it results in decrease of other variable, the relationship is negative. The two variables are not correlated if the increase or decrease of one variable does not affect the other variable.

Zero order correlation coefficient between socio-economic and psychological characteristics of tomato growers with their entrepreneurial behavior were estimated and presented in Table bellow;

Table: Relationship between socio-economic profiles with entrepreneurial behavior.

S.No.	Characteristics	'r' value
1.	Age	0.228*
2.	Education	0.274**
3.	Size of land used in tomato cultivation	0.290**
4.	Income from tomato crop	0.263**
5.	Yield of tomato	0.221*
6.	Farm power	0.353**
7.	Information seeking behavior	0.293**
8.	Economic motivation	0.651**
9.	Knowledge about improved tomato cultivation practices	0.329**
10.	Marketing behavior	0.021 N.S.

*= Significant at p= 0.05

**= Significant at p= 0.01

N.S.= Non significant

- It was concluded that age of the tomato growers had significant relationship with their entrepreneurial behavior.
- It was summarized that education of the tomato growers had highly significant relationship with their entrepreneurial behavior.
- It was concluded that size of land used in tomato cultivation of the tomato growers had highly significant relationship with their entrepreneurial behavior.
- The study revealed that income from tomato crop of the farmers had highly significant relationship with their entrepreneurial behavior.
- Find out the study that yield of tomato crop of the tomato growers had significant relationship with their entrepreneurial behavior.
- It was concluded that farm power of the farmers had highly significant relationship with their entrepreneurial behavior.
- It was concluded that information seeking behavior of the farmers had significant relationship with their entrepreneurial behavior.
- Observed that economic motivation of the tomato growers had highly significant relationship with their entrepreneurial behavior.
- It was concluded that knowledge about improved cultivation practices of the tomato growers had highly significant relationship with their entrepreneurial behavior.
- Observed that marketing behavior of the farmers had non significant relationship with their entrepreneurial behavior.

Relation between the attributes of tomato growers and their entrepreneurial behaviour:-

The association of age, education, size of land used in tomato cultivation, income from tomato crop, yield of tomato, farm power, information seeking behavior, economic motivation and knowledge about improved tomato cultivation practices was found to be significant with extent of entrepreneurial behaviour of tomato growers.

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