Short Communication

A STUDY ON ENTREPRENEURSHIP OF VEGETABLE GROWERS IN INDORE DISTRICT IN MADHYA PRADESH

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Abstract : A study was conducted Indore district, as farmers cultivating vegetable crops the research study was conducted in Indore district of Madhya Pradesh. A representative sample of 90 vegetable growers was drawn from the 10 randomly selected villages of two blocks *viz.*, Indore and Depalpur and data were collected with the help of an interview schedule (pre-tested) The mean entrepreneur success of vegetable growers was 27.93, indicating that the most of them had medium level of entrepreneur success. The study also revealed that the entrepreneur success of large farmers was higher than the medium and small farmers. It was further observed that family type, material possession, economic status, risk taking willingness and were positively correlated at 0.05 level of probability and economic motivation at 0.01 level of probability with entrepreneurial success.

Keywords : Growers, Production, Vegetable

INTRODUCTION

Vegetables enjoy a significant place in our daily diet as they provide essential nutrition including vitamins and minerals. Any meal is considered usually incomplete without vegetables. Most of the Indians, being vegetarian, relay heavily on vegetables for balanced nutrition. According to ICMR, the per capita requirement of vegetables has been put at 300 grams per day. Hence, there is a very high demand for vegetables. But the per capita availability of vegetables was quite low as per the data available: 154 grams per day in 1975 and 194 grams per day in 1994. The gap is about 35.33 per cent which is quite high.

The production of vegetable crops in Madhya Pradesh was at 2327 thousand metric tonnes in 1995-96 which later increased to 3470 thousand metric tonnes in 1999-2000, but later reduced to 2621 thousand metric tonnes in 2004-05.

The productivity of vegetable crops in Madhya Pradesh has also increased from 12.3 metric tonnes per hectare in 1995-96 to 15.5 metric tonnes per hectare in 1999-2000, but letter reduced to 14.17 metric tonnes per hectare in 2004-2005 .

The production of vegetable crops in Indore district was at 567 thousand metric tonnes in 1999-2000 which later increased to 661.7 thousand metric tonnes in 2003-2004, but later reduced to 266.45 thousand metric tonnes in 2005-06 and further increased to 360.11 thousand metric tonnes in 2006-07

Objectives

1. To study the entrepreneurship in vegetable growers
2. To analyze the relationship between socio–personal, economic, and psychological attributes of vegetable growers and their entrepreneurial success..

METHODOLOGY

In order to achieve these objectives, the research study was conducted in Indore district of Madhya Pradesh. A representative sample of 90 vegetable growers was drawn from the 10 randomly selected villages of two blocks *viz.*, Indore and Depalpur and data were collected with the help of an interview schedule (pre-tested).The entrepreneurial success index used for the study included six indicators viz., gross return per unit investment (net profit), enterprise diversification, share of profit reinvested, degree of satisfaction, employment of family labour and social prestige gained. The collected data was classified and tabulated and interpretations were made with the help of statistical tools like percentile, mean, standard deviation and coefficient of correlation analysis.

RESULT AND DISSCUSSION

(1)-Entrepreneurial success in vegetable growers:

The study reveals that more than half of respondents (61.11%) had medium level of entrepreneurial success while 24.44 percent had high and only 14.44 percent had low level of entrepreneurial success. The study also reveals that the overall mean entrepreneurial success score was 27.93.

Table 1. Distribution of vegetable growers according to their entrepreneurial success.

(n=90)

S. No.	Entrepreneurial success.	Small	Medium	Large	Total
1	**Low (<24 score)**	10 (33.00)	2 (6.66)	1 (3.33)	13 (14.44)
2	**Medium (24-32 score)**	17 (56.66)	22 (73.33)	16 (53.33)	55 (61.11)
3	**High (>32 score)**	3 (10.00)	6 (20.00)	13 (43.33)	22 (24.44)
	Total	**30**	**30**	**30**	**90**
	Mean	**25.57**	**28.43**	**29.80**	**27.93**
	S.D.	**3.52**	**3.47**	**2.26**	**3.82**
	"t" value	Small and Medium = **3.17****			
		Small and Large = **4.83****			
		Medium and Large = **1.57**			

** Significant at 1 % level
* Significant at 5 % level

(2)-Relationship between socio- personal, economic and socio-psychological attributes of vegetable growers and their entrepreneurial success:

It was observed socio-personal and economic variables, two variables namely material possession and economical status were significant at 0.01 level of probability with entrepreneurial successes, while, one variable namely family type was significant at 0.05 level of probability.

It was further revealed that out of five socio-psychological variables the correlation coefficient of one variable namely economic motivation was significant at 0.05 level of probability. While, one variable namely risk taking willingness was significant at 0.01 level of probability.

Table 2. Relationship between socio- personal, economic and socio-psychological attributes of vegetable growers and their entrepreneurial success.

S.N.	Factor	Coefficient correlation (r)
A)	**Socio-personal**	
1.	Age	0.177
2.	Education	0.135
3.	Family type	0.249**
4.	Family income	0.088
5.	Land size	0.117
6.	Value of house	0.183
7.	Material possession	0.360**
8.	Economic status	0.337**
9.	Credit worthiness	0.043
B)	**Socio-psychological**	
1.	Economic motivation	0.266*
2.	Risk taking willingness	0.342**
3.	Market orientation	0.089
4.	Owning Responsibility	0.155
5.	Level of knowledge	0.047

* Significant at 5 % level of probability
** Significant at 1 % level of probability

CONCLUSION

Most of the farmers had medium level of entrepreneurship. The study also revealed that the entrepreneurship of large farmers was higher than the medium and small farmers. It was further observed that family type, material possession, economic status, risk taking willingness were positively correlated at 0.05 level of probability and economic motivation at 0.01 level of probability with entrepreneurial success.

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