

## Original Research Article

# Entrepreneurial Behaviour of Sugarcane Growers in Shahpura Block of Jabalpur District, Madhya Pradesh

### ABSTRACT

The study was conducted in Shahpura block of Jabalpur district Madhya Pradesh during the year 2015-16 to analyze the entrepreneurial behaviour of sugarcane growers. The data were collected by interviewing 120 farmers selected on the basis of proportionate random sampling from 10 villages of Shahpura block of Jabalpur district. The study revealed that higher percentage (60.84%) of sugarcane growers had medium entrepreneurial behaviour. The independent variables viz education, size of land holding, area under sugarcane crop, material possession, social participation, annual income, information source utilization, extension contact, economic motivation and scientific orientation had positive and significant relationship with entrepreneurial behaviour of the sugarcane growers while only age had found non-significant relationship with entrepreneurial behaviour of sugarcane growers.

*Key words: Entrepreneurial, Behaviour, Sugarcane, Growers, Technology*

### 1. INTRODUCTION

Sugarcane (*Saccharum officinarum*) is the main source of sugar in India and holds a prominent position as a cash crop. India has the largest area under sugarcane in the world. Sugarcane provides raw material for the second largest agro-based industry in India, total area under sugarcane was 5.01 million ha with production of 350.02 million tones and productivity 69838 kg/ha. Total area under Sugarcane in Madhya Pradesh was 0.07 million ha with production of 3.31 million ha and productivity 46621 kg/ha (Area 2014). Area under sugarcane in Jabalpur district is 2113 ha with production 66007 tone and productivity 31200 kg/ha (DDA Jabalpur 2014.). The main byproducts of the sugarcane industry are bagasse and molasses. Bagasse is mainly used as a fuel. It is also used for the production of compressed fiber board, paper, plastics and furfural. Molasses is used in distilleries for the manufacture of ethyl alcohol, citric acid etc.

Green tops of cane are a good source of fodder for cattle. Sugarcane is bound to play a greater role in the Indian economy in the years to come by offering a stable income to the farmers by way of cane price, by providing employment to rural masses for Govt, earning is tax form of excise duty, purchase tax and foreign exchange earnings (Singh *et al.* 2009).

## **2. MATERIAL AND METHODOLOGY**

The study was conducted in Shahpura block of Jabalpur district. Shahpura block was selected purposively for the study because area, production and productivity of sugarcane crop were highest as compare to other blocks. There are 203 villages in Shahpura block. Out of which 10 villages were selected purposively owing to maximum area covered under sugarcane crop. 120 sugarcane growers were selected from all selected villages by using proportionate random sampling method to make the total sample size for the present study. The data were collected through a pre-tested interview schedule. The collected data were analyzed through the statistical methods viz. frequency; percentage, mean and correlation coefficient test. The findings are in line with the findings of Kumaret al. (2019) and Pandya (1996).

## **3. RESULT AND DISCUSSION**

### **3.1 Sugarcane growers according to their entrepreneurial dimensions**

The sugarcane grower according to their entrepreneurial dimensions is presented in Table 1. The perusal of data clearly indicated that the higher percentage (54.17%) of the sugarcane growers were medium group risk taking ability and maximum number of sugarcane growers 48.34% had medium category hope of success. Out of total respondents 50.84% had medium persistence and 52.50% of the sugarcane growers had medium feedback usage. The majority of the sugarcane growers 66.67% had medium level of self-confidence and the higher percentage (47.50%) of the sugarcane growers were in high knowledge ability. The higher percentage (55.84%) of the low category manages ability and 65.00% of the sugarcane growers were having medium persuasibility attributes. The higher percentages (50.00%) of the sugarcane growers were found to be low Innovativeness use and the majority of sugarcane growers in 58.34 per cent had medium category achievement motivation. The findings are in line with the findings of Kumaret al. (2019) and Ungureanuet al.

### **3.2 Entrepreneurial behavior of sugarcane growers**

It is evident from the data reported in Table 2. All the respondents were grouped into low, medium and high category of Entrepreneurial behavior. It was observed that higher percentage (60.84%) of sugarcane growers had medium level of Entrepreneurial behavior followed by 25.83 per cent had low level and only 13.33 per cent had high level of entrepreneurial behavior. The findings are in line with the findings of Shakya et al. (2010).

### **3.3 Relationship between independent variables and dependent variable**

It is apparent from the Table 3. The relationship between independent variables with entrepreneurial behaviour of sugarcane growers' correlation coefficient ' $r$ ' values were computed. The independent variables education, size of land holding, area under sugarcane crop, material possession, social participation, annual income, information source utilization, extension contact, economic motivation, scientific orientation, had positive and significant relationship with entrepreneurial behaviour of the sugarcane growers while age had non-significant relationship with entrepreneurial behaviour of sugarcane growers. The findings are in line with the findings of Singh et al. (2016).

### **3.4 Constraints perceived by the sugarcane growers in production and marketing of sugarcane**

It is observed from Table 4 indicates that the higher percentage 98.33 per cent expressed had problem of high cost of labours, followed by 97.50 per cent farmers faced problem severe attack of insects/pest, 91.66 per cent low production due to climate change, 90.00 per cent faced problem regarding non availability of information regarding technical guidance, 87.50 percent lack of training about scientific production technology of sugarcane and 50.00 per cent farmers faced problem of non-availability of improved seeds of sugarcane crop.

Regarding constraints perceived by sugarcane growers in marketing. It is observed from table 4 indicates that higher percentage 96.66 per cent perceived high charges of middleman and brokers commission, followed by 95.83 per cent low market price of produce, 91.66 per cent had lack of mandi facilities, 90.00 per cent had lack of minimum support price, 79.16 lack of processing facilities and 66.66 percent had lack of transport facilities. The findings are in line with the findings of Palaniswamy et al. (2010) and Patel et al. (2004).

**Table 1: The sugarcane growers according to their entrepreneurial dimensions**

Dimensions	Categories (scores)	Frequency	Percentage
Risk taking ability	Low( 5 to 11)	44	36.67
	Medium (12 to18)	65	54.17
	High (19 to 25)	11	9.16
Hope of success	Low (5 to 11)	43	35.83
	Medium (12 to18)	58	48.34
	High (19 to 25)	19	15.83
Persistence	Low( 5 to 11)	32	26.66
	Medium(12-18)	61	50.84
	High(29-25)	27	22.50
Feedback usage	Low( 5 to 11)	43	35.84
	Medium(12-18)	63	52.50
	High(19-25)	14	11.66
Self confidence	Low( 5 to 11)	25	20.83
	Medium(12-18)	80	66.67
	High(19-25)	15	12.50
Knowledge ability	Low( 5 to 11)	19	15.83
	Medium(13-18)	44	36.67
	High(29-25)	57	47.50
Manageability	Low( 5 to 11)	67	55.84
	Medium(12-19)	33	27.50
	High(19-25)	20	16.66
Persuasibility	Low( 5 to 11)	30	25.00
	Medium(12-18)	78	65.00
	High(19-25)	12	10.00
Innovativeness	Low( 5 to 11)	60	50.00
	Medium(12-18)	37	30.84
	High(19-25)	23	19.16
Achievement Motivation	Low( 5 to 11)	29	24.16
	Medium(12-18)	70	58.34
	High(19-25)	21	17.50

**Table 2: Entrepreneurial behavior of sugarcane growers**

Categories	Frequency	Percentage
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Low	31	25.83
Medium	73	60.84
High	16	13.33
Total	120	100.00

**Table 3: The relationship between independent variables with dependent variable**

Independent variables	r Value (120)
Age	0.017NS
Education	0.317**
Size of land holding	0.335**
Area under sugarcane crop	0.339**
Material possession	0.401**
Annual income	0.321**
Social participation	0.315**
Information source utilization	0.435**
Extension contact	0.337**
Economic motivation	0.410**
Scientific orientation	0.366**

\*\*Significant at 0.01 level of probability and **NS**=Non significant

**Table 4: Constraints perceived by the sugarcane growers in production and marketing of sugarcane**

Constraints	Frequency	Percentage	Rank
<b>Production constraints</b>			
Non availability of improved seeds.	60	50.00	VI
High cost of labours.	118	98.33	I
Severe attack of insects/pests.	117	97.50	II
Non availability of information regarding technical guidance.	108	90.00	IV
Low production due to climate change.	110	91.66	III
Lack of training about scientific production technology of sugarcane.	105	87.50	V
<b>Marketing constraints</b>			
Lack of transportation facilities.	80	66.66	VI
Lack of mandi facilities.	110	91.66	III
High charges of middleman and brokers commission.	116	96.66	I
Low market price of produce.	115	95.83	II
Lack of minimum support price.	108	90.00	IV
Lack of processing facilities.	95	79.16	V

#### 4. CONCLUSION

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 socioeconomic characteristics with entrepreneurial behaviour and reasons for practicing sugarcane cultivation and help in further investigations on entrepreneurial behaviour of sugarcane growers.

The study concluded that the higher percentage (60.83%) of the sugarcane growers had medium level of entrepreneurial behavior the independent variables viz education, size of land holding, area under sugarcane crop, material possession, social participation, annual income, information source utilization, extension contact, economic motivation and scientific orientation had positive and significant relationship

with entrepreneurial behaviour of the sugarcane growers while age had non-significant relationship with entrepreneurial behaviour of sugarcane growers.

The study also concluded that large majority of the sugarcane growers perceived the production constraints i.e. Indicates that the higher percentage 98.33 per cent sugarcane growers had problem high cost of labours and regarding constraints perceived by sugarcane growers in marketing. It is observed that higher percentage 96.66 per cent of sugarcane growers perceived high charges of middleman and broker's commission.

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