

Original Research Article

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

ABSTRACT

The aim of the research, which took place in the Shahpura block in the Jabalpur district of Madhya Pradesh in the period 2015–16 was to examine the entrepreneurial practices of sugarcane farmers. 120 farmers who were chosen using proportionate random sampling from ten villages in the Shahpura block of the Jabalpur district were interviewed in order to get the data. According to the survey, a greater proportion of sugarcane growers (60.84%) exhibited medium levels of entrepreneurial behavior. Only age was found to have a non-significant relationship with the entrepreneurial behavior of sugarcane growers, while the other independent variables—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 relationships with the entrepreneurial behavior of the growers.

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

1. INTRODUCTION

The primary source of sugar in India is sugarcane (*Saccharum officinarum*), which is also a significant cash crop. The world's largest sugarcane growing region is in India. Raw materials from sugarcane are used in the second-biggest agro-based In India, 4.851 million hectares were planted with sugarcane production 397.65 million tons of output and 81980 kg/ha of productivity (Cooperative Sugar Volume.53, Aug 2022). Madhya Pradesh has 0.092 million hectares of sugarcane total, with 6.45 million tonnes of production and 70050 kg/ha of productivity (DAC, New Delhi, * 3rd Adv. Est.-2022-23). 2215

hectares of sugarcane are planted in the Jabalpur district, with 71108 tons produced and 33221 kg of productivity per hectare (DDA Jabalpur, 2022). Molasses and bagasse are the two primary byproducts of the sugarcane industry. The primary use of bagasse is as fuel. Moreover, it is used in the manufacturing of paper, plastics, furfural, and board made of compressed fiber. Distilleries use molasses to make citric acid, ethyl alcohol, and other products. Cattle can benefit from cane green tops as a source of feed. Sugarcane is expected to contribute significantly to the Indian economy in the years to come since it gives farmers a predictable income through cane prices, employs large numbers of people in rural areas for the government, and generates revenue in the form of excise duty, purchase tax, and foreign exchange gains (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. The Shahpura block consists 203 villages. Out of 10 villages were selected specifically since they had the largest area cultivated with sugarcane crop. To determine the overall sample size for the current study, 120 sugarcane growers were chosen at random sampling method from the villages that were selected. An interview schedule that was previously pre-tested was used to collect the data. The statistical techniques of frequency, percentage, mean, and correlation coefficient test were used to analyze the data collected. Similar findings were reported by Kumaret al. (2019) and Pandya (1996).

3. RESULT AND DISCUSSION

3.1 Sugarcane growers according to their entrepreneurial dimensions

Table 1 presents the sugarcane grower based on their entrepreneurial qualities. The analysis of the data showed clearly clear that the majority of sugarcane growers 54.17 per cent had medium group risk-taking ability, and the greatest proportion 48.34 per cent had medium category hope of success. 50.84% of the overall respondents showed medium persistence and 52.50% of sugarcane growers used feedback in a medium way. A higher percentage of sugarcane growers (47.50%) demonstrated strong

knowledge ability, but the majority of growers (66.67%) showed a medium degree of self-confidence. The bigger percentage of low category growers (55.84%) had managed ability, and medium persuasibility traits were possessed by 65.00 per cent of sugarcane growers. It was found that the larger percentage of sugarcane growers (50.00%) was low. Similar findings were reported by Kumaret al. (2019) and Ungureanuet al.

3.2 Entrepreneurial behavior of sugarcane growers

The data presented in Table 2 makes this evident. Every respondent was categorized based on their level of entrepreneurial behavior: low, medium, and high. It was shown that a larger majority of sugarcane growers (60.84%) showed medium levels of entrepreneurial behavior, while only 13.33% showed high levels. The remaining 25.83 percent showed low levels of entrepreneurial behavior. Similar findings were reported by Shakya et al. (2010).

3.3 Relationship between independent variables and dependent variable

The Table 3 makes this apparent. The correlation coefficient "r" values between the independent variables and the entrepreneurial behavior of sugarcane growers were calculated. The sugarcane growers' entrepreneurial behavior was positively and significantly correlated with the independent variables of 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; however, the relationship between age and the sugarcane growers' entrepreneurial behavior was not statistically significant. Similar findings were reported by Singh et al. (2016).

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

Table 4 shows that the largest percentage of respondents, 98.33 percent stated concern about the high cost of labor. This was followed by 97.5 percent who reported severe insect or pest attacks, 91.66 per cent who reported low production as a result of climate change, 90.00 percent who reported a lack of information regarding technical guidance, 87.50 per cent who reported a lack of training regarding

scientific sugarcane production technology, and 50.00 percent of farmers who reported a lack of improved sugarcane crop seeds.

In relation to the marketing constraints that sugarcane growers perceive, Table 4 shows that a higher percentage (96.66%) perceived high middleman and broker commission charges, which were followed by low market price of produce (95.63%), lack of mandi facilities (91.66%), lack of minimum support price (90.00%), lack of processing facilities (79.16%), and lack of transport facilities (66.66%). Similar findings were reported by 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	Low(5 to 11)	29	24.16
Motivation	Medium(12-18)	70	58.34
	High(19-25)	21	17.50

Table 2: Entrepreneurial behavior of sugarcane growers

Categories	Frequency	Percentage
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
Production constraints			
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
Marketing constraints			
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

The study found that a higher percentage (60.83%) of sugarcane growers showed a medium level of entrepreneurial behavior. The independent variables such as age, non-significantly correlated with entrepreneurial behavior and variables such as; education, size of land holding, area under sugarcane crop, material possession, social participation, annual income, use of information sources, extension contact, economic motivation, and scientific orientation all positively and significantly correlated with the entrepreneurial behavior of sugarcane growers. The findings of the study also revealed that a significant proportion of sugarcane growers believed that there were limitations on their ability to produce sugarcane. Particularly 98.33% of growers reported difficulties with labor costs and marketing restraints. It has been

noted that a larger proportion of sugarcane growers 96.66 per cent perceived excessive intermediary and broker commission costs.

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