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Entrepreneurial Attributes of Floriculture Farmers

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ABSTRACT

Floriculture has emerged as an important agribusiness, providing employment opportunities and entrepreneurship in both urban and rural areas. This study calculated the entrepreneurial attributes of floriculture farmers in Nashik, Maharashtra, India were calculated based on seven parameters viz., innovativeness, achievement motivation, economic motivation, decision making ability, leadership ability, risk orientation and management orientation. Majority of the flower growers belonged to medium entrepreneurial category. There was a highly significant and positive relationship of entrepreneurial attributes of respondents with Annual Income, Mass Media Exposure and Extension Agency Contact.

Keywords: Floriculture farmer; Entrepreneurial Attributes; Innovativeness; Management orientation; Maharashtra

INTRODUCTION

Floriculture is an age-old farming activity in India having immense potential for generating gainful self-employment among small and marginal farmers. In the recent years it has emerged as a profitable agri-business in India and worldwide as improved standards of living and growing consciousness among the citizens across the globe to live in environment friendly atmosphere has led to an increase in the demand of floriculture products in the developed as well as in the developing countries worldwide.

India has exported 22 thousand tonnes of floriculture products worth Rs. 547 crores in 2016-17. Major export destinations were United States, Germany, United Kingdom, Netherlands and UAE. APEDA has projected 20% annual growth in terms of exports in the floriculture industry of India. The export has increased from

546.71 crore in 2017 to almost 600 crores till February 2018. The total area under flower crops in 2015-16 was 249 thousand hectares. Total area under floriculture in India is second largest in the world next to China. Production of flowers was estimated to be 1659 MT of loose flowers and 484 thousand tonnes of cut flowers. Nashik is sending 1-1.5 lakh flowers a day to Mumbai market. It stands second in the state of Maharashtra. Dindori and Niphad are major flower cultivating *tehsils* in Nashik.

Entrepreneurship is the central force of economic activity and prime mover of development. The findings of the study could help the administrators and policy makers to the know the entrepreneurial attributes of the farmers and relationship between socio-economic characteristics with entrepreneurial attributes and reasons for practicing floriculture

growers which will help them to come out with the suitable policies and programmes for flower production.

METHODOLOGY

The present study was conducted in Nashik district of Maharashtra, India. Dindori *tehsil* was selected for the study as majority of the poly houses for floriculture are concentrated in this *tehsil*. Dindori is famous for its high-quality flowers and vegetable nurseries in poly houses.

The list of floriculture entrepreneurs was obtained from National Horticulture Mission, National Horticulture Board and Department of Agriculture. Subsequently, by adopting proportionate randomized method of sampling 50 farmers practicing protected cultivation of flowers were selected for the study from

Dindori *tehsil* of Nashik District. *Ex-post-facto* research design was used for the present study. An interview schedule was prepared in Marathi language based on the objectives of the study for data collection. The data was processed and tabulated by using the statistical tools viz. mean frequencies and percentage, standard deviation and correlation coefficient.

FINDINGS AND DISCUSSION

Entrepreneurial Attributes of Floriculture Farmers

Entrepreneurial attributes include seven parameters viz. innovativeness, achievement motivation, economic motivation, decision making ability, leadership ability, risk orientation and management orientation. The results are presented in Table 1.

Table 1. Distribution of Respondents according to their Entrepreneurial Attributes

Sl. No.	Category	Respondents (n=50)	
		Number	Percentage
Innovativeness			
1	Low (up to 29.48)	8	16.00
2	Medium (29.49 to 40.56)	32	64.00
3	High (40.57 and above)	10	20.00
Achievement motivation			
1	Low (up to 11.71)	7	14.00
2	Medium (11.72 to 15.77)	38	76.00
3	High (15.78 and above)	5	10.00
Decision-making ability			
1	Less rational (Up to 15.1)	6	12.00
2	Intermediate (15.2 to 19.78)	37	74.00
3	Rational (19.79 and above)	7	14.00
Economic motivation			
1	Low (up to 23.23)	6	12.00
2	Medium (23.24 to 32.37)	35	70.00

Sl. No.	Category	Respondents (n=50)	
		Number	Percentage
3	High (32.38 and above)	9	18.00
Risk orientation			
1	Low (up to 8.8)	9	18.00
2	Medium (8.9 to 10.64)	31	62.00
3	High (10.65 and above)	10	20.00
Leadership ability			
1	Low (up to 5.43)	10	20.00
2	Medium (5.44 to 8.57)	33	66.00
3	High (8.58 and above)	7	14.00
Management orientation			
1	Low (up to 51.76)	6	12.00
2	Medium (51.77 to 65.22)	36	72.00
3	High (65.23 and above)	8	16.00

From Table 1, it is clear that majority (64.00%) of the respondents had medium category of innovativeness, majority (76.00%) of the respondents had medium achievement motivation, majority (74.00%) of respondents belonging to intermediate decision-making ability category, majority (70.00%) of the respondents had medium level of economic motivation, majority (62.00%) of the respondents had medium risk bearing ability, majority (66.00%) of the respondents were belongs to medium leadership ability category whereas majority (72.00%) of the respondents were in medium management orientation category.

A majority of the respondents were found in medium category of entrepreneurial attribute parameters. This may be due to that young and middle age group of the farmers are entering in the flower cultivation. As a new enterprise, it requires new practices related to cultivation and marketing aspect which has restrictions of partial dependency on the decisions of elders.

The overall entrepreneurial attributes were calculated based on the score of all these seven parameters. The total score of each item was calculated by summing up of the score of all the respondents on the basis of score obtained. They were grouped into three categories by using mean SD. The findings are presented in Table 2.

Table 2. Distribution of Respondents According to their Overall Entrepreneurial Attributes

Sl. No.	Category	Respondents (n=50)	
		Number	Percentage
1	Low (up to 152.52)	6	12.00
2	Medium (152.53 to 186.2)	35	70.00
3	High (186.3 and above)	9	18.00
	Total	50	100.00

We can infer from Table 2 that majority (70.00%) of the respondents belongs to medium overall entrepreneurial attributes followed by

high (18.00%) overall entrepreneurial attributes. The possible reason might be that majority of the respondents were found in medium level in all seven entrepreneurial attribute parameters. A similar study by Kaimal et al (2021) had revealed that majority of the *apipreneurs* belonged to medium level of entrepreneurial potential.

Relationship Between Socio-Economic Characteristics and Entrepreneurial Attributes

The observations of correlation analysis are presented in Table 3. The analysis indicated that there was a significant and positive association between annual Income, mass media exposure and extension contact of farmers and their entrepreneurial attribute at 1% level of probability. This might be due to the reason that farmers with higher annual income had higher purchasing power and urge to invest in specialized farm operation and marketing, mass media exposure and extension contacts enables them to understand new markets, trends and new technologies thus, widens the mental horizons and skills of floriculture growers.

Table 3.: Relationship Between Socio-Economic Characters and Entrepreneurial Attributes.

Sl. No.	Independent Variables	Co-relation co-efficient (r)
1	Age X_1	-0.292 ^{NS}
2	Education X_2	0.342 [*]
3	Land Holding X_3	0.208 ^{NS}
4	Annual Income X_4	0.619 ^{**}
5	Mass Media Exposure X_5	0.864 ^{**}
6	Extension Agency Contact X_6	0.583 ^{**}
7	Social Participation X_7	0.214 ^{NS}

* : 5% significant

** : 1% significant

The relationship between land holding and social participation of the respondent farmers was found non-significant. Floriculture gives more income per area. Small farmers are involved in cultivation of flowers so, land holding might show non-significant relation with their entrepreneurial attribute. However, 'age' showed negative as well as non-significant correlation with the entrepreneurial attributes. This may be due to the fact that young and middle age group of the farmers are taking up flower cultivation.

CONCLUSION

This study had found that a majority of the floriculture growers had medium entrepreneurial attributes. It is a clear indication of the farmers' progressiveness. Therefore, it calls for intensification of educational efforts and policy support to the floriculture growers by developmental departments. Intensive training programmes need to be organized by the government and non-government agencies for awareness about entrepreneurship opportunities, decision making, innovations, participation in implementation of government schemes, time and financial management, which would enable for efficient utilization of their potentials followed by vigorous follow-up, guidance, counselling for sustainability of the entrepreneurial activity in floriculture.

REFERENCES

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