



Entrepreneurial Behavior and Constraints Faced by the Rose Growers

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Authors' contributions

This work was carried out in collaboration among both authors. Author NPK conducted the study, collected, analysed and interpreted the data under the guidance of author KAJ. Both authors read and approved the final manuscript.

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ABSTRACT

The research study was conducted in Dharwad district during 2013-14, with a sample size of 120, farmers were randomly selected from three taluks viz, Hubli, Dharwad and Kalagatagi. The results revealed that 37.50 per cent of the respondents belonged to medium entrepreneurial behaviour category, whereas, 32.50 per cent and 30 per cent belonged to low and high entrepreneurial behaviour category respectively. Further, entrepreneurial behavioural characteristics such as innovativeness was medium (38.33%) in rose growers 45 per cent of rose growers had medium achievement motivation, 40 per cent of the respondents belonged to medium economic motivation category, 46.66 per cent of the rose growers belonged to intermediate decision making ability category, 42.50 per cent of the rose growers and 42.22 per cent of other farmers had medium risk orientation, 44.16 per cent of the rose growers belonged to medium level leadership ability category. The characteristics such as education, annual income, mass media exposure, extension contact, were positive and significant relationship with entrepreneurial behaviour at 1% and scientific orientation and family size were positive and significant relationship with entrepreneurial behaviour. The variables such as age and land holding were not significantly related with entrepreneurial behaviour of rose growers.

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ABBREVIATIONS

CEDOK : *Center for Entrepreneurship Development Organization Karnataka*
EDP : *Entrepreneurship Development Programme*
KVK : *Krishi Vigyan Kendra*
NGOs : *Non Government Organizations*
RUDSETI : *Rural Development and Self Employment Training Institute*

1. INTRODUCTION

Floriculture is an age-old tradition of our country. The appreciation of flowers for their aesthetic value has now slowly turned into realization of economic potential also with a promise of handsome return per unit area. Now, floriculture has great potential to become the major foreign exchange earner. Though flower cultivation has been practiced in India since time immemorial, floriculture has blossomed into a viable business only in recent years. The increased growing of contemporary cut flowers like rose, gladiolus, tuberose, carnation, etc, has led to their use for bouquets as well as decoration of both home and work place Kulkarni and Jahagirdhar [1]. A growing market, as a result of improvement in the general level of well being in the country and increased affluence, particularly, among the middle class, has led to transformation of the activity of flower growing into a burgeoning industry. Availability of diverse agro-climatic conditions in the country facilitates production of all major flowers throughout the year in some part or the other, and improved transportation facilities, have increased the availability of flowers all over the country.

The rose has been loved and cherished from very ancient times. In modern age, its importance has become still greater because rose breeders have been increasing its range of colours while at the same time adding valuable characters like disease resistance and a longer period of flowering. It is a versatile plant and the fantastically large number of types available is one of the reasons for its great popularity.

Presently, development of farmers producing flowers has become the primary concern in the area of flower production. In this regard, the role played by entrepreneurs also assumes greater

importance. This necessitates conducting studies on the entrepreneurial behaviour of rose growers. Hence, it was felt necessary to study the entrepreneurial behaviour of rose growers.

1.1 Scope of the Study

The research study attempts to develop appropriate methodology to assess entrepreneurial behaviour of rose growers. The findings of the study would provide valuable information on the entrepreneurial behaviour of rose growers. The results would help the administrators and policy makers to formulate suitable extension activities/programmes and use appropriate methods to increase the entrepreneurial behaviour of farmers.

2. REVIEW OF LITERATURE

Patil et al. [2] in their study on entrepreneurial behaviour of little gourd growers revealed that majority (58.00%) of the respondents had 'medium' entrepreneurial behaviour, while 23.00 and 19.00 per cent respondents had 'low' and 'high' entrepreneurial behaviour score, respectively.

Rao and Dipak De [3] in their study on entrepreneurial behaviour of vegetable growers in Varanasi revealed that majority (60.00%) of the respondents had high entrepreneurial behaviour score, while 16.00 and 23.30 per cent respondents had medium and low entrepreneurial behaviour scores, respectively.

Vijay Kumar et al. [4] in their study on correlates of entrepreneurial behaviour of floriculture farmers operationalized entrepreneurial behaviour as the cumulative outcome of information seeking behaviour, farm decision making, leadership ability, risk taking ability, innovativeness, achievement motivation and market orientation of respondent farmers.

Nagesha [5] in his study on entrepreneurial behaviour of vegetable seed producing farmers of Haveri district found that majority (68.30%) of respondents belonged to medium entrepreneurial behaviour, whereas 17.50 per cent were in low entrepreneurial behaviour and 14.10 per cent of respondents were in high entrepreneurial behaviour category.

3. MATERIALS AND METHODS

The research was conducted in Dharwad district of Karnataka state during 2013-14. Dharwad district has been purposively selected for the study because of the availability of the rose growers also as per the convenience and familiarity of the researcher with the study area. In Dharwad district, Dharwad, Hubli and Kalagatagi taluks had maximum number of rose growers and hence selected purposively as locale of the study. The villages having maximum number of farmers involved in rose production were listed in descending order in consultation with the taluk Horticulture Offices in Dharwad and Hubli taluks of Dharwad district from the list, first three villages having maximum number of rose growers were selected from each taluka as listed below. From each selected village respondents were selected by proportionate random sampling procedure. Thus, sample from each taluk was 80, 20 and 20 making a total sample size of 120 respondents, from all the three taluks. "Ex-post facto design" was employed in the present research study as the events have already occurred.

The data were collected by interviewing the respondents with the help of a pre-tested structured interview schedule developed for the purpose. The data collected from the respondents was scored, tabulated and analyzed by using suitable statistical tools such as frequency, percentage, Mean and SD

4. RESULTS AND DISCUSSION

It is clear from the Table 1 that, 37.5 per cent of the respondents belonged to medium entrepreneurial behaviour category, whereas, 32.50 per cent and 30.00 per cent belonged to low and high entrepreneurial behaviour category respectively. The results were in line with Patil et al. [2], Nagesha [5]. The possible reason might be due to medium innovativeness, achievement motivation, risk orientation, leadership ability,

economic motivation, decision making ability and cosmopolitanness of the respondents.

4.1 Innovativeness

From the Table 2 it can be observed that, 38.33 per cent of the rose growers belonged to medium innovativeness category, followed by high (31.66%) and low (30.0%) category respectively. The medium innovativeness of farmers might be due to fact that majority (63.33%) of rose growers were middle aged and belonged to medium land holding category (35.83%). Further, 38.33 per cent farmers belonged to medium level scientific orientation and decision making (46.66%) in farming activities. All these factors might have contributed for their medium level of innovativeness. The results are in accordance with the findings of Bhagyalaxmi et al. [6] and Nagesha [5].

4.2 Achievement Motivation

The results from the Table 2 revealed that, 45.00 per cent of the rose growers belonged to medium achievement motivation category, followed by low (33.33%) and high (21.66%) respectively. Achievement motivation is a psychological variable which differs from one individual to another. It is assumed that achievement motivation forces the individual towards reaching some goals, which he has set for himself. Higher the motivation of the individual, higher will be his efforts. This predominant medium motivation levels can be attributed to the social and economic status of a respondent, who fails to achieve greater goals. The findings are in agreement with the studies conducted by Vijay Kumar [4] and Nagesh [7].

4.3 Decision Making Ability

It was evident from the Table 2 that, 46.66 per cent of the rose growers belonged to medium decision making ability category, followed by high (29.16%) decision making ability and low

Table 1. Distribution of respondents according to their overall entrepreneurial behavior

Sl. no.	Categories	(n=120)	
		Frequency	Percentage
1.	Low (< 77.95)	39	32.50
2.	Medium (77.95 -83.04)	45	37.50
3.	High (>83.04)	36	30.00
Total		120	100
Mean = 80.5		SD = 5.97	

(24.16%) decision making ability respectively. This might be due to their medium annual family income and possession of medium size of land holding. The other possible reasons might be that decision making in farming, especially under Indian conditions is very difficult due to ever changing agro-climatic conditions and lack of stabilized price policy. The results are in conformity with the findings of Chandrapaul [8] and Nagesh [7].

4.4 Economic Motivation

The results of the Table 2 reveal that, 40.0 per cent of the respondents belong to medium economic motivation category, followed by low

(31.66%) and high (28.33%) economic motivation respectively. This might be due to their medium risk bearing capacity, extension contact, land holding, annual income and low educational qualification. The results are in line with Nagesha [5] and Nagesh [7].

4.5 Risk Orientation

It was observed from the Table 2 that, 42.50 per cent of rose growers had medium risk orientation category, followed by low (32.50%) and high (25.00) respectively. The risk bearing capacity of individuals depends upon the personal, psychological, socio-economic characteristics like medium age, medium land holding and

Table 2. Distribution of respondents according to their entrepreneurial behaviour components

(n=120)				
Sl. no.	Characters	Categories	Frequency	Percentage
1.	Innovativeness	Low (<8.50)	36	30.00
		Medium (8.50- 12.07)	46	38.33
		High (12.07)	38	31.66
		Mean = 10.29		
		SD =4.19		
2.	Achievement motivation	Low (<11.14)	40	33.33
		Medium (11.14-12.30)	54	45.00
		High(>12.30)	26	21.66
		Mean = 11.70		
		SD = 1.38		
3.	Decision making Ability	Low (<7.65)	29	24.16
		Medium (7.65-8.38)	56	46.66
		High (>8.49)	35	29.16
		Mean = 8.07		
		SD = 0.98		
4.	Economic motivation	Low (<26.33)	38	31.66
		Medium (26.33- 27.56)	48	40.00
		High(>27.58)	34	28.33
		Mean = 26.95		
		SD = 1.45		
5.	Risk orientation	Low (< 9.56)	39	32.50
		Medium (9.59- 10.30)	51	42.50
		High (>10.30)	30	25.00
		Mean = 9.93		
		SD = 0.86		
6.	Leadership ability	Low (<3.58)	42	35.00
		Medium (3.58-5.12)	53	44.16
		High (>5.12)	25	20.83
		Mean = 4.35		
		SD = 1.81		
7.	Cosmopolitaness	Low (<8.60)	30	25.00
		Medium (8.60-9.48)	52	43.33
		High (>9.48)	38	31.66
		Mean = 9.04		
		SD = 1.03		

medium scientific orientation of rose growers might be the reasons for medium risk orientation. The results are in line with the findings of Bhagyalaxmi et al. [6] and Nagesh [7].

4.6 Leadership Ability

It was revealed from the Table 2 that, 44.16 per cent of the rose growers belonged to medium level leadership ability category, followed by low (35%) and high (20.83%) leadership ability respectively. The possible reason might be due to their socio-economic status. The other reasons could be that majority were in middle age group and belonged to medium income levels. Their scientific orientation which help to adopt new agricultural practices prior to others in his social system are also contributing factors. The kind of farmers, who are early adopters were consulted by fellow farmers for information and are readily accepted as leaders. The results are in consonance with the finding of Nagesh [7].

4.7 Cosmopolitaness

It was revealed from the Table 2 that, 43.33 per cent of the rose growers belonged to medium level cosmopolitaness category, followed by high (31.66%) and low (25.00%) cosmopolitaness respectively. Cosmopolitaness is the degree to which a farmer is oriented outside his community to seek information. Majority fall under medium because due to their sound economic condition, land holding. The results are in conformity with the findings of Rajashekhar [9].

4.8 Relationship between Personal and Socio-Economic Characters with Entrepreneurial Behaviour of Rose Growers

As stated earlier, entrepreneurial behaviour was taken as a function of seven components like innovativeness, achievement motivation, decision making ability, economic motivation, risk orientation, leadership ability and cosmopolitaness. The summation of scores of all these seven components constituted the entrepreneurial behaviour score of the respondents (Table 3).

The characteristics such as education, annual income, mass media exposure, extension contact, were positive and significant relationship

with entrepreneurial behaviour at 1% and scientific orientation and family size were positive and significant relationship with entrepreneurial behaviour.

Education helps the farmers to get information from various sources. This seems to be interrelated with the farmers to bring changes in their socio-economic orientation to adopt new ideas and practices and motivating the farmers for taking risk and decision making. The results are in accordance with findings of Ashokkumar [10].

Farmers with high annual family income usually have good leadership abilities and they can normally bear risk and uncertainty in adopting new ideas. Annual family income provides the economic base for the farmer and farmers with higher annual family income have higher purchasing power and as a result have an urge to invest in specialized farm operations. The higher income itself motivates the farmers to seek new technologies for improving their income and standard of living. The results are in line with the reports of Nagesha [5], Nagesh [7] and Chaudhari [11].

Family size shows the positive and significant relationship with their entrepreneurial behaviour. It might be due to the fact that size of the family plays an important role in taking rational decision regarding adoption of innovations.

Mass media exposure of farmers was positively and significantly correlated with their entrepreneurial behaviour. Advent of mass media provides enormous opportunities for repeated exposure to new technology, thus motivating the farmers for further action. These farmers try to adopt new farm practices at faster rates. Mass media participation can provide valuable information on prevailing situations which helps farmers to know their chances of success and creates a favorable attitude towards risk orientation. It also provides information on agricultural practices and creates an interest in the farmer to seek more information regarding a particular practice. The results are in consonance with the results of Patil et al. [2], Nagesha [5], Nagesh [7] and Ashokkumar [10].

Scientific orientation of farmers was positively and significantly correlated with their entrepreneurial behaviour.

Scientific orientation is operationalized as the degree to which farmer is oriented towards the use of scientific methods in decision making in farming. The positive and significant relationship between scientific orientation and entrepreneurial behaviour of the respondents might be due to the fact that respondents with higher scientific orientation would try to gather more information, which could be applied at the field level, thus increasing production. The results are in consonance with the results of Nagesh [7] and Ashokkumar [10].

Table 3. Correlation of personal and socio-economic characteristics of rose cultivators with entrepreneurial behavior

Independent variables	(n=120) 'r' value
Age	-0.173NS
Education	0.291**
Annual family income	0.234**
Family size	0.225*
Land holding	0.160NS
Mass media exposure	0.301**
Scientific orientation	0.230*
Extension contact	0.277**

** Significant at 0.01 level; * Significant at 0.05 level;
NS – Non significant

Extension contact of farmers was positive and significant relationship with their entrepreneurial behaviour. Extension contact helps the farmers to get information from various sources intern helps in adoption of the new practices. The results are in conformity with the reports of Ashokkumar [10].

The variables such as age and land holding were not significantly related with entrepreneurial behaviour of rose growers it indicates that there is no association between age and land holding with entrepreneurial behaviour. The results are in line with Nagesha [5] and Nagesh [7].

4.9 Constraints Faced by Rose Growers

The major constraints faced by the rose growers as presented in Table 4 were price fluctuation (95.83%), non availability of labour in time (91.16%) and lack of knowledge with respect to pest and disease control (89.16%) followed by storage problem (87.50%), higher cost of chemicals (85.83%) lack of technical guidance (85%), high cost of labours (83.33%), weeds problem (81.66), high cost of manures and fertilizers (79.16%), irregular supply of electricity for irrigation (70.83%), transport problem (62.50%), insufficient irrigation water (54.17%).

Table 4. Constraints in rose cultivation

Sl. no.	Constraints perceived by the farmers	Frequency	Percentage
(n=120)			
1.	Technical constraints		
a)	Lack of technical knowledge with respect to Pest and disease control	107	89.16
b)	Lack of technical guidance	102	85.00
c)	Weeds problem	98	81.66
2.	Constraints related to inputs		
a)	High cost of manures and fertilizers	95	79.16
b)	High cost of chemicals	103	85.83
3.	Labour related constraints		
a)	Non availability of labour in time	110	91.66
b)	High cost of labour	100	83.33
4.	Marketing constraints		
a)	Price fluctuation	115	95.83
b)	Storage problem	105	87.50
c)	Transport problem	75	62.50
5.	General constraints		
a)	Irregular supply of electricity for irrigation	85	70.83
b)	Insufficient irrigation water	65	54.16

The major constraint faced by the rose growers was price fluctuation as they sell their produce in local markets they get good price only in the days of festivals and in the season of marriages otherwise they get the lower price for their produce. The respondents also expressed unavailability of the labours in time (91.16%) as one of the major constraint. In peak seasons like pruning and harvesting there is shortage of labourer which sometimes lead to delay in practices like pruning and harvesting.

The other constraints faced by the farmers were lack of knowledge with respect to pest and disease control (89.16%) most of the farmers were having less knowledge about chemicals used in control of pest and recommended dose of chemicals to be applied and they also expressed that they are lacking in technical guidance regarding improved method of rose cultivation. The possible reason could be medium extension contact with extension functionaries as indicated by the results.

It was also observed that higher cost of chemicals (85.83%) and high cost of manures and fertilizers (79.16%) were the major financial constraints faced by the rose growers. The cost of major inputs like chemical fertilizers and plant protection chemicals are increasing every year.

The above mentioned findings are in accordance with the findings of Vijay Kumar [4], Kumar [12], Thiranjan Gowda [13] and Nagesh [7].

5. CONCLUSION

The results indicated that less number of farmers belongs to high entrepreneurial behaviour category (30.00%). This calls for improvement of entrepreneurial behaviour of rose growers by organizing the effective and meaningful EDP programmes by Department of Horticulture and NGO's in collaboration with the entrepreneurship development organizations like CEDOK, RUDSETI and KVK. The major constraint faced by the rose growers was price fluctuation (95.83%). There is a need for providing guidance on market avenues and prices regularly by the Department of Horticulture and agriportals. Awareness should be created among rose growers regarding market intelligence. Further, need for providing exclusive market for flowers in general and rose in particular by the Government and National Horticulture Mission.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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