

The Effect of Entrepreneurial Performance among the Mango Growers in Salem District of Tamil Nadu

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ABSTRACT

The study was undertaken with the objectives of analysis of entrepreneurial performance of mango growers in Salem district of Tamil Nadu. Sankari Block was selected based on the maximum area under mango cultivation. A sample size of 120 mango cultivating farmers was selected by using the proportionate random sampling technique. The required data were collected by personal interview utilizing a well-structured and pre-tested interview schedule. The result revealed that the 60 per cent of the respondents came under a medium level of entrepreneurial performance of mango farming. Around one-fourth of the respondents came under low level of entrepreneurial performance and only a small proportion of the respondents (13.33%) were under high level of entrepreneurial performance of mango cultivation.

Keywords: Entrepreneurial performance, Mango growers, Mango cultivation

INTRODUCTION

Development of any economy depends primarily on the important role played by the entrepreneurs. Their importance is much more vital in a developing country like India, where there is ample opportunity for using innovations to exploit the available resource. Thus, in all economic development activities there is ample scope and more emphasis is given on the entrepreneurship of the rural populace. Entrepreneur play a pivotal role in catalysing economic growth of a country and the same is recognised in the world over. Agriculture oriented occupations promote the national economy and these occupations are becoming more complex and complicated and therefore development of entrepreneurial ability is a key to face more problems in the mango cultivation and processing. All these factors call for the development of entrepreneurship on the part of farmers to survive and

succeed in the present day world competition. Keeping these things in view the study to analyse the Entrepreneurial Performance of Mango Growers in Salem District of Tamil Nadu was conducted.

METHODOLOGY

The study was taken-up in Salem District of Tamil Nadu. Out of the twenty blocks in Salem District, Sankari Block was selected based on the maximum area under mango cultivation. A sample size of 120 mango cultivating farmers, who were directly or indirectly associated as entrepreneurs was selected by using the proportionate random sampling technique. The required data were collected by personal interview through a well-structured and pre-tested interview schedule. The selected entrepreneurial component were self-confidence, decision making ability, innovativeness, credit orientation,

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competition orientation, management orientation, risk orientation, leadership ability, achievement motivation, and knowledge about the mango enterprises. The respondents were categorised into low, medium and high by using the cumulative frequency method under percentage analysis.

RESULTS AND DISCUSSION

The data on the overall entrepreneurial performance of mango growers is presented in Table 1. Entrepreneurs were categorised into three levels viz., low, medium and high based on ten dimension components variables viz., self-confidence, decision making ability, innovativeness, credit orientation, competition orientation, management orientation, risk orientation, leadership ability, achievement motivation and knowledge about the mango enterprises. It could be noted that 60 per cent of the respondents were with medium level of entrepreneurial ability followed by around one-fourth of the respondents (26.67%) with low level of entrepreneurial ability. Only 13.33 per cent of the respondents had high entrepreneurial ability. This might be due to the fact that the majority of the respondents have get formal training, personal interest in entrepreneurial activity and sufficient time for involving farming and entrepreneurial activities. This information result shows the higher level of their knowledge and attributes of entrepreneurial performance. This finding also derives the support findings of Karthikeyan (2017).

The entrepreneurial performance of mango growers may vary from individual to individual and from region to region. Hence, an attempt was made to analyse the dimension wise entrepreneurial performance of mango growers. To know the high degree of self- confidence towards mango production and marketing was illustrated the data towards the distribution of respondents according to their attributes is presented in Table 2. Most of the

Table 1: Distribution of respondents according to their overall entrepreneurial performance of mango growers (n=120)

S.No.	Category	Number of respondents	Percentage
1.	Low	32	26.67
2.	Medium	72	60.00
3.	High	16	13.33
	Total	120	100.00

Table 2: Distribution of respondents according to their entrepreneurial attributes (n=120)

Category	Number of respondents	Percentage
I) Self-confidence		
Low	48	40.00
Medium	56	46.67
High	16	13.33
II) Decision-making ability		
Low	32	26.67
Medium	48	40.00
High	40	33.33
III) Innovativeness		
Low	32	26.67
Medium	48	40.00
High	40	33.33
IV) Credit orientation		
Low	54	45.00
Medium	46	38.33
High	20	16.67
V) Competition orientation		
Low	36	30.00
Medium	56	46.67
High	28	23.33
VI) Management orientation		
Low	34	28.33
Medium	66	55.00
High	20	16.67
VII) Risk orientation		
Low	36	30.00
Medium	60	50.00
High	24	20.00
VIII) Leadership ability		
Low	34	28.33
Medium	68	56.67
High	18	15.00
IX) Achievement motivation		
Low	44	36.67
Medium	66	55.00
High	10	08.33
X) Knowledge of enterprise		
Low	22	18.83
Medium	68	56.67
High	30	25.00

respondents (46.67%) had a medium level of self-confidence followed by 40 per cent of the respondents with low level of self-confidence. Many of the respondents had medium level of formal education, medium level of leadership quality, medium level of training programmes attended and medium level of social participation, which enabled them a medium level of self-confidence. Another probable reason might be that mango enterprise is totally dependent on natural environment, further there is no control of the producer on market prices of the agricultural products. This result derives support from the findings of Jenila Stephency (2018) who also reported that majority of the respondents had a medium level of self-confidence.

Decision making refers to the activity involved or the procedure followed by the mango growers in choosing the best alternatives from the available number of alternatives related to the entrepreneurial activities and marketing behaviour. Under production and marketing activities totally sixteen areas were considered for decision making ability by respondents. The data reports that 40 per cent of the respondents had a medium level of decision-making ability followed by 33.33 per cent of the respondents possessed a high level of decision-making ability. Most of the respondents were involved in self-decision making, exposure of farmers to mass media and extension agency contact helped the farmers in boosting the self-perception, self-esteem and self-confidence, contributing to take correct decision in various aspects of mango cultivation. This finding is on parallel with the findings of Sulaja and Palaniswamy (2015). Learner (1981) indicated that, concern for success in an activity and optimism that would be attained, can only be sustained by a commitment to the activism, which requires, not only passive acquiescence towards innovations from the outside, but also a vigorous sense of initiative of self-evidence to search new ways, which was usually referred to as innovativeness. Most of the respondents (40 per cent) had a medium level of innovativeness, followed by 33.33 per cent of the respondents with a high level of innovativeness. The formal education of the respondents coupled with a medium level of media exposure, scientific orientation, and training programmes attended would enabled them to adopt innovative ideas much earlier than

others. This finding is in accordance with Aitochophi (2016). Credit orientation was the expression of one's willingness to obtain loans to carry out farming enterprise and other activities. It could be observed that majority of the respondents (45%) possessed a low level of credit orientation, followed by 38.33 per cent and 16.67 per cent of the respondents who had possessed a medium and high level of credit orientation, respectively. As majority of the respondents had a low level of annual income, could reveal that they were not treated fairly when they approached credit institutions for getting credit. Therefore, credit support was imperative for establishing and running of enterprise. However, the lack of credit would cause more hurdles at almost every stage of enterprise development. Some of the difficulties that farmers faced in applying credit were certificate of identity, lack of assets for furnishing security and complex procedures etc. This might be the probable reason for majority of the respondents having a low level of credit orientation. The finding gains support from Prakash (2016) who also reported that majority of the respondents had a low level of credit orientation. Most of the respondents (46.67%) had a medium level of competition orientation, followed by low (30%) and high (23.33%) levels of orientation towards competitions. The medium level of innovativeness, management orientation and risk taking ability of the respondents might show them with a medium level of competition orientation. This finding is in agreement with the findings of Eswaran (2012).

Most of the respondents (55%) had a medium level of management orientation. This might be due to the reason that management orientation would comprise of planning, production and marketing of enterprises which may be affected many factors like entrepreneurial experience, education, socio-economic status etc. The another possible reason for the above trends might be less number of training programmes attended due to the fact that the entrepreneurs were mostly trained formally or informally in all aspects earlier in the study area. This result showed that there is ample of opportunity for the entrepreneurs to explore new avenues to achieve their aspired roles to act as potential entrepreneurs. This finding is in parallel with Sundar Ram and Sreedaya (2016) who also reported that majority of the Self Help Group

respondents had medium level of management orientation in farm enterprises. Risk orientation reflected one's readiness or willingness to use recommended technologies. Half of the respondents had a medium level of risk orientation, followed by nearly one-third (30.00%) of the respondents with low level of risk orientation. Risk is the biggest challenge for the farmers who cultivate and market mango under unforeseen circumstances. The mango growers in this category take a high risk and put more efforts to adopt a new technology in entrepreneurial activities. The mango growers who also prone to take risk generally would have medium levels of innovativeness, training programmes attended and orientation towards entrepreneurial activities. The finding derives support from Janusia (2017) who also reported that majority of the respondents had a medium level of risk orientation in mango cultivation.

It could be observed that majority of the respondents (56.67%) had a medium level of leadership ability. The respondents had medium levels of self-confidence, decision-making ability and achievement motivation that might be the probable reason shows a medium level in acquiring leadership qualities. This finding is in agreement with that of Chithra and Meti (2018). It is clearly indicated that most of the respondents (55%) had a medium level of achievement motivation, followed by 36.67 per cent of the respondents possessed a low level of achievement motivation. The obtained results might be due to the fact that achievement motivation desired or needed some excel in reaching certain entrepreneurial goals. Generally entrepreneur has the desire to extend their enterprises for increasing their socio-economic ratio in the rural area. This finding falls in line with Vasanthakumar (2014) who also found that majority of the respondents had a medium level of achievement motivation.

Majority of the respondents (56.67%) had a medium level of knowledge about their enterprises, followed by high (25.00%) and low (18.33%) levels of knowledge, respectively. The reason behind such a medium level of knowledge towards the various cultivation aspects might be due to low literacy, medium level of scientific orientation, medium level of extension agency contact and mass media exposure of the respondents shows them

to acquire a medium level of knowledge on mango cultivation. Moreover, there was medium level of participation in the training programmes on mango production and marketing which in turn helped them to gains more information on entrepreneurial knowledge. These findings are in line with Gokul Pranesh (2017).

CONCLUSION

The overall entrepreneurial performance and its various components vividly concludes that the entrepreneurial performance of the mango growers were at medium level category in the study area. Hence, it is necessary to improve their entrepreneurial performance by designing various Entrepreneurship Development Training Programmes (EDTPs) suitable for mango growers in Salem District. These entrepreneurial characteristics of the mango growers may be improved with training, exposure visit and educational programmes and also by involving them in various development programme regarding entrepreneurial activities to enhance their social- economic status in the rural area.

Paper received on : January 11, 2020

Accepted on : January 19, 2020

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