

Entrepreneurial Behaviour of Anthurium Growers in Aizawl District of Mizoram State

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ABSTRACT

The study was conducted with 120 anthurium growers in Aizawl district of Mizoram state. The study revealed that majority of the anthurium growers under the study were of middle age, mostly got middle school, high school and higher secondary school level of education, most of the farmers possess medium size of landholding and medium size of land area under poly-house. Majority of them had medium level of annual income, medium marketing behaviour, medium extension contact and medium mass media exposure. Majority of the respondents had medium level of entrepreneurial behaviour followed by high and low level of entrepreneurial behaviour.

Key words: Anthurium growers, entrepreneurial behaviour,

INTRODUCTION

Floriculture is considered as the most colourful sector of horticulture, which includes flowers, foliage, potted, ornamental and green plants. The use of floriculture product is no longer confined to religious ceremonies but is now increasingly being used for bouquets, decorations and various levels; the demand for floriculture products has increased significantly. It is one of the fastest growing segments of the horticulture, having potential for providing enhanced returns to the farmers besides providing employment opportunities to unemployed youth.

Anthurium is a genus of herbs often growing as epiphytes on other plants. Some are terrestrial. The leaves are often clustered and are variable in shape. The inflorescence bears small flowers which are perfect, containing male and female structures. The flowers are contained in dense spirals on the spadix. The spadix is often elongated into a spike shape, but it can be globe-shaped or club-shaped. Beneath the spadix is the spathe, a type of bract. This is variable in shape, as well, but it is lance-shaped in many species. It may extend out flat or in a curve. Sometimes it covers the spadix like a hood. The fruits develop from the flowers on the spadix. They are juicy berries varying in color, usually containing two seeds. The spadix and spathe are a main focus of Anthurium breeders, who develop cultivars in bright colors and unique shapes. Anthurium scherzerianum and Anthurium andraeanum, two of the most common taxa in

cultivation, are the only species that grow bright red spathes. They have also been bred to produce spathes in many other colors and patterns.

Due to the cold climate, anthuriums are grown under controlled conditions in Holland, while in Mizoram, the flowers can be grown under ordinary shade due to the favourable climatic conditions. It is one of the most popular of the tropical cut flowers which are being grown commercially for export as well as for the local market. The average life span of a shade house and Hi-tech structure is about seven years and ten years respectively. A large percentage of the anthurium is marketed sold outside Mizoram to states like Kolkata, Bangalore, Mumbai and Delhi through Bangalore based exporter, ZOPAR Export Ltd. and Zo Anthurium Growers Society. After proper packing, the flowers are first flown to Kolkata and then to Bangalore, Mumbai, Hyderabad or Delhi. Total marketing expenses incurred by farmer is worked out to be ₹ 0.79 per stem, of which cleaning and sorting consumed highest share of the marketing cost incurred by producer. The average price spread was found ₹ 14.43 per stem.

The present study was conducted with following specific objectives, to study the personal, socio-economic and psychological characteristics of anthurium growers in the study area and to study the entrepreneurial behaviour of anthurium growers.

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METHODOLOGY

Aizawl district of Mizoram was selected purposively for the investigation of the study because it had the largest number of anthurium growers and had the highest anthurium production.

Data were collected by the researcher by interviewing 120 anthurium growers and visited in their field to see the problems faced by them.

To understand the background of anthurium growers, a total of number eight characteristics *viz.*, age, education, size of landholding, land under polyhouse, annual income, marketing behaviour, extension contact and mass media were studied under the socio-economic and personal characteristics in terms of the variables. The empirical measurements of these variables were done with the help of structures schedule specially designed and developed for the purpose of the investigation. The entrepreneurial behaviour included innovativeness, achievement motivation, decision making ability, economic motivation, leadership ability and management orientation. The entrepreneurial behaviour of the selected respondents was empirically measured with the help of the entrepreneurial index develop for this purpose.

RESULTS AND DISCUSSION

The data presented in Table 1 predicted that majority (56.70%) of the anthurium growers belonged to the middle age group, 23.30 per cent belonged to the young age group and 20.00 per cent belonged to the old age group. The findings are in line with Kumar et al. (2012). 13.30 per cent of the respondents were educated up to primary school, 26.80 per cent up to middle school, 18.30 per cent up to high school, 18.30 per cent, 12.50 per cent up to graduate level and 10.80 per cent up to post graduate level. The findings are in line with Kumar et al. (2012). Majority of the respondents (54.13%) had medium size of land holding, followed by large (31.70%) and small (14.17%) size of land holding. Majority of the respondents (54.17%) had medium area under polyhouse, 33.33 per cent had large area under poly-house and 12.50 per cent had small area under poly-house. The findings of the present study are in line with Bhagyaxmi et al. (2003) Majority of the respondents (71.67%) had medium level of annual income, 18.33 per cent had high level of annual income and only 10.00 per cent of the respondents had low level of annual income. The results of the present study are in conformation with the findings of Patel et al (2003). 75.00 per cent of the respondent had medium level of marketing behaviour, whereas 20.83 per cent of the respondents had high level of marketing

behaviour and 4.17 per cent had low level of marketing behaviour. The finding is in line with the findings of Patel *et al* (2003). 60.83 per cent of respondents had medium level of extension contact, whereas 24.17 per cent had high level of extension contact and 15.00 per cent had low level of extension contact. The result of the present study is in accordance with Kumar et al. (2012). 68.33 per cent of the respondents had medium level of mass media exposure, whereas 20.00 per cent had high level of mass media exposure and 11.67 per cent of the respondents had low level of mass media exposure. The findings are in line with the findings of Bhagyaxmi *et al.* (2003).

Table 1: Socio-economic and personal characteristics of anthurium growers

Characteristics	Category	No.	%
Age (Year)	Young (<35)	28	23.30
	Middle (36 to55)	68	56.70
	Old (> 56)	24	20.00
Education	Primary	16	13.30
	Middle	32	26.80
	High school	22	18.30
	PUC	22	18.30
	Graduate	15	12.50
	Post Graduate	13	10.80
Land holding	Small(< 1 ha)	17	14.17
	Medium (1.1 to 2 ha)	65	54.13
	Large (>2.1 ha)	38	31.70
Area under polyhouse	Small (< 0.54 ha)	15	12.50
	Medium (0.55 to 1.41 ha)	65	54.13
	Large (>1.42)	40	33.33
Annual income	Low (< Rs 2,27,228)	12	10.00
	Medium (Rs 2,27,229 to 5,65,858)	86	71.67
	High (>5,65,859)	22	18.33
Marketing behaviour	Low (< 7.45)	5	4.17
	Medium (7.46 to11.11)	90	75.00
	High (>11.12)	25	20.83

Extension contact	Low (< 1.54)	18	15.00
	Medium (1.55 to 4.4)	73	60.83
	High (> 4.6)	29	24.17
Mass media exposure	Low (< 11.67)	14	11.67
	Medium (4.73 to 10.73)	82	68.33
	High(>10.74)	24	20.00

Table 2 reveals that majority of the respondents (85.00%) had medium level of entrepreneurial behaviour, whereas 10.00 per cent and 5.00 per cent of the respondents had high and low level of entrepreneurial behaviour, respectively. The results are in conformity with the findings of Kumar *et al.* (2012).

Majority of the respondents (75.00%) had medium level of innovativeness, whereas 15.00 per cent had high level of innovativeness and 10.00 per cent of the respondents had low level of innovativeness. The findings are in line with the findings of Bhagyalxmi *et al.* (2003). Majority of the respondents (69.17%) had medium level of achievement motivation, whereas 19.16 per cent and 11.67 per cent of the respondents had high and low level of achievement motivation, respectively. The findings of the present study are in accordance with the results of Kumar *et al.* (2012). 97.50 per cent of the respondents had intermediate decision making ability.

However, only 1.67 per cent and 0.83 per cent of the respondents had less rational and rational decision making ability, respectively. The results of the findings are in line with the findings of Kumar *et al.* (2012). 66.67 per cent of the respondents had medium level of economic motivation; however 20.00 per cent and 13.33 per cent of the respondents had high and low level of economic motivation, respectively.

The findings of the present study are in line with Bhagyalxmi *et al.* (2003). 76.67 per cent of the respondents had medium level of leadership ability, whereas 13.33 per cent and 10.00 per cent of the respondents had high and low level of leadership ability, respectively.

The results of the findings are in conformity with the findings of Bhagyalxmi *et al.* (2003). 63.34 per cent of the respondents had medium level of management orientation, whereas 18.33 per cent and 18.33 per cent of the respondents had high and low level of management orientation, respectively. The findings of the results are in line with Chauhan and Patel (2003).

Table 2: Distribution of respondents as per different components of entrepreneurial behaviour n=120

Characteristics	Category	No.	%
Innovativeness	Low (up to 27.94)	12	10.00
	Medium (27.95 to 42.25)	90	75.00
	High (42.26 and above)	18	15.00
Achievement motivation	Low (up to 9.77)	14	11.67
	Medium (9.78 to 14.82)	83	69.17
	High (14.83 and above)	23	19.16
Decision making ability	Less rational (up to 5.66)	2	1.67
	Intermediate (5.67 to 18.46)	117	97.50
	Rational (18.47 and above)	1	0.83

Table 3 reveals that most of the respondents had medium level of entrepreneurial behaviour. 85.00 per cent of the respondents had medium level of entrepreneurial behaviour, 10.00 per cent and 5.00 per cent of the respondents had high and low level of entrepreneurial behaviour, respectively.

Table 3: Entrepreneurial behaviour of anthurium growers

Characteristics	Category	No.	%
Entrepreneurial behaviour	Low (up to 122.63)	6	5.00
	Medium (122.64 to 156.41)	102	85.00
	High (156.42 and above)	12	10.00

CONCLUSION

The study revealed that majority of the anthurium growers under the study were of middle age, mostly got middle school, high school and higher secondary school level of education, most of the farmers possess medium size of landholding and medium size of land area under poly-house. Majority of them had medium level of annual income, medium marketing behaviour, medium extension contact and medium mass media exposure. Majority of the respondents had medium level of entrepreneurial behaviour followed by high and low level of entrepreneurial behaviour.

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