

## ENTREPRENEURIAL BEHAVIOUR OF SAPOTA GROWERS IN THANE DISTRICT OF MAHARASHTRA

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### ABSTRACT

The study was conducted in two tahsils namely Dahanu and Talasari of Thane district by personal interviewing hundred sapota growers. One fourth of sapota growers had poor entrepreneurial behavior, while nearly three fourth had fair entrepreneurial behavior. The social participation, marketing behavior, knowledge and adoption about recommended practices were significantly related with entrepreneurial behavior. Sapota grower possess the qualities of entrepreneur but need to sharpening of those qualities, that can be achieved by imparting training to them.

### INTRODUCTION

Entrepreneur is the central force of economic activity and prime mover of development. He is a person who initiates, organizes, manages and controls the affairs of an enterprise that combines the factors of production to supply good and services in any sector. Entrepreneurial behavior, therefore is to be regarded as the most needed components for the development. Thane is the major sapota growing district in the Konkan region. This district is in close vicinity and is immediately surrounded by the metropolitan city of Mumbai. Hence, the study was proposed with the following objectives.

1. To study the entrepreneurial behaviour of the sapota growers.
2. Factors affecting the entrepreneurial behaviour of the sapota growers.

### RESEARCH METHODOLOGY

The study was conducted in two tehsils namely Dahanu and Talasari having maximum area under sapota cultivation. Random selection of hundred farmers from two tehsils were interviewed. Data collection was done by personal interview. Statistical tools like averages and frequencies were used for analysis of the data. For measuring

entrepreneurial behavior scale developed by Nandapurkar (1982) was used with necessary modification to suit the requirement of present study.

### RESULTS AND DISCUSSION

#### 1. Entrepreneurial behaviour of the sapota growers

The entrepreneurial behaviour of the sapota growers is presented in table 1.

**Table 1. Entrepreneurial behaviour of the sapota growers**

S. No.	Entrepreneurial behavior(score)	Respondents (n = 100)	
		Number	Percentage
1.	Poor (up to 1)	26	26.00
2.	Fair (1.01 to 2.99)	74	74.00
3.	Good (3 & above)	-	-
<b>Average 1.96 Total</b>		<b>100</b>	<b>100.00</b>

It is observed that more than one fourth (26.00 per cent) of respondents had poor entrepreneurial behavior, while nearly three fourth (74.00 per cent) had fair entrepreneurial behavior. None of them had good entrepreneurial behavior. The average score was 1.96. The findings were somewhat similar with the findings of Borate (2002), Jadhav (2003) and Patil(1998).

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## 2. Factors affecting the entrepreneurial behaviour of the sapota growers

The factors affecting entrepreneurial behaviour of the sapota growers are presented in Table 2.

It is seen from the table 2, that the dependent variables namely age, education, major occupation, area under sapota cultivation, land holding, annual income, experience in farming, extension contact,

mass media exposure, irrigation status, experience in sapota cultivation were showing non significant relationship with entrepreneurial behavior. The social participation, marketing behavior, knowledge and adoption about recommended practices were significantly related with entrepreneurial behavior. This means significant variable positively effect the entrepreneurial behavior of the sapota growers. This findings were similar with findings of Jadhav (1999).

S. No.	Variables	Correlation Coefficient (r)
1.	Age	0.1507 NS
2.	Education	0.0436 NS
3.	Main Occupation	0.0762 NS
4.	Area under Sapota	0.0354 NS
5.	Total land holding	0.0360 NS
6.	Total annual income	0.0525 NS
7.	Experience in farming	0.2315 NS
8.	Social participation	<b>0.3172 *</b>
9.	Extension contact	0.1565 NS
10.	Mass media exposure	0.2765 NS
11.	Marketing behaviour	<b>0.3160 *</b>
12.	Irrigation status	0.1886 NS
13.	Experience in sapota cultivation	0.2315 NS
14.	Knowledge about recommended practices	<b>0.3201*</b>
15.	Adoption of recommended practices	<b>0.4164 *</b>

\* Significant at 0.05 % , NS : Non significant

### Implications

Sapota growers had good knowledge and moderate adoption, none of them was found having good entrepreneurial behavior. On the other hand, almost three fourth of them had fair behavior and one fourth had poor entrepreneurial behavior. This indicates that they possess the qualities of entrepreneur but need to sharpening of those qualities, that can be achieved by imparting training to them.

This results would provide the guidelines for planners and concerned agencies to prepare further programme of Sapota development in this district.

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