

# Entrepreneurial behavioural index of dairy farmers in the Northern districts of Tamil Nadu

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## Abstract

**Background/Objectives:** The role played by entrepreneurs has vital importance in the developing countries like India, where there are ample opportunities for using innovations in the field of dairying. The study was conducted in four northern districts of Tamil Nadu to assess the characteristics of entrepreneurial behaviour.

**Methods/Statistical analysis:** A sample of 120 dairy farmers was selected randomly from selected blocks of the four Northern districts of Tamil Nadu. The data were collected with the help of a well-structured and pre-tested interview schedule. The data collected were scored, tabulated and analysed with the help of appropriated statistical tools.

**Findings:** Majority of farmers possessed high level of achievement motivation (60.80%), cosmopolitanism (80.00%) and self-confidence (77.50%). Most of the responded possessed medium level of innovativeness (71.60%), decision making ability (64.20%), risk orientation (65.86%), co-ordination ability (75.00%) and information seeking behaviour (69.20%) and low level of planning ability (44.20). The overall entrepreneurial behavioural index (EBI) was medium level (65.84) among dairy farmers.

**Improvements/Applications:** It is necessary to educate the farmers to plan younger generation aware about the scientific commercial dairy farming and the profitability of having larger herd size with high productive dairy animals.

**Key words:** Dairying, Entrepreneurial behavioural index (EBI) and Tamil Nadu.

## 1. Introduction

India is one of the most populated countries in the world. Poverty and unemployment are the major problems of rural India. Human resource is one of the most strategic and critical determinants of growth. It is the contribution of people with entrepreneurial urge that makes a nation to march ahead in the process of development. Livestock sector plays an important role in Indian economy and is an important subsector of Indian agriculture. India accounts for 57 per cent of the world's buffalo population and 14 per cent of cattle population. Dairying has emerged as an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities, especially for landless, marginal and small farmers. In India, agriculture may form monsoon failure more often but dairying seldom fails and provides regular and steady income employment to the farming community. Tamil Nadu is a state with more agricultural orientation and majority of the farmers are engaged in dairying. Dairying provides the main source of income next to agriculture in rural areas. The future dairy industry lies in promoting with maximum participation of dairy entrepreneurs. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairying. Entrepreneurship is directly related to the socio-economic development of the society. In view of this, the present study was taken up with the objective to study the profile of entrepreneurial components and entrepreneurial behavioral index of dairy farmers in northern districts of Tamil Nadu.

## 2. Materials and Methods

The present study was conducted in the four northern districts in Tamil Nadu viz., Cuddalore, Salem, Tiruvannamalai and Villupuram districts which were purposively selected; as these districts show major livestock population and leading in milk production in the state. One block from each district was selected purposively comprising totally four blocks for the study. From each of the purposively selected blocks, one village was selected randomly. From each of the purposively selected village, thirty farmers were selected randomly. A total of 120

respondents constituted the sample size for the study. Data for the study were collected from the study area with the help of a well-structured and pre-tested interview schedule, developed in line with the objective of the study. The data collected were scored, tabulated and analyzed with the help of appropriated statistical tools.

### 3. Result and Discussion

The results pertaining to the entrepreneurial behaviour of dairy farmers comprised nine components, viz., innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking, cosmopoliteness and self-confidence of the dairy farmers are depicted in Tables 1 and 2.

Table 1. Components of entrepreneurial behaviour of dairy farmers (N=120)

Variables	Categories	Frequency	Percentage
Innovativeness	Low (<7.56)	17	14.20
	<b>Medium(7.56-14.02)</b>	<b>86</b>	<b>71.60</b>
	High(>14.02)	17	14.20
		Mean=10.79	S.D=3.23
Achievement Motivation	Low (<2.26)	21	17.50
	Medium(2.26-4.44)	26	21.70
	<b>High(&gt;4.44)</b>	<b>73</b>	<b>60.80</b>
		Mean=3.35	S.D=1.09
Decision Making Ability	Low (<8.65)	16	13.30
	<b>Medium(8.65-13.85)</b>	<b>77</b>	<b>64.20</b>
	High(>13.85)	27	22.50
		Mean=11.25	S.D=2.60
Risk Orientation	Low (<5.19)	26	21.70
	<b>Medium(5.19-8.79)</b>	<b>79</b>	<b>65.80</b>
	High(>8.79)	15	12.50
		Mean=6.99	S.D=1.80
Co-Ordinating Ability	Low (<4.87)	9	07.50
	<b>Medium(4.87-8.67)</b>	<b>90</b>	<b>75.00</b>
	High(>8.67)	21	17.50
		Mean=6.77	S.D=1.90
Planning Ability	<b>Low (&lt;1.55)</b>	<b>53</b>	<b>44.20</b>
	Medium(1.55-3.37)	47	39.10
	High(>3.37)	20	16.70
		Mean=2.46	S.D=0.91
Information Seeking Behaviour	Low (<9.89)	16	13.30
	<b>Medium(9.89-21.45)</b>	<b>83</b>	<b>69.20</b>
	High(>21.45)	21	17.50
		Mean=15.67	S.D=5.78
Cosmopoliteness	Low (<10.97)	11	09.20
	Medium(10.97-15.21)	13	10.80
	<b>High(&gt;15.21)</b>	<b>96</b>	<b>80.00</b>
		Mean=13.09	S.D=2.12
Self Confidence	Low (<2.63)	19	15.80
	Medium(2.63-5.15)	8	06.70
	<b>High(&gt;5.15)</b>	<b>93</b>	<b>77.50</b>
		Mean=3.89	S.D=1.26

### 3.1. Innovativeness

It could be observed from the table that majority (71.6 per cent) of the respondents had medium level of innovativeness and equal numbers (14.2 per cent) of the respondents were under low and high level of innovativeness category [1,2]. Almost all the farmers in the study area had adopted artificial insemination and feeding of colostrum to new-born calves. Considerable percentage of farmers had adopted balanced ration feeding to milking cows and regular deworming of animals. But very few farmers only had adopted naval cutting technique in new born calves. It was observed that the number of farmers adopting the pregnancy diagnosis during 60-90 days is increasing year by year. Longer years of experience in dairying, marginal and small land holding, medium level of livestock possession and favourable attitude with medium level of knowledge about dairy farming might be the reason for medium level of innovativeness among respondents.

### 3.2. Achievement Motivation

It is apparent from the table that 60.8 per cent of the respondents had high level of achievement motivation followed by 21.7 and 17.5 per cent had medium and low level of achievement motivation. The desire to practice profitable dairy farming might be the reason for the results. The education level, annual income and economic motivation might have encouraged them to set the higher goals and have high level of achievement motivation.

### 3.3. Decision making ability

Table 1 showed that majority of the respondents (64.2 per cent) had medium level of decision making ability and 22.5 and 13.3 per cent per cent had high and low level of decision making ability. This finding is in accordance with the findings [3]. Decision making ability is based on the foresight and confidence of an individual. Young dairy farmers were full of confidence as compared to old, as well as male dairy farmers were strong in decision making capacity when compared with female, which might be the reason for high and low level of decision making ability respectively. It was observed from the female respondents, most of time they took decisions with consulting others like husband or relatives in decisions like purchasing milch animal, insurance of animals and applying new practices, ideas, technologies in dairying.

### 3.4. Risk orientation

It is evident from table 1 that nearly two-third of the respondents (65.8 per cent) had medium level of risk orientation followed by 21.7 and 7.5 per cent had low and high level of risk orientation. This finding is in line with the findings [3]. Most of them preferred to adopt innovations after analysing the cost benefit ratio and seeing the success of other farmers, which might be the reasons for medium level of risk orientation. Old age category and low level education might have hindered them to take up the new practices in the field of dairying. Thus it may be inferred from the results that most of the respondents undertook a moderate level of risk in respect of new ventures and initiatives.

### 3.5. Co-ordinating ability

It could be inferred from table that three-fourth of the respondents (75 per cent) had medium level of co-ordinating ability followed by 17.5 per cent under high and 7.5 per cent under low level of co-ordinating ability. This finding is in conformity with the findings [4]. The importance given to dairy farming perceived as a major income generating activity might be the reason for the present research finding. Other factors like middle age, moderate education, average income, marginal to small land holding and average livestock holding might also be the reasons for medium level of co-ordination in dairy farming activities.

### 3.6. Planning ability

It could be seen from Table 1 that 44.2 per cent of the respondents had low level of planning ability; whereas 39.1 per cent had medium level of planning ability and 16.7 per cent had high level of planning ability. The reason for low level of planning activities might be due to the old age, low training exposure, marginal land and medium livestock holding with low level of exposure to new dairy farming practices. These results are similar with the findings [5].

### 3.7. Information seeking behaviour

It is evident from Table 1 that majority of the respondents (69.2 per cent) had medium level of information seeking behaviour followed 17.5 per cent had high and 13.3 per cent had low level of information seeking behaviour respectively. This finding is in line with the findings [6]. State milk federation officials, veterinarians and livestock

inspector were the most frequently consulted formal sources to get information regarding dairy farm activities. Regarding informal sources, family members, friends and neighbours were most regularly contacted. In the case of mass media sources, television was frequently used by the respondents as a source of information. Even though university scientists, extension persons, newspaper, journals, radio were the various potential sources of information, the farmers were not using these sources because of difficulty in accessing the information. Due to the interest of seeking information on latest technologies about dairy farming could be the reason for medium to high level of information input pattern.

Table 2. Overall entrepreneurial behaviour of dairy farmers (N=120)

Variable	Categories	Frequency	Percentage
Entrepreneurial Behavioural Index (EBI)	Low (<0.46)	28	23.33
	<b>Medium(0.46-0.66)</b>	<b>79</b>	<b>65.84</b>
	High(>0.66)	13	10.83
		Mean=0.56	S.D=0.10

### 3.8. Cosmopolitaness

It is evident from Table 1 that most of the respondents (80 per cent) had high level of cosmopolitaness and the remaining near equal number of respondents had medium (10.8 per cent) and low (9.2 per cent) level of cosmopolitaness respectively. This might be due to their better economic condition, personal interest and active participation in extension activities. This finding is in line with the previous report [5] that majority of the respondents had high level of cosmopolitaness.

### 3.9. Self confidence

It is clear from Table 1 that nearly two-third of the respondents (65.8 per cent) had high level of self-confidence followed by low (23.3 per cent) and medium (6.7 per cent) level of self-confidence respectively. This finding is in line with the earlier reports [5]. Higher levels of achievement motivation, economic motivation and decision making ability build confidence in an individual which might be the reasons for high level of self-confidence.

### 3.10. Overall entrepreneurial behaviour of dairy farmers

It is evident from Table 2 that majority of the dairy farmers (65.84 per cent) had medium level of entrepreneurial behaviour followed by low (23.33 per cent) and high (10.83 per cent) level of entrepreneurial behaviour. This finding is comparable to the findings [7] who reported that majority of the dairy farmers had medium level of self-confidence followed by low and high level of entrepreneurial behaviour. This finding is also in agreement with the findings [4] [8, 9] reported that majority of the farmers possessed medium level of entrepreneurial behaviour.

This might be due to the moderate level of education, dairy experience, average income, marginal to small land and livestock holding with medium milk production, medium level of scientific orientation and knowledge of dairy farming. This can be attributed to the level of major components like innovativeness, decision making ability, risk orientation, coordinating ability and information seeking behaviour of respondents which might have contributed to medium level of entrepreneurial behaviour.

## 4. Conclusion and Suggestions

Most of the dairy farmers possessed low level of planning ability due to the old age, low training exposure, marginal land and medium livestock holding with low level of exposure to new dairy farming practices. So it is necessary to educate to younger generation aware about the scientific commercial dairy farming and the profitability of having larger herd size with high productive dairy animals. Majority of the dairy farmers possessed medium level of entrepreneurial components and medium level of innovativeness, decision making ability, risk orientation, coordination ability and information seeking behaviour. Therefore, training and interaction meetings with extension experts could motivate and promote development of entrepreneurial qualities. Majority of the dairy farmers possessed high level of achievement motivation, cosmopolitaness and self-confidence. It showed the farmers are mentally strong to capable of taking investment decisions, calculated risks with self-confidence, and take prompt and

wise decisions in selecting a dairy enterprise. So it is necessary to make the dairy farmers well aware about the commercial viability and profitability of the dairy enterprise and make them to success in the field. The medium level of entrepreneurial behaviour in relation to selected components brought focus that the farmers are in need to expose to recent developments and technologies regarding dairying. The fact that majority of the farmers had medium level of overall entrepreneurial behaviour is a clear indication of the opportunity for pushing them to high level of entrepreneurship. Efforts for increased awareness and knowledge in dairy production techniques through various innovative extension methods exclusively designed for the target group is urgently needed.

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