

Entrepreneurial Behavior of Banana Growers

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Abstract:

The study was conducted in Nanded district. Three tahsils and four villages from each tahsil were selected randomly. Ten farmers from each village were selected to comprise a sample of 120 respondents. Collected data were classified, tabulated and analyzed by using statistical methods like frequency, percentage, mean, standard deviation, correlation coefficient and multiple regressions.

It was noticed that, majority of farmers (67.50 per cent) had medium farming experience whereas, As regards to education, 32.50 per cent of farmers were educated up to higher secondary school level and 4.17 per cent of farmers were illiterate. As regards to family size majority of the farmers (62.50 per cent) were in medium family size and 17.50 per cent were in small family size. As regards to occupation, majority of the respondents (75.00 per cent) were engaged in farming alone.

Key words: Entrepreneurial behavior, entrepreneurship and Banana growers

Introduction

Banana is the most popular fresh fruit all over the world and its name comes from the Arabic word 'banan', which means finger. The scientific name of Banana is *Musa acuminata* and *Musa balbisiana*. But the old scientific names of banana are *Musa sapientum* and *Musa paradisiacal*. Bananas are rich source carbohydrates and potassium. These are the first choice of athletes owing to its high energy potential. Banana is a large perennial herb with leaf sheaths that form the trunk like pseudo stem. Banana was first domesticated in the tropical regions of South East Asia. Banana is a nutritious gold mine. Its high Vitamin B6 content helps fight infection and is essential for the synthesis of 'heme', the iron containing pigment of hemoglobin. The fruit is also rich in potassium and a great source of fibre too. In recent years, considering the adverse impact of indiscriminate use of chemicals, new trend of organic banana production has been adopted worldwide. A

novel name, i.e. "Green Foods" for this has been coined. World banana production amounts to some 65 million tonnes per year concentrated in Africa, Asia, the Caribbean and Latin America because of the climatic conditions. More than 85 countries produce bananas and plantains, but for at least 15 Latin American and Caribbean producer countries, the Cavendish variety of banana is a crucial source of export income. Several million people depend on the banana trade for their livelihood. About 20% of the 65 million tones of bananas produced each year enter world trade; in fact Brazil and India, the two

Biggest banana producing countries are hardly involved in the international banana trade at all. Banana is the fourth most important staple crop in the world, critical for food security in many tropical countries. The highest consumption per person is in Uganda, where bananas are produced solely for local consumption.

The total area under cultivation of banana India is 822.00 thousand ha and production is around 2921.00 thousand tons. And Maharashtra banana is planted an area 74.03 (00 Ha), it has production of 4030.580(000 Mt).(Annual report 2014-2015, NHB).

Material and Methods

The present study was conducted during the year 2015-2016 by following Ex-post-Facto research design. Study was carried out in Nanded district of Maharashtra which is located between 18016 to 19055 N latitude and 76056 to 78019 E longitudes with a mean height of 489 m above mean sea level. Study area is part of the tropical monsoon land and shows a significant seasonal variation in temperature as well as rainfall condition. Jowar, cotton, wheat, gram, soybean, groundnut and sugarcane are the major aspect of agro ecosystem in these districts, which also comprise fruit crops like grape, sapota guava, mosambi, banana, mango etc. There are sixteen tahsils in Nanded district, out of which three tahsils namely Ardhapur, Mudkhaed, Nanded were selected purposively on the basis of maximum area under banana cultivation. Four villages from each selected tahsil randomly selected for the study, from each village ten banana growers were selected randomly by lottery method thus the total sample comprised of 120 respondents for the study.

Result and Discussion

Distribution of respondent as per profile of banana growers

A glance at Table 1 revealed that majority of farmers (67.50 per cent) had medium farming experience whereas, 23.33 per cent of farmers had low farming experience and only 9.17 per cent farmers had high farming experience.

The probable reason for medium experience in farming, it might be due to that the majority of the respondents entering in farming now a days, due to unemployment problem for educated youths. Since they are newly entering in to this profession, they

might have less experience as compared to traditional profession of farming.

It is seen from Table 1 that only 7.50 per cent of farmers had educated up to post graduate level whereas, 12.50 per cent of farmers had educated up to graduate level and 32.50 per cent of farmers had educated up to higher secondary school level, while 16.66 per cent of farmers had high school level education and 16.67 per cent farmers had middle school level education. While 10.00 per cent farmer had educated up to primary school and 4.17 per cent farmers were illiterate. The probable reason for majority of farmers to be upto higher secondary school education that because lack of facilities in their village for graduate level education facilities. For graduate level education they have to travel for district or tahsil headquarters resulting to increase the economical burden on family^[2].

The data furnished in Table 1 indicated that more than half of the banana grower 62.50 per cent had medium family size whereas, 17.50 per cent of banana grower belonged to small family size. Thus, 20.00 per cent of banana growers belonged to large family size. The probable reason may be banana generate employment to many members of the family and keeps them engaged in various activities of banana and therefore banana growing / profession prevents the adolescent had small and medium size family.

A glance at Table 1, revealed that majority of farmers 75.00 per cent were engaged in farming whereas, 18.33 per cent of farmers engaged in farming with subsidiary enterprises. A meager percentage of farmers 6.67 per cent were doing farming along with subsidiary and in addition to other sources of income^[3].

It is observed from Table 1 that 64.16 per cent of the farmers possessed medium land holding and 19.17 per cent farmers possessed small land holding, followed by 16.67 per cent farmers possessed big land holding.

It is elucidated from Table 1 that 16.67 per cent respondents had low social

participation while, 70.00 per cent of the respondents having medium social participation and 13.33 per cent of the respondents were found in high category of social participation.

It is observed from Table 1 that majority 66.66 per cent of the respondents belonged to medium mass media use. Whereas 11.67 per cent and 21.67 per cent of farmers belonged to low and high mass media use categories, respectively.

The results from the Table 1 show that majority (50.83) of the respondents had medium economic motivation followed by (24.17) and (25.00) per cent of respondents belonging to low and high economic motivation categories, respectively^[1].

The data in Table 1 indicated that more than half of respondent 72.50 per cent had medium level of market orientation, whereas 9.17 per cent of respondent had low market orientation and 18.33 per cent of respondent found high market orientation.

Table 1 Distribution of respondents as per banana growers (personal characteristics)

Sr. No	Variables	Category	Frequency (F)	Percentage (%)
1	Farming experience	Low	28	23.33
		Medium	81	67.50
		High	11	09.17
2	Education	Illiterate	05	14.16
		Primary school	12	10.00
		Middle school	20	16.67
		High school	20	16.67
		Higher secondary	39	32.50
		Graduate	15	12.50
		Post graduate	09	7.50
3	Family size	Small	21	17.50
		Medium	75	62.50
		Big	24	20.00
4	Occupation	Farming	90	75.00
		Farming + subsidiary	22	18.33
		Farming + subsidiary + other	08	06.67
5	Land holding	Small farmer	23	19.16
		Medium farmer	77	64.17
		Big farmer	20	16.67
6	Annual income	Low	25	20.83
		Medium	75	62.50
		High	20	16.67
7	Social participation	Low	20	16.67
		Medium	84	70.00
		High	16	13.33
8	Mass media use	Low	14	11.67

		Medium	80	66.66
		High	26	21.67
9	Economic motivation	Low	29	24.17
		Medium	61	50.83
		High	30	25.00
10	Market orientation	Low	11	9.17
		Medium	87	72.50
		High	22	18.33

Conclusion

Majority of the farmers under study were from medium farming experience and higher secondary school level of education along with having farming as their occupation and most of the farmers possessed medium land holding. Majority of the respondents had medium level of annual income, social participation, mass media use, economic

motivation and market orientation. Majority of the respondents were fall under medium level of entrepreneurial behaviour.

Majority of respondents suggested easy availability of finance followed by policy support for entrepreneurs, organizing effective training programmes, promoting co-operatives and improving marketing system, respectively for taking up entrepreneurial activities.

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