



## CORRELATION BETWEEN THE PROFILE OF CATTLE OWNERS AND THEIR ENTREPRENEURIAL BEHAVIOUR

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### ABSTRACT:

Entrepreneurial behaviour is a preference for innovation and a change in existing institutions and status. Entrepreneurship is either influenced by various socio-economic and personal factors individually or in combination with the supporting system of a social environment that determines to some extent the success of entrepreneurship. The present investigation was purposively carried out in Anand, Khambhat, Petlad, and Borsad Taluka of the Anand district, where the production of milk is highest compared to other talukas. Four villages having the largest number of cattle owners were selected purposively. Cattle owners were selected by a simple random sampling method. Thus, the study sample consisted of 80 respondents. The ex-post facto research design was used for the research study. It can be enunciated that education, occupation, annual income, land holding, material possession, extension contact, mass media utilization, market orientation, competition orientation and attitude towards dairy farming had a positive and highly significant relationship with the entrepreneurial behaviour of cattle owners. Age and livestock experience were negatively correlated with the entrepreneurial behaviour of cattle owners.

### KEYWORDS:

ENTREPRENEURIAL BEHAVIOUR, CATTLE OWNERS.

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### INTRODUCTION

Entrepreneurship development is an approach to developing human resources. It is concerned with the growth and development of people towards a high level of competency, creativity and fulfilment. The emergence of an entrepreneur in a society depends upon closely interlinked economic, social, cultural, religious and psychological variables. The development of any nation depends primarily on the important role played by entrepreneurs. Thus, they play a vital role in the development of a country. An entrepreneur is primarily concerned with changes in the formula of production over which he has full control. Further, it is commonly believed that an entrepreneur is an intelligent person and has a definite ability to create something new to prove its worthiness. Entrepreneurship is either influenced by various socio-economic and personal factors individually or in combination with the supporting system of a social environment that determines to some extent the success of entrepreneurship.

### MATERIALS AND METHODS

The present investigation was purposively carried out in Anand, Khambhat, Petlad, and Borsad Taluka of the Anand

district, where the production of milk is highest compared to other talukas. Four villages having the largest number of cattle owners were selected purposively. The farm woman members were selected by simple random sampling method. Thus, the study sample consisted of 80 respondents. The independent variables undertaken in this study were: age, education, occupation, family size, livestock experience, annual income, livestock possession, land holding, material possession, training received, extension contact, mass media utilization, market orientation, competition orientation and attitude towards dairy farming. The dependent variable chosen for the study was the entrepreneurial behaviour of the cattle owners. The data was collected through personal interviews using a structured interview schedule. "Ex-post Facto" research design was used for this study. The collected data were classified, tabulated, analyzed and interpreted to make the findings meaningful.

### OBJECTIVE

1. To study the correlation between the profile of cattle owners and their entrepreneurial behavior

### RESULT AND DISCUSSION

**TABLE 1: RELATIONSHIP BETWEEN THE PROFILE OF THE CATTLE OWNERS AND THEIR ENTREPRENEURIAL BEHAVIOUR**

	n=80
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Sr. No.	Independent variable	Correlation coefficient ('r' value)
<b>1.</b>	<b>Personal – Social Characteristics</b>	
i.	Age	-0.332**
ii.	Education	0.504**
iii.	Occupation	0.383**
iv.	Family size	-0.093
v.	Livestock experience	-0.232*
<b>2.</b>	<b>Economical characteristics</b>	
vi.	Annual income	0.389**
vii.	Livestock possession	-0.027
viii.	Landholding	0.620**
ix.	Material possession	0.312**
<b>3.</b>	<b>Communicational characteristics</b>	
x.	Training received	0.041
xi.	Extension contact	0.255*
xii.	Mass media utilization	0.307**
<b>4.</b>	<b>Psychological characteristics</b>	
xiii.	Market orientation	0.326**
xiv.	Competition orientation	0.480**
xv.	Attitude towards cattle farming	0.687**

\* Significant at 0.05 per cent level of probability \*\* Significant at 0.01 per cent level of probability

Table 1 found that the profile of the cattle owners such as age, education, occupation, annual income, landholding, material possession, mass media utilization, market orientation, completion orientation and attitude towards cattle farming was highly significantly correlated with their entrepreneurial behaviour. It was also found that the independent variables like livestock experience were negative and extension contact positively significantly correlated with their entrepreneurial behaviour. Whereas, family size, livestock possession and training received independent variables were found non-significant with the entrepreneurial behaviour of cattle owners.

### CONCLUSION

It can be concluded that most of the independent variables e.g. Education, occupation, annual income, land holding, material possession, extension contact, mass media utilization, market orientation, competition orientation and attitude towards dairy, age and livestock experience significantly correlated with the entrepreneurial behaviour of cattle owners.

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