



Entrepreneurial Behaviour of Tribal and Non-Tribal Dairy Farmers

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ABSTRACT

The present study was undertaken to find out the entrepreneurial behaviour of dairy farmers. The present study was conducted in southern Rajasthan. There were two districts Udaipur and Chittorgarh selected purposefully for the research purpose. Out of which Udaipur districts was tribal dominated whereas Chittorgarh was a non-tribal district. The Udaipur district has total 20 panchayat samities out of which, 11 are tribal dominated whereas, the Chittorgarh district has total 11 panchayat samiti. Dairy entrepreneurs were selected randomly to form a total sample of 240 dairy entrepreneurs (120 male & 120 female) from the 16 selected villages, there were 15 respondents from each village. Personal interview method was used for data collection. Frequency distribution, percentage and standard deviation score were used for analysis of data. The overall distribution of entrepreneurial behaviour reveals that majority of the tribal respondents (54.17%) had neutral level of entrepreneurial behaviour while, 44.17 and 35.00 per cent of the non-tribal respondents had neutral and favourable level of entrepreneurial behaviour, respectively. Whereas, 32.5 per cent tribal respondents had poor level of entrepreneurial behaviour. Followed by 32.5 and 13.33 per cent of the tribal respondents had poor and favourable entrepreneurial behaviour.

INTRODUCTION

Dairy farming has been an important part of the agricultural scenario for thousands of years. India being a predominantly agrarian economy has about 70 per cent of its population living in villages, where livestock plays a crucial role in socio-economic life. Livestock provides high-quality foods such as milk, cheese, butter, ghee, etc. India is not only one of the top producers of milk in the world, but also the largest consumer of milk and milk products in the world. Due to the shortfall in supply, we have to import

significant amounts of milk products to meet internal demand. Agriculture and animal husbandry have a symbiotic relationship, in which the agricultural sector provides feed and fodder for the livestock and animals provide milk, manure and draught power for various agricultural operations. The dairy sector is instrumental in bringing socio-economic transformation to India. It has created a lot of employment opportunities and also provides improved nutritional benefits.

India has a total livestock population of 536.76 million, of which major species are cattle (193.46 million, 36.04%), buffalo (109.85 million, 20.47%), goat (148.88 million 27.74%), sheep (74.26 million, 13.83%), and others (02.92%). The country possesses the largest buffalo population in the world, the second-largest cattle population, and the third-largest population of goats and sheep. A large population of cattle (more than 60%) and buffaloes (more than 43%) are still uncharacterised.

RESEARCH METHODOLOGY

The present study was conducted in southern Rajasthan. There were two districts Udaipur and Chittorgarh selected purposefully for the research purpose. Out of which Udaipur districts was tribal dominated whereas Chittorgarh was a non-tribal district. The Udaipur district has total 20 panchayat samities out of which, 11 are tribal dominated whereas, the Chittorgarh district has total 11 panchayat samiti. Dairy entrepreneurs were selected randomly to form a total sample of 240 dairy entrepreneurs (120 male & 120 female) from the 16 selected villages, there were 15 respondents from each village. Thus, there were total 16 villages selected for this purpose. Personal interview method was used for data collection. Frequency distribution, percentage and standard deviation score were used for analysis of data.

RESULTS AND DISCUSSION

Background information of the respondents

The profile of the respondents revealed that 27.08 per cent respondents belonged to the age group of 18- 30 years followed by 41.25 per cent respondents who were in the age group of 31-45 years whereas, 24.58 per cent respondents were in the age group of 46-60 years and only 7.08 per cent respondents were in the age group of 60 and above. Majority of the respondents (57.50%) were from ST/SC caste category. whereas, 32.08 and 10.41 per cent respondents fell under OBC and upper middle class, respectively. more than thirty seven per cent respondents (37.08 %) had enterprise as their main family occupation, 28.33 per cent were farm labour, while 21.66 and 12.91 had to farming and service, respectively.

Entrepreneurial Behaviour of Dairy Farmers about Dairy Management Practices

Table 1: Innovativeness of tribal and non-tribal dairy farmers

n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	23	19.17	9	7.50
Average	72	60.00	94	78.33
Good	25	20.83	17	14.17
Total	120	100	120	100

The analysis shows that majority (60.00%) of the tribal farmers belonged to average category of innovativeness, followed by 20.83 and 19.17 per cent in poor category.

The total data show that majority (78.33%) of the non-tribal dairy farmers were in the average category of innovativeness, followed by 14.17 per cent in good category and only 7.50 per cent were found in poor category.

The present findings are similar with the findings of Rathod *et al.* (2012) who reported that majority (75.34%) of the dairy farmers were under medium level of innovativeness.

Table 2: Achievement motivation of tribal and non-tribal dairy farmers

n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	23	19.16	20	16.67
Average	72	60.00	75	62.50
Good	25	20.83	25	20.83
Total	120	100	120	100

It is quite clear from Table 2 that 60.00 per cent of the tribal dairy farmers had average level of achievement motivation, followed by 20.83 having good level of achievement motivation and 19.16 per cent had poor level of achievement motivation.

The present findings are similar to the results of Kumar and Goyal (2021) reported that majority of farmers possessed medium level of achievement motivation.

Data revealed that majority of the non-tribal respondents (62.50%) belonged to average category, followed by 20.83 and 16.67 from good and poor level of achievement motivation, respectively.

A similar agreement with the findings of Patel *et al.* (2014) stated that majority (72.5%) of the dairy farmers were found to have medium level of entrepreneurial behaviour, followed by 15.00 per cent high level and 12.50 per cent had low level of entrepreneurial behaviour. Furthermore, 61.25 per cent respondents had medium level of innovativeness, 48.75 per cent I medium level of achievement motivation.

Table 3: Decision making ability of tribal and non-tribal dairy farmers

n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	49	40.83	23	19.17
Average	53	44.17	88	73.33
Good	18	15.00	9	7.50
Total	120	100	120	100

It is evident from Table 4.2.6 that tribal dairy farmers more than 44.17 per cent belonged to average category of decision making ability whereas, 40.83 belonged to poor category level of decision making ability and 15.00 per cent belonged to good category level of decision making ability.

The present findings are similar to the findings of Patel *et al.* (2014) stated that majority (72.5%) of the dairy farmers were found to have medium level of entrepreneurial behaviour. Further they reported 55 per cent had medium level of decision making ability of dairy farmers.

The overall analysis of non-tribal dairy farmers exhibited in Table 3 reveal that more than 70.00 per cent belonged to average category of decision making ability, whereas slightly less than 20.00 belonged to poor category level of decision making ability and rest of 7.50 per cent belonged to good category level of decision making ability.

The present findings are similar to the findings of Patel *et al.* (2014) stated that majority (72.5%) of the dairy farmers were found to have medium level of entrepreneurial behaviour. Further they reported 55 per cent had medium level of decision making ability of dairy farmers.

Table 4: Risk orientation of tribal and non-tribal dairy farmers

n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	17	14.17	19	15.83
Average	100	83.33	89	74.17
Good	3	2.50	12	10.00
Total	120	100	120	100

The table indicated that majority of the respondents (83.33%) fell in average category of risk orientation, followed by 14.17 and 2.50 per cent in poor and good category of risk orientation, respectively.

The data revealed that majority (74.17%) had average level of risk orientation followed by 15.83 and 10.00 per cent of the respondents had poor and good level of risk orientation, respectively.

The present findings are similar to the Rathod *et al.* (2012) who found that the majority 82 per cent had medium level of decision making ability of the respondents.

Table 5: Coordinating ability of tribal and non-tribal dairy farmers

n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	38	31.67	18	15.00
Average	70	58.33	70	58.33
Good	12	10.00	32	26.67
Total	120	100	120	100

While looking to the total number of respondents, it is clear that majority (68.83%) of the respondents from tribal community had average to good level of coordination ability followed by 31.67 per cent had poor level of coordination ability.

Overall analysis reveals that 85.00 per cent respondents belonged to average to good level of coordinating ability and only 15.00 per cent belonged to poor level of coordinating ability.

The present findings are supported by the views expressed Patel *et al.* (2014) who indicated that majority (68.75%) of respondents were fall in medium category of coordinating ability.

Table 6: Planning ability of tribal and non-tribal dairy farmers n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	45	37.50	32	26.67
Average	71	59.17	48	40.00
Good	4	3.33	40	33.33
Total	120	100	120	100

The table indicate that majority of the respondents (59.17%) fell in average category of planning ability, followed by 37.50 and 3.33 per cent were in poor and good category of planning ability, respectively.

The present findings are supported by the findings of Mariammal and Seethalakshmi (2017) found that moderate planning ability was noticed among 58.00 per cent of the women dairy farmers, whereas 23.33 per cent and 18.67 per cent had good and poor planning ability, respectively.

It is revealed from Table 6 that in the overall analysis recorded that 40.00 per cent respondents had average level of planning ability followed by 33.33 and 26.67 per cent respondents had good and poor level of planning ability, respectively.

The present findings are supported by the findings of Chaurasiya *et al.* (2017) who reported that that majority 50.00 % of dairy farmers had medium level of planning ability, whereas 23.75 per cent of them had high and 26.25 per cent had low level of planning ability, respectively.

Table 7: Cosmopolitanness of the tribal and non-tribal dairy farmers n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	75	62.50	6	5.00
Average	23	19.17	95	79.17
Good	22	18.33	19	15.83
Total	120	100	120	100

In Table 7 the overall analysis indicated that maximum number (62.50 %) of respondents from tribal community had poor level of cosmopolitanism followed by 19.17 per cent of them had average level of cosmopolitanism and only 18.33 per cent had good level of cosmopolitanism.

The probable reason about the poor level of cosmopolitanism of tribal community may be due to they were not engaged in various social activities.

Similar findings have been reported by Rathod *et al.* (2012) investigated entrepreneurial behavior of dairy farmers in Western Maharashtra region of India by selecting 150 respondents through proportionate random sampling. They found that more than 50.00 per cent respondents were fall in medium category of cosmopolitanism whereas 30.00 per cent were fall in high category and 14.66 per cent were fall in low category, respectively.

In overall analysis 95.00 per cent possessed average to good level of cosmopolitanism and only 5.00 per cent possessed poor level of cosmopolitanism. The cosmopolitanism distribution in the study might be due to moderate participation in various social and extension activities.

Similar findings have been reported by Gamit *et al.* (2015) revealed that majority 81.00 per cent possessed medium level of cosmopolitanism, followed by low 11.00 per cent and high 8.00 per cent of cosmopolitanism.

Table 8: Self-confidence of tribal and non-tribal dairy farmers n=240

Category	Tribal		Non-Tribal	
	f	%	f	%
Poor	27	22.50	18	15.00
Average	86	71.66	92	76.67
Good	7	5.84	10	8.33
Total	120	100	120	100

It is evident from Table indicate that majority of the respondents (71.66%) fell in average category of self-confidence, followed by 22.50 and 5.84 per cent were in poor and good category of self-confidence, respectively.

Tribal community respondents had low self-confidence as compared to non-tribal community this might be due to their less participation in any innovative activities in the society.

The above findings are in line with the Kiran *et al.* (2012) reported that majority (57.50%) of the respondents had medium level of self- confidence followed by low (31.00%) and high (11.50%) level of self-confidence, respectively.

In the Table revealed that majority (76.67%) fell in average level of self-confidence followed by 15.00 and 8.33 per cent in poor and average level of self-confidence, respectively.

The probable reason for good level of self-confidence in male due to good level of achievement motivation, decision making ability and adoption propensity as compare to female.

Conclusion

Based on the findings it could be concluded that the non-tribal community had favourable entrepreneurial behaviour as compare to tribal community might be due to their sound financial condition, higher land holding and higher education level, good amount of social participation and extension activities. However, all the eight major components of entrepreneurial behaviour of non-tribal and tribal community reflect their acceptance and favourable attitude towards entrepreneurship. A huge difference between tribal and non-tribal community in decision making, coordinating ability, planning ability and cosmopolitaness components.

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