

RESEARCH ARTICLE :

Entrepreneurial behaviour of oil palm growers

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SUMMARY : A study on entrepreneurial behaviour of oil palm growers in Khammam district of Andhra Pradesh was undertaken in 5 mandals with 100 respondents selected at random to find out the entrepreneurial behaviour of respondents. The data were collected through structural interview schedule. Majority (28%) respondents educated upto +2 level, 91 per cent belonged to general category under prevailing caste system of the respondents. Further majority (39%) of the respondents were in 46 – 44 age group with the land holding 5 -10 acres (46%), above Rs. 2,00,000 annual income (70%). In relation with various components of entrepreneurial behaviour, majority (68%) belonged to medium level of innovativeness followed by (74%) equal for both economic motivation and communication skills and 75 per cent, 72 per cent, 71 per cent, 67 per cent, 62 per cent, medium level of risk orientation, information seeking, achievement motivation, decision making ability, self confidence, respectively and all the respondents had high level of management orientation.

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KEY WORDS :

Entrepreneurial behaviour, Oil palm growers

BACKGROUND AND OBJECTIVES

Oil palm (*Elaeis guineensis* jacq.) is a high yielding humid tropical crop introduced on a large scale in India since 1992-93. India has been reported to have the largest area under oil seed cultivation in the world but the irony is that the domestic production is not adequate to meet the minimal oil requirements of the population. Factors responsible for this include poor land conditions and the growing population. The demand for edible oil has been growing at the average rate of 5.0 per cent against the average growth rate of 2.0 per cent for oil seeds per annum during the last two decades.

Entrepreneur is an economic agent who plays a vital role in the economic development

of a country. Economic development of a country refers steady growth in the income levels. This growth mainly depends on its entrepreneurs. An entrepreneur is an individual with knowledge, skills, initiative, drive and spirit of innovation who aims at achieving goals. An entrepreneur identifies opportunities and seizes opportunities for economic benefits.

RESOURCES AND METHODS

The exploratory design of social research was used in the study. The study was carried out in Khammam district of Andhra Pradesh. Five mandals were selected from these 100 oil palm growers were selected by proportionate random sample. The data were

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collected with the help of personal interview method through structured interview schedule. For measuring entrepreneurial behaviour ten components were used 1. Innovativeness 2. Achievement motivation 3. Decision making ability 4. Economic orientation 5. Risk taking ability 6. Leadership ability 7. Management orientation 8. Communication skills 9. Information seeking and 10. Self confidence. Statistical tools like mean, frequency, percentage, standard deviation used in comprehend and interpret the data in meaningful way.

OBSERVATIONS AND ANALYSIS

The component wise entrepreneurial behaviour of oil palm growers have been furnished in Table 1 and the same have been interpreted and discussed as follows

One fourth (28%) of the oil palm growers had education upto +2 while 20 per cent were educated upto matrices, 12 per cent of the farmers were illiterate, 23 and 17 per cent of the farmers were educated upto under graduate and post graduated, respectively. 91 per cent of the farmers belonged to open category, while only 5 per cent of the farmers were other backward caste, 2

per cent equally belonged to SC and ST category, respectively. Majority of the farmers (39%) belong to 46 – 55 age group, less than one fourth (23%) belonged to 36 – 45 and 27 per cent of the farmers belonged to 56 – 65 age group, 5 and 6 per cent of the farmers belonged to 28 – 35 and 66 – 75 age group, respectively. Only 6 per cent of the farmers were still living as joint families and 94 per cent are in nuclear families. Majority (46%) of the farmers had 5- 10 acres of land whereas 43 per cent of the farmers fell under land holding of more than 10 acres, and only 11 per cent of the farmers had land holding of less than 5 acres. Majority (70%) of the farmers were in above 2,00,000 income group, followed by 1,00,000 – 2,00,000 and 50,000 – 1,00,000 with 26 and 4 per cent, respectively.

Innovativeness:

The results from the Table 2 reveal that 68 per cent of the respondents had medium level of innovativeness followed by 15 per cent of the respondents under low innovativeness category and 17 per cent of the respondents were high innovativeness category.

The medium level of innovativeness of farmers is

Sr. No.	Components	Categories	Frequency	Percentage
1.	Age	28-35	5	5
		36-45	23	23
		46-55	39	39
		56-65	27	27
		66-75	6	6
2.	Education	Illiterate	12	12
		Matrices	20	20
		+2	28	28
		Under graduate	23	23
		Post graduate	17	17
3.	Caste	General	91	91
		OBC	5	5
		SC	2	2
		ST	2	2
4.	Family type	Joint family	6	6
		Nuclear family	94	94
5.	Land holding	Less than 5 acres	11	11
		5- 10 acres	46	46
		More than 10 acres	43	43
6.	Annual income	50,000 to 1,00,000	4	4
		1,00,000 to 2,00,000	26	26
		Above 2,00,000	70	70

due to middle age which must have restricted them to try new things. Majority of the oil palm growers have 5 acres of land holding and their level of education was also high upto graduation and post-graduation level and most importantly extent of contact with the staff of APOILFED located in Aswaraopeta. All these factors contribute for their medium level of innovativeness.

Achievement motivation:

The findings from Table 2 reveal that 71 per cent of the respondents had medium achievement motivation followed by 17 per cent and 12 per cent of the respondents were in high and low level of achievement motivation, respectively. Since oil palm business needs more promotional activities it is yet to occupy a higher position

in psychological ladder of entrepreneur. Hence, majority of the respondents are at medium level of achievement motivation.

Decision making ability:

The finding from Table 2 reveals that majority of the respondents 67 per cent had medium decision making ability followed by 13 per cent and 20 per cent in low and high decision making ability. This may be due to the fact that the respondents/ oil palm growers do not have sufficient and timely information seeking facilities which put them under medium level of decision making ability.

Economic motivation:

The finding from Table 2 reveals majority 74 per

Table 2 : Distribution of oil palm growers based on components of entrepreneurial behaviour				(n=100)
Sr. No.	Components	Categories	Frequency	Percentage
1.	Innovativeness	High	17	17
		Medium	68	68
		Low	15	15
2.	Achievement motivation	High	17	17
		Medium	71	71
		Low	12	12
3.	Economic motivation	High	12	12
		Medium	74	74
		Low	14	14
4.	Decision making ability	High	13	13
		Medium	67	67
		Low	20	20
5.	Risk orientation	High	16	16
		Medium	75	75
		Low	9	9
6.	Leadership ability	High	17	17
		Medium	63	63
		Low	20	20
7.	Management orientation	High	100	100
		Medium	0	0
		Low	0	0
8.	Communication skills	High	15	15
		Medium	74	74
		Low	11	11
9.	Information seeking	High	20	20
		Medium	72	72
		Low	8	8
10.	Self confidence	High	25	25
		Medium	62	62
		Low	13	13

cent of the respondents had medium level of economic motivation followed by 14 per cent and 12 per cent of respondents to low and high level of economic motivation categories, respectively. Medium economic motivation is due to deep exposure of semi-private companies and close interaction with progressive farmers and horticulturist.

Risk orientation:

The finding from Table 2 reveals that most of the respondents 75 per cent had medium risk orientation followed by 9 per cent and 16 per cent of the respondents having low and high risk orientation, respectively. The medium level of risk orientation is because of contact with extension personnel by the respondents about new technologies and to gain more income by taking risk may be attributed to the above fact that looking into market demand related market price, sometimes it is very much fluctuating which prevent oil palm grower to take higher amount of calculated risk and compel them to stay at medium level.

Leadership ability:

The Table 2 revealed that 63 per cent of the respondents, showed their leadership style at medium level followed by 20 and 17 per cent showing their low, high level of leadership ability, respectively. Many of the farmers have medium level of leadership ability. The possible reason might be due to their socio-economic status.

Management orientation:

The Table 2 revealed that all of the respondents had high level of management orientation. The reason oil palm being rare commodity which demands attention and care consequently made sample respondent to become more conscious and to manage everything in proper manner.

Communication skills:

The Table 2 revealed that 74 per cent of the farmers had medium communication skills while 11 and 15 per cent of the farmers had low and high communication skills, respectively.

Information seeking :

The Table 2 depicts that majority of the respondents (72%) had medium information seeking. 20 and 8 per cent of the respondents had high and low information seeking. The reason might be due to the fact that farmers are educated and also new technologies are being introduced which they are enthusiastic to know.

Self confidence:

The Table 2 shows that majority of the respondents belong to medium (62%) category, followed by 25 per cent of the respondents had high self-confidence and 13 per cent of the respondents had low self confidence. The medium level of self confidence might be due to illiteracy, unawareness, and poor willingness about information and needs. So there is need of capacity building. Similar work related to the present investigation was also carried out by Nagesh (2006); Jagannath (2013) and Nageshan (2005).

Conclusion:

The entrepreneurial behaviour of oil palm growers, majority of oil palm growers belonged to medium level of innovativeness, achievement motivation, decision making ability, communication skills, risk orientation, economic motivation, self confidence and all the respondents belonged to high level of management motivation.

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