CHAPTER V
SUMMARY OF CONCLUSIONS AND SUGGESTIONS

THE REMINISCE

Development is the motif of all countries. The artifice of development has been visualized to be either through industry or agriculture, but virtually it ought to be the transfusion of both industry and agriculture. The grandeur of development can be materialized only through the perspicuity of entrepreneurs, who have become the centrifugal as well as centripetal forces. The need and urge to achieve alone have become the fountainhead for development. However, it is bewildering to note the emaciation of the concept of entrepreneurship being circumscribed to industrial sector only since a long time. But, this narrow perception of agriculture not being adorned with the status of entrepreneurship is being abated slowly in India, in tune with the enlarged vision of agricultural entrepreneurship recognized by the developed countries. The symptoms of this change are discernible through the profusion and proliferation of mechanization, irrigation and energization in agriculture along with health-care attitude towards plants. All these developments have led to the emergence of commercialization in Indian agriculture.

II REVIEW OF LITERATURE

The commercialization of Indian agriculture has been studied as a unique phenomenon calling it agricultural entrepreneurship, which has its lineage in entrepreneurial studies having largely consisted of industrial entrepreneurship. The empirical studies on agricultural entrepreneurship fall into (i) Direct Approach;
and 2) Presumptive Approach. Under direct approach, the researchers have been dare enough to coronate agriculture as an entrepreneurial activity and a few empirical researches have been conducted, particularly with an emphasis on small and marginal farmers. Under the presumptive approach, many researchers have analysed the behaviour of farmers from the viewpoint of adoption, economic efficiency and price expectation. Even though these elements are an integral part of entrepreneurship, their main focus has been found to be on individual elements. As a result, these elements have been researched independently, and not under agricultural entrepreneurship. An overview of these studies revealed that the behaviour of agricultural entrepreneurs, who converted a dry land into an irrigable land through digging borewells or through installing irrigation pumpsets to grow commercial crops along with food crops, which alone were hitherto grown, was not studied.

OBJECTIVES OF THE STUDY

The present study was designed to fill this gap in the studies of agricultural entrepreneurship. The specific objectives of the study were:

i) To identify the motivation and ambitions of the agricultural entrepreneurs;

ii) To analyse the structural distribution of agricultural entrepreneurs in the background of their entrepreneurial efforts.

iii) To identify the problems faced by agricultural entrepreneurs at different stages of entrepreneurial activity; and

iv) To offer suggestions for developing entrepreneurship in agriculture.
RESEARCH DESIGN

The study was conducted in Mysore district of Karnataka State. The sample respondents numbering 240 were selected out of 21,287 pumpset owners on the basis of stratified random sampling and these respondents constituted 1.13 per cent of the pumpset owners. These respondents had started their agricultural venture in 1986.

In order to study the influencing factors on entrepreneurial behaviour, 10 independent variables were selected and used. These variables were age, education, farm size, caste, type and size of family, occupational background, annual income, economic status, social participation and extension participation.

FINDINGS OF THE STUDY

The summary of the research findings of this study are presented below.

(A) GENERAL CHARACTERISTICS OF ENTREPRENEURS

1) Majority of the entrepreneurs were middle aged with an average age of 41.24 years.

2) The entrepreneurship in agriculture was resorted to by farmers having higher level of education.

3) The average size of land holdings was found to be 8.31 acres.

4) Majority of the entrepreneurs belonged to agricultural families.

5) Nuclear families were dominantly present with the medium sized family.
6) Nearly 52.92 per cent of the entrepreneurs had agriculture as the sole occupation and 21.25 per cent of the entrepreneurs were in employment and they also took up agriculture.

7) The average annual income was found to be Rs. 43,583 with a minimum of Rs. 16,000 and a maximum of Rs. 1,10,000.

8) Majority of the entrepreneurs had the medium economic status with medium social participation.

9) Low extension participation was witnessed in case of 59.58 per cent of the entrepreneurs and this was followed by medium extension participation by 31.67 per cent of entrepreneurs.

(B) ACHIEVEMENT MOTIVATION

(1) The entrepreneurial task was taken up with the sole objective of earning profit and this was followed by the objective of self-reliance. Agriculture, as a way of living, had the lowest preference by the entrepreneurs.

(2) Previous job experience was the most important facilitating factor in taking up agriculture. Equally, the knowledge of success stories also stimulated the respondents in becoming entrepreneurs. While cheap credit facilities and government incentive schemes were at the low ebb as facilitating factors, relevant education and training were found to be not so much relevant in taking up entrepreneurship.

(3) It was also significant to note that 28.30 per cent of the respondents were compelled to become entrepreneurs because of unemployment, elders' insistence and dissatisfaction with the previous job.
(4) The ambition to become an agricultural entrepreneur occurred between 26 years and 35 years for the majority of the respondents.

(5) Totally 106 entrepreneurs initiated themselves into the task and 87 entrepreneurs were initiated through their parents. The remaining respondent entrepreneurs were initiated by other sources.

(6) The ambition towards children was reflected through wishing their children to continue in the same line from 81 entrepreneurs and leaving their children for the choice from 98 entrepreneurs. On the whole, there was a significant association between occupation of the entrepreneurs and ambition towards their children. Similarly the relationship between the occupation of the parents and that of entrepreneurs was observed to be associated significantly.

(C) FARM DECISION MAKING

(1) From the viewpoint of decision making, it was observed that the higher the technical nature of decision, lower was the decision taken independently and vice versa. Therefore, trying new crop variety, borrowing money and crop acreage allocation were considered independently and choosing the kind of fertilizers was considered after consultation with others.

(2) Trying new methods of cultivation was not considered by most of the entrepreneurs.

(3) Medium farm size entrepreneurs were characterized by taking decisions independently when compared to small and large farmers.
(4) Level of education and taking independent decisions were highly associated.

(5) There was no influence of caste on crop-acreage decision.

(6) Size of family and decision on new method of cultivation were highly associated.

(7) Economic status and crop acreage decision making ability were highly associated.

(D) INNOVATIVENESS

(1) Majority of the entrepreneurs were innovative in planting of commercially valuable trees, adopting High Yielding Varieties, crop rotation and in inter-cropping. However, such innovativeness was lacking in growing unfamiliar crops, green manuring, water conservation, mechanized ploughing and usage of pesticides.

(2) The adoption of High Yielding Varieties was associated with income level positively. Similar relationship could be found between economic status and mechanized ploughing.

(3) Young and middle aged entrepreneurs were more inclined towards the usage of latest pesticides.

(4) Crop rotation was highly associated with the occupational background.

(5) Planting of commercial trees on borders was found to be increasing with the increase in the farm size.
(E) KNOWLEDGE OF FARM PRACTICES

(1) The existence of agricultural knowledge with entrepreneurs was found to be existing rampantly in all the components except crop suitable for drip irrigation, names of pesticides and insecticides and soil suitable for High Yielding Varieties.

(2) Majority of the entrepreneurs adopted the farm technology as per recommendation.

(3) Education and adoption of plant protection measures were associated significantly.

(4) The association was found to be not significant between extension participation and adoption of plant protection measures. Similarly, the relationship was not significant between caste and adoption of plant protection measures. However, the association between age and adoption of plant protection measures was highly significant.

(F) SEEKING OF ASSISTANCE

1) Assistance was sought by entrepreneurs in the areas of requirement of inputs, loan availing procedure and agricultural operations, as against not seeking assistance in the areas of crop planning, requirement of finance, labour force mobilization, agricultural training and marketing of produce.

2) The sources of assistance were mostly informal and they were occasionally used with the exception of loan availing procedure and requirement of inputs which needed formal source of assistance.
3) There was no significant association between caste and assistance of management services regarding crop planning. Similarly, there was no significant association between education and assistance sought for marketing.

4) Significant relationship could be found between assistance of management services regarding crop planning on one hand and economic status, farm size and education on the other hand. Further, there was a significant association between occupational background and seeking assistance for agricultural operations.

(G) RISK TAKING ABILITY

1) There was a high degree of association between land utilization pattern tending towards growing commercial crops and the size of land holdings. Similarly, size of land holding was highly associated with growing of unfamiliar crops and nominally associated with growing of crops expecting good prices.

2) Diversification in crop raising was found to be not associated with size of land holdings.

3) Diversification into allied activities was mostly restricted to one activity only. The entrepreneurs having diversified into poultry represented 38. This group was followed by 36 entrepreneurs diversifying into dairying and 24 entrepreneurs diversifying into sericulture. There were 26 entrepreneurs who had diversified into sericulture and poultry and equal number of the entrepreneurs could be found having diversified into dairying and poultry. There were 18 entrepreneurs who had diversified into dairying, sericulture and
There were 15 entrepreneurs who had not diversified into any allied occupation. Lastly, the diversification was resorted to by medium farmers and the same intensity could not be found with small and large farmers.

4) There was no significant association between cropping intensity and farm size.

(H) COORDINATING ABILITY

1) Majority of the respondents coordinated all the farm activities well in advance except the arrangement for marketing.

2) Significant association was found to exist between size of family and arrangement of labour force; extension participation and procurement of High Yielding Seeds; economic status and purchase of fertilizers; income level and arrangement for marketing; and education and preventing insect attack.

(I) INFORMATION SEEKING

Kith and kins played a dominant role as the source of information for an entrepreneur and mass media, government officials and progressive farmers were weighed higher by the entrepreneurs in the decreasing order. Demonstration had the least preference as a source of information seeking.

(J) LEADERSHIP ABILITY

1) There was a high degree of leadership ability found in respect of initiating discussions on new farm practices and assigning farm work to family members. However, offering new approaches to problems was not witnessed in majority of the respondents.
2) There was a high degree of association between social participation and motivating neighbours and friends to take up their line of activity. Similar conclusion was found to exist at a high level between social participation and initiating discussion. Similarly there was a high degree of association between extension participation and entrepreneurs becoming a good source of information.

3) Age and offering new approaches to problems were found to have a high degree of association.

(K) COSMOPOLITENESS

1) Majority of the respondents numbering 155 had the membership in one organization or two organizations.

2) From the viewpoint of degree of usefulness of membership, 101 respondents rated highly and 54 respondents rated moderately.

3) Consulting specialists was highly restricted to financial problems, which were solved through meeting the bank managers. Agricultural officers were contacted occasionally to seek advice on agricultural problems. Majority of the entrepreneurs did not consult veterinary officers and agricultural scientists.

(L) PROBLEMS

1) The most serious problem faced by the entrepreneurs pertained to labour force arrangement and it was followed by marketing of produce.

2) The causes of labour problems were largely associated with high wages, untimely availability and uncontrollable idle time.
3) Financial problems were caused by non-availability and un-timely availability of finance with total absence of pledging facility.

4) Water scarcity due to depletion of water resources, untimely availability of inputs, electric power shortages and absence of relevant and timely technical advice were found to be the problems in farm management and all these problems were almost equally rated by the entrepreneurs.

5) The most disturbing problem in marketing the produce was found to be uncertainty in price and this was followed by exploitation by middlemen and high cost of transportation.

SUGGESTIONS

It is true that agricultural entrepreneurship is catching up in view of its prospects from different angles. However, there are many hurdles in achieving entrepreneurial success in this field. To overcome these hurdles, the following suggestions have been made.

1) It is observed that industrial development is basically mooted through the District Industries Centre which has become a centre for entrepreneurship development of small industrialists and it is also functioning as a Single Window Agency. But such an institution is absent in agricultural entrepreneurship. Hence the District Agricultural Centre, in line with District Industries Centre should be established. Its basic objective should be (i) To impart technical knowledge to the prospective as well as present agricultural entrepreneurs on a continuous basis; and
(ii) To coordinate the technical functions and the financial functions of these entrepreneurs under Single Window Agency approach.

2) In view of fragmentation of agricultural land becoming the main feature of agriculture, more emphasis should be laid on motivating the agricultural entrepreneurs to raise productivity and to diversify into unexplored areas like floriculture, horticulture and piggery, so that the source of income for these entrepreneurs become enlarged.

3) The land utilization pattern is tilting towards the growing of commercial crops with a view to achieve higher incomes, thus neglecting the importance of food crops. In order to encourage the growing of food crops, the Government should come forward with assured prices before the sowing season starts or pledging facility should be encouraged so that the entrepreneurs sell their produce at beneficial prices. No doubt the pledging facility is extended to all, but the benefit has gone mostly to the businessmen. Hence the pledging facility should be extended only to genuine agricultural entrepreneurs.

4) In view of agriculture becoming more and more technical, labour force required cannot be unskilled. Hence the Agricultural Training Institutes on the lines of Industrial Training Institutes may be established to impart training in agricultural operations to the aspirants who may join as skilled workers in farms.

5) It is painful to note that agriculture as an entrepreneurial activity is taken by the society with low status
in the sense there is not so much dignity in tilling a land as in getting into a job or profession or starting an industry. This has resulted in its social stigma attached to agriculture. Apart from this, there is a craving for an assured job resulting in the cream of intelligenzia neglecting agriculture which has all the symptoms of commercialization. Further, the commercialization of agriculture has all the potentials to create employment also. Hence, the educational system should be so restructured as to encourage the younger generation to hug agriculture as a profession or as an industry through induction of the basic tenet of school and college curricula.

SUGGESTIONS FOR FURTHER RESEARCH

In order to strengthen further research on agricultural entrepreneurship, the following suggestions are made

1) More intensive studies should be carried out on each component of entrepreneurial behaviour with an emphasis on achievement motivation, risk taking ability, farm decision making and innovativeness. Further, each of these components should be researched with specific reference to individual agricultural produce.

2) The research on agricultural entrepreneurship sheds very little light on unsuccessful agricultural entrepreneurship. Before we witness agricultural sickness akin to industrial sickness which has become a cancerous disease in India, the research should be oriented towards finding the reasons for unsuccessful agricultural entrepreneurship. This calls for the development of a new set of research techniques.
THE EPILOGUE

If these tasks are taken care of in agricultural entrepreneurship through further research, there is every possibility of making agricultural entrepreneurship a grandeur, which will bring credence and credibility to Indian Economy. At the most, as one of the respondents of this study puts it, "Agriculture will not spoil us, at the same time it will not allow us to develop." Hence, even if these suggestions are not taken seriously, "the agricultural show will certainly go on," as the respondent has opined.