



Entrepreneurial and Marketing behavior of Garlic producers in Agri-export Zone, Malwa Plateau, in Madhya Pradesh India: A Study

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Abstract

Though garlic cultivation requires higher capital investment, on the other hand, monetary output is uncertain. It is also sensitive to many diseases and weather. There are severe constraints on photosynthetic productivity. The post harvest period is followed by the long hot summer creating severe storage problems. It is also a highly risky crop considering natural hazards, as well as the day-to-day fluctuating wholesale price index. These all aspects pointed out that the garlic producers are real entrepreneurs in comparison to other farmers. Keeping these facts in mind, it was considered worthwhile to carry out the investigation to measure the entrepreneurial behavior of garlic producers of in Malwa region of Madhya Pradesh with 160 garlic producers from Malwa Plateau. The mean entrepreneurial behavior of garlic producers was 161.4 indicating that the most of them had medium level of entrepreneurship (56.87%). The mean marketing behavior of garlic producers was 74.40 indicating that the most of them had moderate marketing behavior (50.00%).

Keywords: Entrepreneurial, Marketing Behavior, Garlic Producers, Agri-export Zone

Introduction:

Garlic is one of the most popular spices in the whole world used in almost every house. It is extensively grown in Central Asia and Eastern region. It is one of the most important commercial spices or condiment crops, grown throughout India. India is the largest producer of garlic in the world usually grown in moderate to cold seasons. This crop is grown for culinary and medicinal purpose. It is also an important source to earn foreign exchange, apart from meeting the domestic requirement of the

country. According to FAO the world area under garlic is 9, 83,000 ha and production is 1, 0381,000 tones. China, Korea, India, Spain, Egypt and USA are the major garlic growing countries. China ranks first in area and production (5, 57,000 ha and 76, 74,000 tones). India ranks second in area (1.16million ha) and third in production (0.51 million tones). In productivity, Egypt tops the list followed by the USA. The productivity in India is 4.41 t/ha. Among different states of India, Madhya Pradesh is the leading state accounting to more than 35 per cent of area (44.03



thousand hectares) and 38 per cent of production 176.33 thousand tones with average yield of 4.11 t/ha. The other major garlic growing states are Gujarat, Rajasthan, Orissa, Utter- Pradesh and Maharashtra.

In developed countries, entrepreneurship gained attention in the last century. But in developing countries, it gained consideration only in the recent decades. In these countries, entrepreneurship development is considered as the way to promote self-employment, the panacea not only for chronic unemployment among the educated youth but also to sustain economic development and to augment the competitiveness of industries in the eve of globalization and liberalization.

In this plateau, the farmers have been diverted towards cultivation of garlic due to higher economic return as compare to general and seasonal crops. At present, the farmers are facing the problem of water scarcity, lack of knowledge about modern production technology, inadequate input supply and inadequate regular market for disposal of their production. Hence, there is a need to utilize the available resources judiciously, adopt modern production technology for getting maximum profit and explore the adequate marketing opportunities.

Review of Literature

Patil *et al.* (1999) revealed that majority (58.00 %) of little gourd growers had medium entrepreneurial behavior, while 23.00 per cent and 19.00

per cent of little gourd growers had, "Low" "High" entrepreneurial behavior respectively.

Sharma (2006) studied that entrepreneurial orientation of garlic producers in terms of risk taking, hope of success, persistence, feedback usage, self confidence, and knowledge ability, pursue ability, and manage ability, innovativeness and achievement motivation. All the components of entrepreneurial orientation were strongly interrelated among themselves. The mean entrepreneurial orientation of garlic producers was 165.6, indicating that the most of them had medium level of entrepreneurship.

Dwivedi *et. al* (2013) reveals that majority (54.16 percent) of the respondents possessed medium level of production and marketing behavior, while 33.33 percent of the respondents possessed high and 12.5 percent possessed low level of production and marketing behavior. In case of organic vegetable growers, majority (58.33 percent) of the respondents possessed high level of production and marketing behavior, while 38.33 percent possessed medium and 3.33 percent possessed low level of production and marketing behavior. Similarly, in the case of non-organic vegetable growers, majority (70 percent) of the respondents had medium level of production and marketing behavior, while 21.66 percent had low and 8.33 percent had high level of production and marketing behavior.



Objective: To study the entrepreneurial and marketing behavior of garlic producers.

Material & Method: In order to achieve these objectives, the research study was conducted in Neemuch district of Malwa plateau. A representative sample of 160 garlic producers was drawn from the 10 randomly selected villages of two blocks viz., Jawad and Neemuch and data were collected with the help of an interview schedule (pre-tested).

Result & Discussion

Entrepreneurial behaviour of garlic producers: In order to measure the entrepreneurial behavior of the respondents, a scale developed by (Technonent Ashia 1981) was applied to 160 respondents.

Entrepreneurial behavior of garlic producers has been extensively studied in terms of risk taking hope of

success, persistence, feedback usage, self-confidence, knowledge ability, persuasion ability, manageability, innovativeness and achievement motivation. The sum of scores on these attributes were taken to find overall entrepreneurial behavior.

The percentage distribution of garlic producers according to their entrepreneurial behavior is presented in given table. It is also presented diagrammatically in figure .

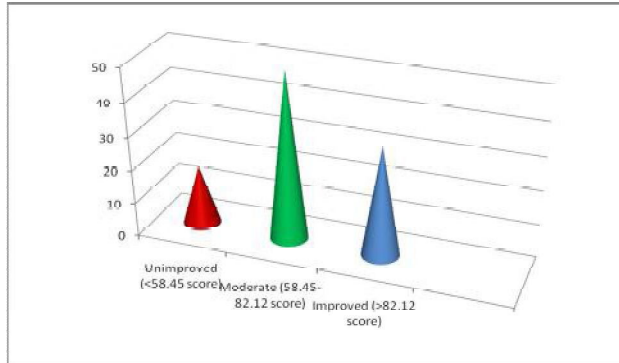
It can be seen from the Table 1 and figure 1 that majority of respondents comprising 56.87% percent exhibited medium level of entrepreneurial behavior. Only a very small percentage i.e. 15.62 scored on the low and 27.50 percentage high level of entrepreneurial behavior, the mean entrepreneurial behavior score was 161.4 with SD 25.12. Similar findings were also reported by Patil *et al.* (1999) and Sharma (2006).

Table-1 Respondents to their entrepreneurial behavior. (N = 160)

| Entrepreneurial behavior | Frequency | Percentage | Mean | S.D. |
|--------------------------|-----------|------------|-------|-------|
| Low (<129 score) | 25 | 15.62 | 161.4 | 25.12 |
| Medium (129-178 score) | 91 | 56.87 | | |
| High (>178 score) | 44 | 27.50 | | |



Figure.1 Respondents by their entrepreneurial behavior



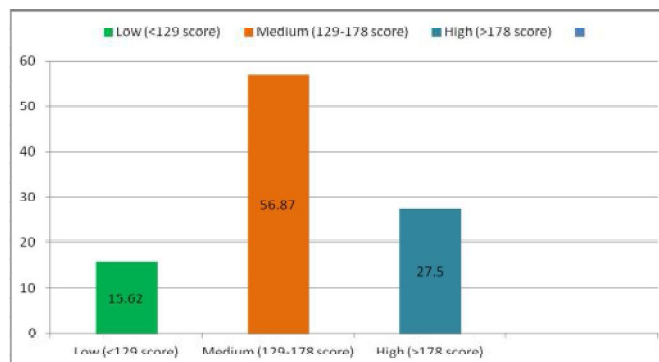
Marketing behaviour of garlic producers:

Marketing behavior of garlic growers was determined through direct questions asked to the respondents by the researcher. Categorization of marketing behavior of garlic growers was done as improved, moderate and unimproved marketing behavior.

Table-2 Respondents according to marketing behavior of garlic growers

| S. No. | Categories | Frequency | %age | Mean | S.D. |
|--------|------------------------------|-----------|--------|-------|-------|
| 1. | Unimproved (<58.45 score) | 28 | 17.50 | 74.40 | 10.32 |
| 2. | Moderate (58.45-82.12 score) | 80 | 50.00 | | |
| 3. | Improved (>82.12 score) | 52 | 32.50 | | |
| Total | | 160 | 100.00 | | |

Figure .2: Respondents to their marketing behavior





The percentage distribution of the respondents according to their marketing behaviour is shown in Table 2. The perusal of data in the table reveals that majority (50.00 percent) of the respondents possessed moderate marketing behaviour, while 32.50 percent of the respondents had improved and 17.50 percent had unimproved marketing behaviour towards garlic production. The mean marketing behaviour score was 74.40 with SD 10.32. (Figure) Similar findings were also reported by Sharma (2006) and Dwivedi (2013).

Implication of Study-

1. Provision has to be made for profitable minimum support price for garlic yield for greater motivation of farmers to take up garlic production.
2. Proper documentation and validation of traditional garlic production practices from the transfer of technology centers and agricultural universities.
3. Strengthening information support for garlic production and marketing practices.

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