

Entrepreneurial Attitude of Tribal Farmers in Tiruchirapalli District

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INTRODUCTION

The word "Entrepreneur" is derived from the French word. The people who work for themselves are called as "Entrepreneurs". Entrepreneurship is the powerful activity of an individual or group of associated individuals, undertaken to initiate maintain or aggrandize profit by production or distribution of economic goods and services. Entrepreneurship is meant the function of seeking investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing a new technique, discovering new sources of raw materials and relating top managers for day to day operations of the enterprise. Opportunities for Entrepreneurship development in agriculture and allied sectors includes the activities like, Dairy farming, Sericulture, Goat rearing, Rabbit rearing, Floriculture, Fisheries, Shrimp farming, Poultry farming, Sheep rearing, Vegetable cultivation, Nursery farming, Grafting, Farm forestry etc.,

Agripreneurship is defined as the process of creating value in the production- consumption activities of agriculture. There are so many areas and sub-areas in agriculture. Within each area, enormous numbers of commodities are available. Based on the needs, agro-climatic conditions and available resources agripreneurs can adopt some commodities and flourish on it. On the other hand, there are uncounted unemployed or underemployed youth searching for jobs. Therefore, it becomes essential to train these youth in agribusiness which will increase their own wealth, employment generation and economy of India.

NEED FOR AGRIPRENEURSHIP

- Increase demand for organic/ quality food both in India as well as abroad.

- Competitive advantage for many primary production activities in agriculture eg. tropical fruits and vegetables, livestock rearing, aquaculture, rain-fed farming etc.
- Willingness of the private sector to enter into the agribusiness at all levels of operation.
- Changing consumer demand and retail revolution.
- Better socio-economic condition of large number of poor farm families

OBJECTIVES

- To assess the entrepreneurial attitude of tribal farmers
- To explore the agribusiness opportunities prevailed in tribal area

METHODOLOGY

The study was conducted in five villages (Nachilipatti, Karuvankadu, Puthur, Poothakkal, Thenparanadu) of Panchamalai block in Tiruchirapalli district. The respondents were selected based on purposive sampling method. The 50 respondents were selected from the population of 3000 tribal farmers. The data were analyzed by using Percentage analysis and Standard deviation.

RESULTS AND DISCUSSION

The findings of the study along with relevant discussion are presented in the following headings.

1. Profile characteristics of tribal farmers
2. Attitude of tribal farmers towards agri business
3. Constraints encountered by tribal farmers and suggestions

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In any social science research study, an absolute understanding about the subjects is required for meaningful interpretation of the findings. Profile characteristics of the respondents were studied and the results are given in Table 1.

Table 1
Profile Characteristics of Tribal Farmers

Particulars	Category	No. of respondents	Percentage
Age distribution of the farmers	Young (< 30 years)	6	12
	Middle (30-45 years)	22	44
	Old (> 45 years)	22	44
Gender	Male	45	90
	female	5	10
Educational status of the respondents	Illiterate	7	14
	Functionally literate	1	12
	Primary education	28	56
	Secondary	8	16
	High school	5	10
Farming experience	Graduation	1	2
	Less than ten years	5	10
	Ten to thirty years	36	72
	Above thirty years	9	18

It could be inferred from the results that significant proportion of middle and old aged respondents willing to be entrepreneurs compared to young age respondents. The probable reason might be that middle and old aged entrepreneurs with rich experience in farming have to start their own business related to Agriculture. It could be inferred from the above results that more number of male respondents (45) turned out to be entrepreneurs compared to their counterparts. The fact might be that male would have been given free choice, liberty and independence to become entrepreneurs to start own business

The results indicated that the entrepreneurs who had education at primary level were able to start business than others. More over the educated persons with entrepreneurial thought had an aversion to work under anybody else as an employee. It strongly indicated that there was a relationship between education and entrepreneurship.

From the results, 72 per cent of respondents had ten to thirty years of relevant farming experience followed by 18 per cent who possessed more than thirty years of experience. The results indicated that respondents who have had more years of experience were willing to start business. The experienced persons may use their experience in the activities like sourcing the input, applying technology, developing

new innovation, taking decision, producing quality output, positioning and marketing the product. They had liberty to implement decisions in own business based on previous experience.

Table 2
Exposure of Tribal Farmers towards Agri Business

Particulars	Category	No. of respondents	Percentage
Mass media exposure	Low	8	16
	Medium	36	72
	High	6	12
Credit orientation	Low	7	14
	Medium	33	66
	High	10	20
Extent of social participation	Low	44	88
	Medium	5	10
	High	1	2
Self confidence	Low	23	46
	Medium	6	12
	High	21	42
Information seeking behaviour	Low	5	10
	Medium	43	86
	High	2	4
Information sharing behaviour	Low	1	2
	Medium	48	96
	High	1	2

The results showed that nearly three-fourth of the respondents (72 per cent) were under medium level of mass media exposure. It could be informally observed that most of the respondents regularly read newspapers, and listened to the television to update the knowledge. Updation of knowledge by using these media motivated the tribal farmers to start business.

It is observed from table 8 that medium level of credit orientation was observed among the majority of the respondents (66 per cent) followed by high (20%) and low (14%) level of credit orientation.

The results showed that 88 per cent of the respondents had low level of social participation followed by medium (10 per cent) level of social participation. The result showed that the respondents did not have any contact with other organizations for their farm's activity. This attitude prevents them to update their knowledge and new innovation and other technology.

It could be noticed from the table 14 that majority of the respondents (46 per cent) had low level of self-confidence followed by high (42 per cent) and medium (12 per cent) levels. This is because, the respondents have experience on farming alone and

they did not have any experience in business. This leads to low confidence among tribal farmers.

It is quite clear from the findings that majority of respondents (86 per cent) had the tendency to seek information at medium level, followed by 10 per cent of respondents who had possessed low level of information seeking behaviour and the remaining 4 per cent of respondents had observed to have been utilized information highly. It was obvious that, the respondents got information mainly and they are far away from the communication system. Nearly 4 percent ie. 2 respondents effectively got information from various sources and voluntarily read for becoming Agri entrepreneurs.

It is clear from the findings that majority of the respondents (96 per cent) had medium level of information sharing behaviour followed by two per cent of the respondents who had high and low level of information sharing behaviour respectively. The respondents shared information only with persons whom they trusted. They mainly shared information with their family members, friends, partners for getting opinion and making decisions.

ATTITUDE OF ENTREPRENEURS TOWARDS AGRIBUSINESS

Attitude has been operationalised as the degree of positive or negative disposition with the individual towards agri business. The distribution of entrepreneurs as per their attitude level is elicited in table 3.

Table 3
Attitude of Entrepreneurs Towards Agri Business

Category	No. of respondents	Percentage
Less favourable	3	6
Moderately favourable	35	70
Highly favourable	12	24
Total	50	100

Majority of the entrepreneurs (70 per cent) had moderately favourable towards agri business. It showed that the respondents were in experience in starting business but have a mindset or idea to start business related to Agriculture.

CONSTRAINTS ENCOUNTERED BY TRIBAL FARMERS

The respondents had expressed their constraints while carrying out their business activities. The constraints were ranked and presented in the table 4.

Table 4
Constraints Encountered by Tribal Farmers

Constraints	Number	Percentage	Rank
Difficult to get financial assistance.	43	86	I
Lack of transport facilities	31	62	II
Lack of Water source and rainfall failure	23	46	III
Heavy competition in the market	20	40	IV
Lack of labour source	18	36	V
No time to start and run the business	14	28	VI
Lack of knowledge about business	12	24	VII
Lack of knowledge about new technology	6	12	VIII
Lack of family support	3	6	IX
No idea to start business	3	6	X
Fear to take risk	2	4	XI
Lack of previous experience	2	4	XII
Lack of guidance from external sources	2	4	XIII
Lack of land source to start business	2	4	XIV
Discourage by the people	1	2	XV

Table 4 inferred that, out of fifteen constraints, difficult to get financial assistance was reported by 86 per cent of the respondents. All the respondents invariably experienced hardships in getting finance for their farming activity. They approached financial institutions like nationalized banks, private banks and other various sources to get funding assistance for their business. For obtaining government schemes, their first constraint was to know the details of the scheme, secondly the way to approach the officials to get the fund and thirdly much of their time was consumed in the process of obtaining the loan than other productive

Most of the respondents (62 per cent) reported that Lack of transport facilities was the second main problem which will affect the business if they start.

Most of the respondents (46 per cent) reported that Lack of Water source and rainfall failure was the third main problem which affected the business development. Climate change and failure of rainfall will affect the agriculture.

From the table and discussion it could be concluded that tribal farmers encountered more financial, managerial and personal constraints in their farming activity which will not conducive for starting new business.

SUMMARY AND CONCLUSION

Attitude of Tribal Farmers towards Agribusiness

Majority of the tribal farmers (70 per cent) had moderately favourable towards agri business

followed by 24 per cent highly favourable and 6 per cent less favourable towards agribusiness.

Constraints Encountered by Tribal Farmers and Suggestions to Overcome the Constraints

1. Majority the respondents (86%) invariably expressed their constraint to obtain finance for their business.
2. Most of the respondents (62%) reported that Lack of transport facilities was the second main problem which will affect the business if they start.
3. Most of the respondents (46%) reported that Lack of Water source and rainfall failure was the third main problem which affected the business development. Climate change and failure of rainfall will affect the agriculture.
4. From the table and discussion it could be concluded that tribal farmers encountered more financial, managerial and personal constraints in their farming activity which will not conducive for starting new business.

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