

**ENTREPRENEURIAL TRAITS OF GINGER GROWERS IN
MIZORAM : A CASE STUDY OF KHANPUI VILLAGE**

Dissertation Submitted for the Award of the Degree of
MASTER OF PHILOSOPHY IN COMMERCE

By:
Laldinkimi Khiangte

MZU/M.Phil/227 of 22.5.2015

Under the supervision of

Dr. Rama Ramswamy

Assistant Professor

DEPARTMENT OF COMMERCE

**SCHOOL OF ECONOMICS, MANAGEMENT AND
INFORMATION SCIENCES**

MIZORAM UNIVERSITY, AIZAWL – 796004

JULY, 2016

CERTIFICATE

This is to certify that the dissertation entitled ‘Entrepreneurial Traits of Ginger Growers in Mizoram : A case Study of Khanpui Village’ submitted to the Mizoram University for the award of the degree of Master of Philosophy in Commerce, is a record of research work carried out by Miss Laldinkimi Khiangte under my supervision.

She has fulfilled all the requirements laid down in the M.Phil regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted to any other University for any research degree.

Date:

(Dr. RAMA RAMSWAMY)

Place : Aizawl, Mizoram

Supervisor

DECLARATION

I, Laldinkimi Khiangte, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute.

This is being submitted to the Mizoram University for the degree of Master of Philosophy in Commerce.

Date :

(LALDINKIMI KHIANGTE)

Place: Aizawl, Mizoram

Research Scholar

(Dr. N. ROKENDRO SINGH)

(Dr. RAMA RAMSWAMY)

ACKNOWLEDGEMENTS

I extend my deepest gratitude to my supervisor Dr. Ramaramswamy, Assistant Professor, Department of Commerce, Mizoram University for her constant guidance and endless encouragement. Without her unconditional supervision this dissertation would not have been completed. My gratitude is also due to the Head of Department, Faculty and Non- teaching staff, Department of Commerce, Mizoram University for their valuable comments and words of encouragement and assistance rendered to complete my dissertation.

A number of friends have contributed to my M.Phil journey. I register my deepest appreciation for their words of encouragement and the painstaking effort taken by them in completing my dissertation.

I would also like to thank all my respondents for spending their valuable time during field study, for their support, cooperation and enthused participation and the warm hospitality granted which I will never forget. Without their active participation, this dissertation could not have been accomplished.

A special word of thanks goes to my family for their endless prayer support and constant encouragement especially during difficult days. They were my source of inspiration and strength. I dedicate this dissertation to them.

Most importantly, I thank the Almighty God for the bountiful blessings showered upon me in completing this dissertation.

(LALDINKIMI KHIANGTE)

PREFACE

Agriculture is the main occupation of the people of India. It forms the backbone of the economy, as 52% of India's workforce is still engaged in agriculture for its livelihood and is important for food security and inclusive growth (Goel, 2012). Agriculture also occupies a very important place in the economy of Mizoram. About 60% of the total population depends upon agriculture and allied sector. Moreover, the primary sector comprising agriculture and allied activities contributed 18% to the State Gross Domestic Product (Economic Survey, 2012-2013).

Ginger is an important cash crop grown in North East region. About 3 lakhs tons of gingers are being produced annually from 47,641 hectares land and the North East region is emerging as India's organic ginger hub. Mizoram, one of the states in NER is a tribal inhabited state in the north eastern corner of India where ginger is one of the most important cash crops and is generally grown in Jhum land. The agro-climatic condition of the state is favourable and ginger is cultivated without the use of manures, fertilizers or pesticides. Its cultivation as a cash crop in the state is known to have started in late 1970s. There are three major varieties of Ginger grown in the state namely *Thingpui*, *Thinglaidum* and *Thingria*, of which *Thinglaidum* is the most popular.

The researcher in the present study attempted to explore the socio economic conditions, the entrepreneurial traits of ginger growers in Khanpui

village where Khanpui having a significant share in the largest ginger growing district Aizawl, Mizoram. The study is divided into four chapters.

Chapter 1 – Introduction: In this chapter, the researcher presented an overview of the entrepreneurship, agripreneurship and entrepreneurial traits in India and all over the world and their relevance based on literature reviewed. This chapter also presents the research problems, need for the study, statement of the problem, the research design which include the objectives of the study and the methodology adopted.

Chapter 2 – Socio Economic Characteristics of Agripreneurs in Khanpui Village: This chapter presents the socio-economic characteristics of the agripreneurs covered under the present study.

Chapter 3 - Entrepreneurial Traits of Agripreneurs in Khanpui Village: In this chapter, researcher focused on the entrepreneurial traits of the agripreneurs based on fourteen competencies namely initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem solving, self-confidence, assertiveness, persuasion, use of influence strategies and risk taking.

Chapter 4 - Conclusion and Suggestions : This chapter summerises the study and offer suggestions for the growth and increase productivity and survival of the agripreneurs in Mizoram.

The list of agripreneurs earning more than one lakh in Khanpui village in the year 2014 is given in Appendix 1. Appendix 2 and 3 presents the questionnaire in English and Mizo administered for soliciting information from the sample respondents respectively.

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List of Abbreviations

NABARD	National Bank for Agriculture and Rural Development
FAO	Food and Agriculture Organization
IISR	Indian Council of Agriculture Research
NER	North Eastern Region
SSI	Small Scale Industries
SPSS	Statistical Package for the Social Sciences
EDI	Entrepreneurship Development of India
EDP	Entrepreneurship Development Programme

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APPENDIX 1: GINGER PRODUCTION REPORT (Government of Mizoram)

**GINGER PRODUCTION REPORT – VILLAGE : KHANPUI, 2014
(Annual Income of more than Rs.1,00,000)**

Sl. No	NAME	Amount (in Rs.)
1	Lahlpuia	41,50,000.00
2	Nira	30,00,000.00
3	Ramdinthara	13,00,000.00
4	Rinzuala	6,00,000.00
5	Siamliana	2,18,000.00
6	Sangzela	13,18,000.00
7	Pianmawia	10,00,000.00
8	K.Lalruata	13,00,000.00
9	Lalhruaia	15,00,000.00
10	Ramthara	12,00,000.00
11	R.Vanlalzauva	4,70,000.00
12	Lalthanmawia	4,40,000.00
13	Rokimi	8,20,000.00
14	Rintluanga	10,00,000.00
15	Sanghluna	7,00,000.00
16	Ramfangvela	6,00,000.00
17	Ramsanga	4,00,000.00
18	Thangkhuma	4,50,000.00
19	C.Lalrinliana	13,80,000.00
20	Lalpeka	4,00,000.00
21	Ramnghaka	6,48,000.00
22	Lalnunmawia	5,50,000.00
23	Lalhmingthanga	4,30,000.00
24	Rintluanga	2,30,000.00
25	Ramnghaka	5,00,000.00
26	Rambuatsaiha	5,00,000.00
27	Lalrochhunga	7,50,000.00
28	Lalchhunga	2,00,000.00
29	Remkunga	4,50,000.00
30	Remruata	8,00,000.00
31	Lahlimpuia	4,30,000.00
32	Pianglawma	4,80,000.00
33	Biakthanga	4,00,000.00
34	Lalhruaia	4,96,000.00
35	Lalzarliana	1,00,000.00
36	Vulsangzuala	4,60,000.00
37	Lawmkima	3,00,000.00
38	Malsawma	2,00,000.00

39	K.C. Khumtira	2,20,000.00
40	Lalduhawma	2,70,000.00
41	Lalpawlliana	1,00,000.00
42	Malsawma	2,30,000.00
43	Remruata	1,20,000.00
TOTAL		3,07,12,000.00

APPENDIX 2: QUESTIONNAIRE (ENGLISH)

A.Socio- economic origins and characteristics

A1: Name of the entrepreneur _____

A2: Address with phone number _____

A3: Year of commencement of business _____

A4: Age: 1) Below 30

2) 31-40 []]

3) 41-50 []]

4) 51-60 []]

5) 60 above []]

A5: Sex: 1) Male []]

2) Female []]

A6: Level of education

1) Illiterate []]

2) Primary School []]

3) Middle School []]

4) High School []]

5) Higher Sec. School []]

6) College degree []]

7) Others []]

A7: Marital Status

1) Unmarried

2) Married

3) Divorced

A8: Religion and Caste _____

A9: Name of Clan _____

A10: Family Structure

1) Joint

2) Nucleus

A11: Family Size

1) Upto 5

2) 6-10

3) 11-15

4) Above 15

A12: Main occupation of the family: _____

B. Instructions

- This questionnaire consists of 70 brief statements. Read each statement and decide how well it describes you.
- Select one of the numbers below to indicate how well the statement describes you.
 - 5 = Very well**
 - 4 = well**
 - 3 = Somewhat**
 - 4 = Very little**
 - 1 = Not at all**
- Some statements may be similar but no two statements are exactly alike.
- Please answer all the questions.

1. I look for things that need to be done.
2. I like challenges and new opportunities.
3. When faced with difficult problem, i spend a lot of time trying to find a solution.
4. When starting a new task or project, i gather a great deal of information.
5. It bothers me when things are not done very well.
6. I give much effort to my work.
7. I find ways to do things faster.
8. I plan a large project by breaking it down into a smaller tasks.
9. I think of unusual solutions to problems.
10. I feel confident that i will succeed at whatever i try to do.
11. I tell others when they have not performed as expected.
12. I get others to support my recommendations.
13. I develop strategies to influence others.
14. No matter who i am talking to, i am a good listener.
15. I do things that need to be done before being ask to do so by others.
16. I prefer activities that i know very well and with which i am comfortable.
17. I try several times to get people to do what i would like them to do.
18. I seek the advice of people who know a lot about the problems or tasks i am working on.
19. It is important to me to do a high quality job.
20. I work long hours and make personal sacrifices to complete the job on time.
21. I am not at using my time well.

22. I think about the advantages and disadvantages of different ways of accomplishing things.
23. I think of many new ideas.
24. I change my mind if others disagree with me strongly
25. If i am angry or upset with someone, i tell that person.
26. I convince others of my ideas.
27. I do not spend much time thinking about how to influence others.
28. I feel resentful when i do not get my way.
29. I do things before it is clear that they must be done.
30. I notice opportunities to do new things.
31. When something gets in the way of what i am trying to do, i keep on trying to accomplish what i set out to do.
32. I take action without seeking complete information.
33. My own work is better than that of other people i work with.
34. I do whatever it takes to complete a job.
35. It bothers me when my time is wasted.
36. Once i have selected an approach to solving a problem, i do not change that approach.
37. When trying something difficult or challenging, i feel confident and i will succeed.
38. It is difficult for me to order people to do things.
39. I get others to see how i will be able to accomplish what i set out to do.
40. I get important people to help me accomplish my goals.
41. In the past, i have had failures.
42. I take action before it is clear that i must.
43. I try things that are very new and different from what i have done before.
44. When faced with a major difficulty i quickly go on to other things.
45. When working on a project for someone, i ask many questions to be sure that i understand what that person wants.
46. When something i have been working on is satisfactory, i do not spend extra time trying to make it better.
47. When i am doing a job for someone, i make a special effort to make sure that the person is satisfied with my work.
48. I find ways to do things for less cost.
49. I deal with problems as they arise, rather than spend time trying to anticipate them.
50. I think of many ways to solve problems.
51. I do things that are risky.
52. When i disagree with others, i let them know.
53. I am very persuasive with others.

54. In order to reach my goals, i think of solutions that benefit everyone involved in a problem.
55. There have been occasions when i took advantage of someone.
56. I wait for direction from others before taking action.
57. I take advantage of opportunities that arise.
58. I try several ways to overcome things that get in the way of reaching my goals.
59. I go to several different sources to get information to help the tasks or the project.
60. I want the company i own to be the best of its type.
61. I do not let my work interfere with my family or personal life.
62. I get the most i can out of the money i have to accomplish a project or task.
63. I take a logical and systematic approach to activities.
64. If one approach to a problem does not work, i think of another approach.
65. I stick with my decisions even if others disagree strongly with me.
66. I tell people what they have to do, even if they do not want to do it.
67. I cannot get people who have strong opinions or ideas to change their minds.
68. I get to know people who may be able to help me reach my goals.
69. When i do not know something, i do not mind admitting it.
70. I try to think alone about the problems i may encounter and plan what to do if each problem occurs.

C. EXERCISE

Mr. Khuma, a 45 year old receptionist has recently been informed by her doctor that he has developed a severe heart ailment. The disease is sufficiently serious to force Mr. Khuma to change his diet, giving up favourite leisure time pursuits and her job as he has to take care of a large family. The doctor suggested that a delicate medical could be attempted which, if successful, would completely relieve his heart condition. But, its success could not be assured and in fact, the operation might prove fatal.

Please check the lowest probability that you would consider acceptable for the operation to be performed.

- Mr.Khuma should not have the operation.
- The chances are 9 in 10 that the operation will be a success.
- The chances are 7 in 10 that the operation will be a success.

- The chances are 5 in 10 that the operation will be a success.
- The chances are 3 in 10 that the operation will be a success.
- The chances are 1 in 10 that the operation will be a success.

APPENDIX 3 : QUESTIONNAIRE (MIZO)

A.Socio- economic origins and characteristics

A1: Sumdawngtu Hming _____

A2: Phone Number _____

A3: Sawhthing chin tan kum _____

A4: Kum zat: 1) Kum 30 hnuai lam []]
 2) 31-40 []]
 3) 41-50 []]
 4) 51-60 []]
 5) 60 chunglam []]

A5: Sex: 1) Mipa []]
 2) Hmeichhia []]

A6: Zirna thlen chin

1) Ziak leh chhiar thiamlo []]
2) Primary School []]
3) Middle School []]
4) High School []]
5) Higher Sec. School []]
6) College degree []]
7) A dangte []]

A7: Kawppui dinhmun

Nupui/Pasal la nei lo []]
Nupui/Pasal nei tawh []]
Nupui/Pasal then tawh []]

A8: Sakhua: _____

A9: Hnam Hming: _____

A10: Chhungkaw dinhmun

1) A huho a cheng
2) A huho a cheng lo

A11: Chhungkaw mwmbber zat

1) 5 leh a hnuailam
2) 6-10
3) 11-15
4) 15 chunglam

A12: Tuna chhungkaw eizawna ber: _____

B. Zawhna sawmsarih te hi heng a hnuai I duh ber hian chhang la, I chhanna hi nagma rilru dik tak nise, khawngaihtakin zawhna zawng zawng hi I chhang dawn nia.

5 = Ti ziah

4 = Ti thin

3 = Ti zeuh zeuh

2 = A chang changing

1 = Ti ngailo

1. Thil tul tih tur ka zawng reng thin.
2. Hmathar lak leh chona thar hmachhawn hi nuam ka ti.
3. Hun harsa paltlang tum leh hnehna chang ngei tura ngaihtuahna sengin hun tei tak ka hmang thin.
4. Hna thar thawh dawn leh hma thar lak dawnin a kaihhawih thil tam thei ang ber hriat zau ka tum phawt thin.
5. Hna thawh tha tawk lo ka hmuh / hriat hian ka lungkham thin.
6. Ka thiltih apiangah theihtawp ka chhuah thin.
7. Eng hna pawh a rang lama zawh theih dan kawng ka zawng hram hram thin.
8. Hna lian tham chu thensawmin awmze nei taka thawh tumin ka duang lawk thin.
9. Harsatna sukiang turin hmangchang ruahthamloh ngaihtuah chhuah ka tum thin.
10. Ka thiltih tawhah chuan hlawhtlin ngei ka inring thin.
11. Mi tupawh beisei anga hna an thawh that loh changing hmaichhanah ka hrih thin.
12. Ka rawtna min thlawp turin midang ka ngen thin.
13. Midangte hneh theih dan kawng ka dap thin.
14. Mi tupawh titi pui ila, a ngaithlatu nih ka thiam zel.
15. Hrih kher ngai lovin ka tih tur hna chu ka thawk mai thin.
16. Ka thiam zawng leh thawh nuam ka tih zawng hna ka thlang zawk fo.
17. Miin thil ti se, ka duh anga an tih theihna turin kawng hrang hrang ka dap thin.
18. Ka hna thawhlai ang thawk thang leh thiamte hnen atangin thurawn ka la fo thin.
19. Hna tha tak thawh ka tum tlat thin.

20. A hun taka hna ka thawh zawh theih nan a tul chuan rei tak tak thawkin ka inpumpek thin.
21. Hun hmangtha ka inti lo.
22. Hna thawhdan kawng hrang hrang te a thatna leh thatlohna te ka ngaihtuah hmasa thin.
23. Thil tihdan tur tam tak ka ngaihtuah chhuak thin.
24. Ka ngaihdan miin an kalh viau chuan ka rilru ka thlak thin.
25. Midang chungka ka thinrimin hmaichhanah anmahni ngei ka hrih thin.
26. Ka ngaihdan leh ruahmannate midangin tha an tih ve theih nan hneh ka tum thin.
27. Midangte hneh theihdan tur ngaihtuahin hun ka seng vak vak ngailo.
28. Ka duhdan anga thil a awmlöhin ka lunglohna ka lantir thin.
29. Tih tur a ni tih ka hriat hnu chauhin thil ka ti thin.
30. Thil thar ti turin remchanna ka hmu thin.
31. Harsatna awm mahsela ka mawhphurhna chu ka hlen tho thin.
32. Thil hrechiang hmasa lovin hma ka la thin.
33. Ka thawhpuite aiin ka thawk tha zawk.
34. Engpawh nisela ka hna te hi ka zolo ngailo.
35. Ho mai mai a hun khawhral hi hreawm ka ti.
36. Harsatna sukiang tura tha ni a ka hriat chu ka thlak ve mai mai ngailo.
37. Thil harsa tak hmachhawn mah ila, ka zam lova ka hlawhtling thin.
38. Mi te thil ti tura thupek hi har ka ti.
39. Ka mawhphurhna ka tih hlawhtlin dan tur mi te ka hriattir fo thin.
40. Ka duh ti hlawhtling turin min tanpui theitu tur mi pawimawh ka ruai thin.
41. Hun kal tawhah khan hlawhchhamna ka nei ve fo.
42. Ka tih tur a ni tih hrechiang lovin ka ti fo.
43. Ka tihngailoh thil ka tichhin fo thin.
44. Harsatna ka tawhin thil dangah ka pakai zung zung thin.
45. Mi hnuaia ka thawhin an duhdan hrechiang turin zawhna tam tak ka zawt thin.
46. Ka hna hi atha thawkhata ka hriat chuan a aia tha lehzual turin ka bei ngailo.
47. Midang hna ka thawhin theihpatawp ka chhuah thin.
48. Sum seng tlem zawka thil tihdan ka zawng thin.
49. Harsatna awmtheite hi thlir lawk lovin a lo thenin sut kian dan ka zawng mai thin.
50. Harsatna sukiang turin kawng tam tak ka ngaihtuah fo thin.
51. Hlawhchham hlauhawm thil ka ti fo thin.
52. Ka duhloh zawnga awm te chu ka hrih hre mai thin.
53. Midang rilru thlaktir ka thiam thin hle.

54. Ka thiltur ka thlen hmain midangten an hlawkpui ve theihna tur ka ngaihtuah hmasa thin.
55. Midangte atangin hlawkna tel ka tum ve fo thin.
56. Midangte thurawn lak hmasak hi ka ching hle.
57. Hamthatna lo awm apiang chu ka hmang tangkai thin.
58. Ka thiltum tih hlawhtlinna kawnga harsatna lo thleng te hneh thei turin kawng hrang hrangin hma ka la thin.
59. Ka hma a hna tizo turin mamawh leh tul hrang hrang ka lakhawm thin.
60. Ka hnathawhna chu amah ang rau rau ah a tha ber niturin ka duh.
61. Ka mimal nun leh ka chhungkaw nun hi ka hnathawhna nen inkungkaihtir ka duhlo.
62. Ka thiltum tihlawhtling turin ka pawisa neih ang angte tangkai takin ka hmang thin.
63. Hmangchang hre takin thil ka ti thin.
64. Harsatna chinfel nan kawng khat a hmantlakloh chuan tihdan dang ka ngaihtuah leh thin.
65. Midangten ka ngaihdan duhlo mahse, ka thutlukna ka sawhsawn ngailo.
66. An zawm emaw zawmlo emaw midang thil tih tur ka hrilh fo thin.
67. Rilru sawhsawn har leh mahni ngaihdan ring bur chi te hi ka ngaitheilo.
68. Ka thil tum tih hlawhtlinna kawnga min pui thei turte chu hmelhriat zel ka duh.
69. Ka thil hriatloh zawng pawh pawm harsa ka ti lemlo.
70. Harsatna lo thleng thei hmachhawn turin ruahmanna fel tak ka lo siam vek thin.

C. EXERCISE

Pu Khuma kum 45 mi chu company ah receptionist hna a thawk a. Vanduaithlaktakin natna khirh tak a vei ta hlauh a. Chu natna avang chuan a eiphungte, a hun hman dan leh a hnathawh phungte chu thlak danglam a lo ngai ta a. Pu Khuma chu an chhungkaw chawmtu ber a nih avnagin a hna bansan chu thil theihloh tluk a ni. Chuvangin doctorin zai a rawn ta a, amaherawhchu zai chu a hlawhtling ngei ang tih a sawitheihlohva, a hlawhtlin theihna leh hlawhchham theihna chance a awm ve ve a ni. Pu Khuma thurawn pe turah inngai la, heng a hnuai a thurawn hrang hrang atang hian eng ber hi nge I pek ang.

- Zai paltlang lo turin
- Hlawhtlinna chance hmun 10 ah hmun 9 a awm.

- Hlawhtlinna chance hmun 10 ah hmun 7 a awm.
- Hlawhtlinna chance hmun 10 ah hmun 5 a awm.
- Hlawhtlinna chance hmun 10 ah hmun 3 a awm.
- Hlawhtlinna chance hmun 10 ah hmun 1 a awm.

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INTRODUCTION

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CHAPTER - 1

INTRODUCTION

1.1 ENTREPRENEURSHIP

An entrepreneur is the catalyst to the development of an economy. Entrepreneurship is well recognized as an important driving force for the development of any economy (Baunol, 2002; Schumpeter, 1934). Global Entrepreneurship Report, 2010 suggests that economy prosperity is highly dependent on highly entrepreneurial capacity which requires individuals with the ability and motivation to start business; it is also dependent on societal perceptions about entrepreneurship. The report further suggests that entrepreneurship should include participants from all the society particularly women and marginal groups from socially and economically backward communities.

Agriculture is the main occupation of the people of India. It forms the backbone of the economy, as 52% of India's workforce is still engaged in agriculture for its livelihood and is important for food security and inclusive growth (Goel, 2012).

Agriculture also occupies a very important place in the economy of Mizoram. About 60% of the total population depends upon agriculture and allied sector. Moreover, the primary sector comprising agriculture and allied activities contributed 18% to the State Gross Domestic Product. As more than half of the population derives greater part of their income from agriculture, rising income in agriculture is an impetus to non-agricultural income in rural

areas thus helping redress the rural-urban imbalance (Economic Survey, 2012-2013). Entrepreneurship has been defined in many hues by social scientists. Cantillon (1755) defines entrepreneurship as the risk of buying at certain prices and selling at uncertain prices. Schumpeter (1934) relates it to an innovator who implements change through the carrying out of new combinations. The role of entrepreneurship is to assemble and deploy resources in new combinations that disrupt the otherwise static nature of the market. Drucker (1985) defines the term as an activity that endows resources with a new capacity to create wealth.

1.2 THE AGRIPRENEUR

Literature has often excluded farmers from the realm of entrepreneurship. As rightly observed by Puera et al (2002) part of this recognition gap comes from agricultural tradition itself, as farmers do not think of themselves as entrepreneurs. Carter (1998) and Mc Nally (2001) argued that some methods used to study entrepreneurs could be used to study farmers. Nobel Laureate Schultz, (1980); Townsend, (2013) observed that farmers over the world are economic agents, dealing with costs, returns and risks. Within their small individual allocative domain they are fine tuning entrepreneurs, tuning so subtly that many experts fail to recognize how efficient they are. Although farmers differ for reasons of schooling, health and experience in their ability to perceive, to interpret and to take appropriate action in responding to new information, they provide an essential human resource, which is entrepreneurship. Richards and Bulkley (2007) observed

that overall, modern farmers display entrepreneurial attributes commensurate with their non- farm business counterparts.

A primary driver of the expansion in the research interest in the farmer as entrepreneur, is an increasing interest by policymakers, business practitioners and universities in notions, applications and manifestations of enterprise in the organization, the economy and society (Elwee, 2006).

Dollinger (1995) defines entrepreneurship in agriculture as the creation of an innovative economic organization for the purpose of growth or gain under conditions of risk and uncertainty in agriculture. Gray (2002) viewed entrepreneurship in agriculture is important for more productivity and profitability of agriculture.

After economic liberalization, entrepreneurial activity is playing a major role in socio-economic upliftment. In developing countries like India, for raising the living standard of the vast majority of the backward region, planning and implementation for development of entrepreneurial programmes are essential because of their over dependence on agriculture for employment. The development of an entrepreneur refers to inculcate the entrepreneurial skills into a common person, providing the desirable knowledge and building the entrepreneurial approach.

Indian agriculture is low in productivity with large number of disguised unemployment. Providing viable and sustainable business opportunities in Indian agribusiness is essential for generating employment in the country.

Entrepreneurship in agriculture is a solution to many economic problems like urbanization, poverty, unemployment. It also helps in rural development. But, development of entrepreneurship in the areas of agriculture requires special skills like human development, knowledge of agriculture, knowledge of global agriculture market.

1.2.1 What is agripreneurship?

Agripreneurship may also be defined as generally sustainable, community oriented, directly marketed agriculture. Sustainable agriculture denotes a holistic, system-oriented approach to farming that focuses on the interrelationship of social, economic and environmental process. So, an agripreneur can simply means an entrepreneur whose main business is agriculture or agriculture related (Nagalakshmi, 2013). Agripreneurship is greatly influenced by three factors namely, the economic situation, education and culture in India (Tripathi & Agarwal, 2015).

There is no single definition of the term “*Agripreneur*”. However, an agripreneur may be thought of someone who undertakes a variety of activities in agricultural to be agripreneur. For example an agripreneur may start an agri-business, change a business’s direction, acquire a business or be involved in innovatory activity in agricultural value addition. Thus an agripreneur may undertake a range of different activities which have a common link - the perception of an opportunity and the willingness to do something to take advantage of it. Explicit in this is that the agripreneur is a risk-taker and has

the opportunity to initiate and to implement decisions which deal with the uncertain agricultural business environment

An agripreneur may also be defined as someone who undertakes a variety of agricultural activities and its allied sectors. An agripreneur may start an agro-business, change a business direction, acquire a business or may be involved in innovatory activity of value addition. He is a risk taker, opportunist, initiator, which deals with the uncertain agricultural business environment of the farm (Tripathi & Agarwal, 2015).

A farmer to become a successful agripreneur needs to be active, curious, determined, persistent, visionary, hard working, come up with ideas, communicative with strong management and organizational skills, recognize suitable marketing opportunities and manage the optimum resources.

A large body of research describes the traits and characteristics of entrepreneurs in general. Several studies are available on traits of agripreneurs and how it impacted their agribusiness. Different personal values of an agripreneurs significantly affect the agribusiness. Being pragmatic, determined and self confidence are distinguished attributes that add value to entrepreneurs (Brockhaus and Horwitz, 1986; Verhaar and Hoeve, 1999; Nandram and Samson, 2000).

1.3 GINGER – PRODUCTION AND TRADE

Ginger, A perennial herbaceous monocotylendon, usually grown as annual, is known to human generations as a medicinal and spice crop. It

belongs to the family Zingiberaceae and the species *Zingiber Officinale*. Ginger, the rhizome of *Zingiber officinale* Roscoe, one of the most widely used species of the family Zingiberaceae, is a common condiment for various foods and beverages. Ginger has been used traditionally for varied human ailments, to aid digestion and to treat stomach upset, diarrhoea and nausea. The ginger plant has a perennial, tuberous root or rhizome: the stems are erect, oblique, round, annual and invested by smooth sheaths of leaves, approximately 1 m in height. Ginger rhizome is generally consumed as a fresh paste, dried powder, slices preserved in syrup, candy (crystallized ginger) or for flavouring tea. In many countries, especially in India and China, fresh ginger is used to prepare vegetable and meat dishes and as a flavouring agent in beverages and many other food preparations (Shukla and Singh, 2006). Ginger is a natural dietary component which has antioxidant and anticarcinogenic properties (Manju and Nalini, 2005).

A number of countries produce ginger and export of dry ginger on a significant scale are limited to India and China, the two dominant suppliers. The USA, UK, Saudi Arabia, Morocco, Japan, Germany, Republic of Yemen and Canada are important importers of ginger (Peter, 1999). India ranks first with respect to ginger production contributing about 32.75 percent of the world's production followed by China 21.41 percent, Nigeria 12.54 percent and Bangladesh 10.80 percent (NABARD, 2014). Indian dry ginger is known in the global market as 'Cochin ginger' and 'Calicut Ginger', which is considered as one of the best in the world. Ginger is being used in the

manufacturing of a number of food products like ginger bread, confectionery, curry powders etc. It is also used in ayurvedic medicinal system.

1.3.1 WORLD SCENARIO

Table 1.1 gives a glimpse of production of ginger at the global level.

Table 1.1 : World's total area and production of ginger.

COUNTRY	AREA (000' ha)	PRODUCTION (000' tons)
China	36.10	396.60
India	107.54	385.33
Nepal	18.04	210.79
Thailand	10.25	172.68
Nigeria	52.33	162.22
Indonesia	60.47	109.02
Bangladesh	9.07	74.84
Philippines	3.97	27.10
Republic of Korea	2.09	24.97
Sri Lanka	2.07	12.05
Other Countries	8.51	107.39
TOTAL	310.43	1683

Source : FAO, 2010

The total production of ginger in the world is 1683.00 thousand tons with the total acreage of 310.43 thousand ha. China, India, Nepal and Thailand are the major producers of ginger in the world, having production of 396.60 thousand tons, 385.33 thousand tons, 210.79 thousand tons and 172.68

thousand tons respectively. India and Indonesia have the largest area under cultivation. India has a significant share in the total production of ginger at the global level ranking second among all the ginger producing nations.

The major ginger producing countries are China, India, Nepal, Thailand, Nigeria, Indonesia, Bangladesh , Philippines etc. It is also grown in Australia, Fiji, Brazil, Sierra Leone and Japan. United Kingdom, United States, Japan and Saudi Arabia import large quantities of ginger. India ranks first with respect to area under ginger covering about 34.51 percent of the total global area followed by Indonesia – 19.50 percent, Nigeria – 16.88 percent, China – 11.61 percent and Nepal – 5.81 percent. China ranks first with respect to ginger producing contributing about 23.56 percent of the world’s production followed by India producing 22.89 percent, Nepal 12.52 percent, Thailand 10.25 and Nigeria 9.63 percent respectively. Asian countries lead in the supply of ginger in the world market. Japan and USA are the major importers. China has the major export share. India exports mainly in the form of whole and dry ginger (FAO, 2010).

1.3.2 INDIAN SCENARIO

India is an important player in the production of ginger in the world market. Table 1.2 shows that there is only marginal increase in acreage from 108.64 thousand ha in 2008-09 to 149.10 thousand ha in 2010-11. The production, however has increased from 380.10 thousand tons in 2008-09 to 702.00 thousand tons in 2010-11. The details are given in table 1.2.

Table 1.2 : Area, productivity and production of ginger in India

Area = 000' Ha ; Production =000' MT

YEAR	AREA	PRODUCTION	PRODUCTIVITY
2008 - 2009	108.64	380.10	3.50
2009 - 2010	107.54	385.33	3.60
2010 - 2011	149.10	702.00	4.70

Source: National Horticulture Board

However, area under ginger cultivation in India has shown an increasing trend over the years from 1970-1971 to 1999-2000 with occasional fluctuations attributing to ups and downs in price. Indian production has been showing a steady increasing trend from 29.59 thousand tons in 1970-71 to 385 thousand tons during 2009-10. An increase of nearly 13 folds in production is due to the combined improvement in both area and productivity. While Meghalaya, Arunachal Pradesh, Sikkim and other North-East states together accounted for more than 52% of the total production with 26% of the total area. The region comprising Kerala, Karnataka, Orissa and Tamil Nadu accounted for the rest of the production with 72% area during 2007-08 (Vision 2030 IISR, 2011).

Table 1.3: State- Wise Area and Production

STATE WISE AREA AND PRODUCTION OF GINGER (Area in Hectare, Production in tons)			
	STATE	2011-2012	
		AREA	PRODUCTION
GINGER	Karnataka	46511	168310
	Orissa	17120	126530
	Assam	16386	112548
	Meghalaya	9438	52922
	Arunachal Pradesh	6601	52304
	Gujarat	4378	69581
	Uttaranchal	4153	41944
	Sikkim	6700	35970
	Mizoram	6200	31000
	Kerala	6088	33197
	West Bengal	11403	24606
	Andhra Pradesh	2472	23054
	TOTAL	167432	913890

Source : Spice Board of India

Ginger is an important cash crop grown in North East region. About 3 lakhs tons of gingers are being produced annually from 47,641 hectares land and the North East region is emerging as India's organic ginger hub. A large number of local cultivars are grown in this region. Ginger is the main cash crop accounting 49 percent of India's ginger area and 72 percent of India's ginger production. This region is among the highest ginger productivity area in the world (5.8 t/ha as against 3.7 t/ha) and is emerging as India's organic ginger hub (Rahman et al, 2009).

1.4 GINGER PRODUCTION IN MIZORAM: A PROFILE

Mizoram is a mountainous region which became a State in February, 1987. It was one of the districts of Assam till 1973 when it became a union Territory. Sandwiched between Myanmar in the East and south and Bangladesh in the west. Mizoram occupies an area of great strategic importance in the north eastern corner of India. It has a total of 722 km boundary with Myanmar and Bangladesh.

Mizoram has the most variegated hilly terrain in the eastern part of India. The hills are steep and are separated by rivers which flow whether to the north or south creating deep gorges between the hill ranges. The average height of the hill is about 1000 metres. The highest peak in Mizoram is the Blue Mountain (Phawngpui) with a height of 2210 metres.

Mizoram has a pleasant climate. It is generally cool in summer and not very cold in winter. During winter, the temperature varies from 11degree celsius

to 21 degree Celsius and in summer it varies between 20 degree Celsius to 29 degree Celsius. The entire area is under the direct influence of the monsoon. It rains heavily from May to September and the average rainfall is 254 cm per annum. The average rainfall in Aizawl is 208 cm, and the second capital of Mizoram, Lunglei has average rainfall of 350 cm. Winter in Mizoram is very pleasant, the skies are wonderfully blue, and in the morning the mist formed between the hills gives an enchanting view of wide stretches of vast lake of cloud. Mizoram has great natural beauty and endless variety of landscape and is also very rich in flora and fauna. Almost all kinds of tropical trees and plants thrive in Mizoram. The hills are marvelously green.

1.4.1 THE PEOPLE :

Historians believe that the Mizos are a part of the green wave of the Mongolian race spilling over in to the eastern and southern India centuries ago. Their sojourn in western Myanmar, into which they eventually drifted around the seventh centuries. They came under the influence of the British Missionaries in the 19th century, and most of the Mizos are Christians. One of the beneficial result of the Missionaries activities was to educate the people. The Missionaries introduced the Roman script for the Mizo language and formal education. The cumulative result is the present high percentage of literacy of 88.49 percent which is considered to be the second highest in India.

The Mizos are a distinct community and the social unit was the village. Around it revolve the life of a Mizo. Mizo village was usually set on top of a hill

with the Chief's house at the centre of the bachelor's dormitory called *Zawlbuk* prominently located in the central place. In a way of the focal point in the village was the *zawlbuk*, where all young bachelors of the village slept. *Zawlbuk* was the training ground, the cradle wherein the Mizo youth was shaped into a responsible adult member of the society.

1.4.2 SOCIAL LIFE :

The fabric of social life in the Mizo society has undergone tremendous change over the year. Before the British move into the hills, for all practical purposes, the village clan formed units of the Mizo society. The Mizo court of ethics or *Dharma* move around *Tlawmngaihna*, an untranslatable term meaning, on the part of everyone to be hospitable, kind, unselfish and helpful to others. *Tlawmngaihna* to a Mizo stand for that compelling moral force which finds expression in self sacrifice for the services of others. The old belief, *Pathian* is still in use to term God till today. The Mizo's have been enchanted to their entire social life and thought process have been altogether transformed and guided by the Christian church organizations directly or indirectly and their sense of values have also undergone drastic change.

Mizos are a close-knit society with no class distinction and no discrimination on grounds of sex. Ninety percent of them are cultivators and the village exists like a big family. Birth of a child, marriage and death of a person in the village are important occasions in which the whole village is involved.

1.4.3 ADMINISTRATION

As a sequel of the signing of the Historic Memorandum of Settlement between the government of India and the Mizo National Front in 1986, Mizoram was granted statehood on February 20th 1987 as per Statehood Act of 1986 and Mizoram became the 23rd state of the Indian Union.

The capital of Mizoram is Aizawl. The Mizoram Legislative Assembly has 40 seats. Mizoram is now represented at the parliamentary by two members, one in the Lok Sabha and the other in the Rajya Sabha.

Mizoram has witnessed vast constitutional, political and administrative changes during the past years. The traditional chieftainship was abolished and the district and regional councils created under the Sixth Schedule of the constitution of India, give a substantial measure of local control. Today, the Lais, Maras and Chakmas have separated Autonomous District Councils. The village councils are the grassroot of democracy in Mizoram.

Mizoram is a mountainous region covering an area of 21,087sq kms and has a population more than a million. The average height of the mountains is about 1000 meters. It is also the third most literate state in the country. Mizoram has eight districts namely, Aizawl, Lunglei, Saiha, Champhai, Serchhip, kolasib, Lawngtlai and Mamit.

1.4.4 AGRICULTURE

Agriculture is the main source of occupation of the state. About 80 percent of the people of Mizoram are engaged in agricultural pursuits. The main pattern of agriculture followed is Jhum or Shifting cultivation. Of the total 21 lakh hectares of land estimated, 6.30 lakhs hectares of land is available for cultivation of horticulture crops. The existing area under different horticulture crops account for about 4127.6 hectares, which is only 6.55 percent of the estimated potential area. This indicates the vast scope for horticulture crops to flourish in Mizoram. The main horticulture crops are fruit crops viz mandarin orange, banana, passion fruit, grapes, hatkora, pineapple, papaya etc., and flowers like anthurium, bird of paradise, orchid, chrysanthemum, rose and other subsidiary seasonal flowers. Spices like ginger, turmeric, black pepper and bird's eye chilies are also grown. People have also started cultivation of oil palm, medicinal and aromatic plants.

1.4.5 GINGER CULTIVATION IN MIZORAM

Ginger is one of the most important cash crops in Mizoram, and is generally grown in Jhum land. The agro-climatic condition of the state is favourable and ginger is cultivated without the use of manures, fertilizers or pesticides. Its cultivation as a cash crop in the state is known to have started in late 1970s. There are three major varieties of Ginger grown in the state namely *Thingpui*, *Thinglaidum* and *Thingria*, of which *Thinglaidum* is the most popular (Vanrammawia, 2005). In Mizo language, 'thing' refers to ginger. Mizoram is known for its fibreless (4 percent) ginger with high pungency. The pungency of

ginger is due to gingerol which is found highest in thingpui, among the promising varieties of ginger grown commercially in northeastern region (Table no 1.4).

Table 1.4 : Promising varieties of ginger grown commercially in northeastern region

Sl.No.	Adapted Varieties	Crude fibre (per cent)	Dry matter (per cent)	Gingerol (per cent)	Oil (per cent)	Yield (t/ha)
1	Nadia	4.56	22.25	0.64	1.45	30.00
2	Poona	4.56	19.76	0.93	1.17	25.10
3	Varada	5.93	21.38	0.96	1.75	22.00
4	Thingpui (local)	5.74	22.47	1.25	1.80	19.30

Source : Vanrammawia, (2015)

Mizoram ranks fifth in terms of area and production of ginger in the country with a share of 7.8 percent of the country's total production (Vanrammawia, 2015). The year wise of area and production of ginger during three years (2011-2014) is presented in Table 1.5.

Table 1.5 : Area and Production of Ginger : Mizoram

Area = '000 Ha ; Production ='000MT

GINGER	2010 – 2011		2011 - 2012		2013 – 2014	
	Area	Production	Area	Production	Area	Production
	6.20	31.00	7.01	34.46	7.48	29.92

Source: Government of Mizoram.

The area under ginger cultivation in Mizoram shows gradual increase as observed in the above table 1.5. However, the production declined in 2013 – 2014

from 34.46 thousand metric tons to 29.92 thousand metric tons. This may be attributed to emphasizing more on area expansion. The production of ginger in Mizoram is highest in Aizawl district which yield total production of 5.5942 thousand metric tons followed by Serchhip and Kolasib districts respectively (Table 1.6).

Table 1.6 : Area and Production of Ginger: District Wise (2013-2014)

Area = '000 Ha ; Production ='000MT

GINGER	DISTRICT	AREA	PRODUCTION
	Aizawl	1.278	5.5942
	Lunglei	0.479	1.8961
	Saiha	0.528	2.0732
	Champhai	1.153	4.5091
	Mamit	0.1038	4.0482
	Kolasib	1.162	4.5528
	Serchhip	1.262	4.9708
	Lawngtlai	0.584	2.2756

Source : Government of Mizoram.

1.5 KHANPUI VILLAGE

Khanpui is a small village located in Darlawn block, Aizawl district, Mizoram. It is 42 kms towards north from the district headquarters Aizawl. It has a total population of 1499 with 309 households. There are 792 (53%) males and 407 (47%) females residing in this village. Out of the total population, 806 are engaged in work activities. 67.12% of workers describe

their work as main work (employment or earning more than six months) where 32.88% involved in marginal activity providing livelihood for less than six months. Of 806 workers engaged in main work, 476 were cultivators (owner or co-owner), where 330 were agricultural labourers (Census, 2011).

The economy of Khanpui village is primarily agrarian. Half of the households in Khanpui village are engaged in ginger cultivation, which is the main agricultural activity. There were around 150 households engaged in ginger cultivation covering an area of 40 hectares. The ginger cultivars cultivated in Khanpui village are *Thingpuidum* and *Thingria*, which are known for its fibre-less and high pungency. The other agricultural activity includes paddy cultivation.

The village is surrounded by the hills where some of the families resided in the hilly region of the village. It is well linked with the neighboring villages by small but well metalled roads and there is good power and water supply throughout the year. Khanpui has a pleasant climate with natural beauty where the views of its surroundings are marvelously green.

Khanpui village is blessed with five educational institutions namely, Government Primary School- I; Government Primary School- II; Government Middle School; Government High School and two private English Medium School. There is one health sub-centre where the people seek for health treatment. The field where play youth of the village play every day except on Sunday is located in the northern region of the village.

1.6 NEED FOR THE STUDY

The presence of entrepreneurs in an economy is a sign of economic growth. They not only initiate but also sustain the process of economic development (Prasad and Verma,2006). Thus, entrepreneurs create job and contribute in the reduction of unemployment, move people from welfare host to work and help drive up wages (Kumar, 2007).

Ginger is the main cash crop cultivated in North East Region of India, accounting for more than 26% of India's ginger area and 52% of India's ginger production. This region is one of the highest ginger productivity areas in the world (Vision 2030 IISR, 2011). Entrepreneurial success is linked to the traits of the entrepreneur. It is hence relevant to having examine the entrepreneur traits of the ginger growers in Khanpui. Khanpui having a significant share in the largest ginger growing district Aizawl, it is imperative to examine the traits of the entrepreneurs with a view to provide measures for enhancing their traits.

1.7 REVIEW OF LITERATURE

The main objective of this section is to review the available literature on entrepreneurship, agripneurship and entrepreneurial traits. Relevant literature in respect of these three important areas was drawn to understand the current status of research on entrepreneurship in agricultural sector in Mizoram.

1.7.1 Studies on Entrepreneurship

In this section, the researcher has attempted to trace the history of entrepreneurship and reviewed significant studies on different facets of entrepreneurship relevant to the present study such as, agripreneurship, entrepreneurial traits of farmers in India and across the globe.

1.7.1.1 A Historical Perspective

The word entrepreneur is derived from '*entrepredre*', which means 'to undertake'. The meaning of the word dates back to Cantillon (1755) and has been defined in myriad hues over the centuries. Some important contributors to the evolution of the term were Say (1842), who referred to an entrepreneur as an organizer, Knight (1842), who described him or her as risk bearer and Cole (1959), who defined entrepreneurship as "the purposeful 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." Schumpeter (1934), described the entrepreneur as the innovator who carried out new combinations. These new combinations could take the form of introduction of new product, a new method of production, exploring new market, conquest of new source of supply of materials and carrying out of a new organization of industry. Mc Clelland (1961), emphasized on the need for achievement. According to him an entrepreneur with high achievement takes personal responsibility for finding solutions to problems, sets moderate

achievement goals and takes calculated risks; and wants concrete feedback on his performance.

The term entrepreneur evolved different meanings in later years. Drucker (1985) defined an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. He opined that innovation is a tool of entrepreneurship, which endows resources with a new capacity to create wealth and discussed seven sources of opportunities namely, the unexpected, the incongruity, innovation based on process need, changes in industry structure or market structure, demographics (population changes), changes in perception, mood and new knowledge.

1.7.1.2: Entrepreneurship in India: Some Empirical Studies

Many researchers have studied different dimensions of entrepreneurship in India. Berna (1960) studied fifty manufacturing enterprises in Tamil Nadu and observed that caste and tradition do not play an important role in the emergence of entrepreneurship.

Gaikwad and Tripathi (1970) studied entrepreneurs in Andhra Pradesh and found that all the entrepreneurs had drive, initiative and were hardworking. Sharma (1975) conducted a survey on 245 entrepreneurs from Punjab and Uttar Pradesh and concluded that government policies play a crucial role to sustain the interest of entrepreneurs in the continuous expansion of the business. Hundal (1977) studied the entrepreneurial motivation of 434 entrepreneurs from various towns of Punjab and observed that the

entrepreneurs were motivated by concern about self, social repute, remote rewards and conscience.

Nafziger (1978) studied fifty four manufacturing enterprises in Vishakhapatnam and concluded that a high number of successful entrepreneurs belonged to families of the Brahmans and families with a high economic status.

Gangadhara (1986) ascertained and evaluated the impact of industrial estates on the emergence of entrepreneurship in Coastal Andhra. He concluded that though the impact of industrial estates on the emergence of entrepreneurship in Coastal Andhra was marginal, a new sense of awareness about the virtues of self employment through industrial entrepreneurship is emerging among agricultural communities, white collared workmen and unemployed.

Khanka (1990) defined entrepreneurship as “an attempt to create value through recognition to business opportunity, the management of risk taking appropriate to the opportunity, and through communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition.”

1.7.1.3: Entrepreneurship in North East India

Here the researcher has reviewed the few but significant studies conducted on entrepreneurship in NER.

Baruah (2000) conducted a study on 140 successful women entrepreneurs who were trained in six states of NER viz., Assam, Meghalaya, Manipur, Tripura, Arunachal Pradesh and Mizoram to find out the impact of the efforts of the training institutions to create entrepreneurs in the North East. She concluded that successful women entrepreneurs in the North East transcend communities and castes and that most of these entrepreneurs were supported by their families to adopt entrepreneurship as a career.

Srivastav and Syngkon (2007) conducted a study in tribal district in East Khasi hills of Meghalaya to analyze the various emerging aspects of SSIs and observed that most of the SSIs are adopting direct selling marketing strategy and produce the produce and products mainly to cater the local market demand. A majority of entrepreneurs were educated and first generation tribal entrepreneurs and more than one fourth of them were women entrepreneurs. However, these small industries were at the preliminary stage of development and had yet to make a significant contribution to the growth of the economy in Meghalaya in a significant way.

Entrepreneurial motivation in Assam was studied by Khanka (2009) on a sample of 243 first generation entrepreneurs and he observed that the entrepreneurs were primarily motivated by the need for economic achievement, personal growth, autonomy and recognition.

1.7.2 : Studies on Agripreneurs

As the present study has focused on agripreneurs, a comprehensive review of literature of farmer entrepreneurs/ agripreneurs was undertaken to find out the gap in research literature pertaining to this type of entrepreneurs.

Elwee (2007) studied agripreneurs in Finland, where the farmers perceived themselves as growth-oriented, risk-taker, innovative, optimistic and having more personal control of their business activities. He defined agripreneurs as those occupied on a part or full time basis on a range of activities which are primarily dependent on the farm and by agriculture, by which means practice of cultivating the soil, growing crops and raising livestock as the main source of income.

Ahmed et al (2011) assessed the entrepreneurial traits of agripreneurs in Uttarakhand and Punjab who were engaged in agripreneurial activities. The finding concluded that entrepreneurial traits like self confidence, risk taking ability, management orientation and information seeking behavior were the important areas of training for the agripreneurs.

Singh (2012) contended that agripreneurs are not just farmers, but also thinkers, risk takers and business people. To make thus approach successful, the researcher suggested all aspects such as cultural, social and political situations must be addressed in a holistic way.

Singh (2013) studied what influenced entrepreneurship among farming community in Pradesh. He observed that caste, farm size and age of the

farmers are not necessarily major constraints for the success of agripreneurship. He further identified that even less educated and farmers of old age can also become an agripreneur provided they are clearly informed about the right type of knowledge to be used.

Agripreneurship is an employment strategy that can lead to economic self sufficiency of rural people. Nagalakshmi & Sudhakar (2013) conducted a study in Dharmapuri village, Andhra Pradesh analyzing the profile of 100 selected agripreneurs. The study observed that agripreneurs of Dharmapuri village were between the age group of 31-40, having literacy, using their small holdings in a productive way, and has created their own agripreneurs associations to solve their problems.

Bairwa et al (2014) opined that agripreneurship have the potential to contribute to a range of social and economic development such as employment generation, income generation, poverty reduction and improvement in nutrition, health and overall food security in the national economy. It also has the potential to generate growth, diversify income, providing widespread employment and entrepreneurial opportunities in rural areas. Agripreneurship is the need of the hour to make agriculture more attractive and profitable venture. An individual with risk bearing capacity and a quest for latest knowledge in agriculture sector can prove to be a right agripreneur.

Narendran (2015) reported that agripreneurship is basically doing entrepreneurial activities in agriculture and related areas. He suggested youth of the rural areas should agripreneurship for better employment and social status.

Tripathy & Agarwal (2015) studied the development of entrepreneurial skills of agripreneurs in the farming sector of Uttar Pradesh. The study observed that with time farmers, agricultural businessmen, researchers and government has recognized the need of entrepreneurial inclination in the agricultural business. The development of entrepreneurial skills of agripreneurs is a significant issue, at the same time social and economic environment of farming should not be underestimated when promoting the development of entrepreneurial skills.

1.7.3 Studies on Entrepreneurial Traits – Relevance

Many researchers have identified personal characteristics distinguishing entrepreneurs from non-entrepreneurs (Bolton & Thompson, 2004; Shane, 2003; Mc Clelland, 1961).

The characteristics possessed by an entrepreneur who results in superior performance are called the entrepreneurial competencies or traits. Entrepreneurial traits are a combination of several factors (Kumar & Narayanaswamy, 2000).

Onstenk (2003) opined that chances to run a successful enterprise depend significantly on self assessment of available or developable traits by the

entrepreneur. Proper entrepreneurial traits are needed to successfully start an enterprise, to run it in the market and to let it survive and grow, which can effectively be developed from and in business interactions. He further stated that entrepreneurial traits are the integrated ability to perform entrepreneurial activities adequately and to solve entrepreneurial problems. It also relates to the individual performance of professionals, entrepreneurs or employees and denotes the complete range of occupational or entrepreneurial problems that entrepreneurs are equipped to handle.

Chandramouli et al (2005) described an entrepreneur as the central figure of economic activity and positive manner of development. They are persons who initiate, organize, manage and control the affairs of the enterprise. Therefore, entrepreneurial skill is to be regarded as the most important for the development of the enterprise.

Traits of an entrepreneurs are attributes necessary for a person to possess in order to complete a particular task. These include knowledge, skills and abilities. A generalized list of traits that are responsible for the success of an entrepreneur include capacity to take risk, capacity to work hard, above average intelligence and wide knowledge, self motivation, vision and foresight, flexibility and sociability, desire for innovativeness and future orientation, creative thinking, strong need for achievement, ability to marshal resources (Patil, 2013)

Suresh (2014) opined that success of an entrepreneur depends on entrepreneurial traits such as risk taking capacity, need for achievement, innovation and taking responsibility.

1.7.4 : Studies on Entrepreneurial Traits – Global Context

Academic literatures have focused on entrepreneurial traits of farmers in developed and developing countries. The researcher in this section attempted to review some important studies relevant to the present studies.

Schiebel (2002) reported that successful farmers differ in terms of three personality traits. They have more belief in their ability to control events, problem solving abilities and social initiative.

Elwee (2006) discussed the present status of farmers in Europe, suggesting the farmers to develop new skills in a competitive market environment. He further stated that there are a great many skills which are necessary to run the farm business and opined that the major challenge for the agricultural sector is to enable farmers to develop their entrepreneurial traits.

Elwee (2006) in his study of the entrepreneurial capacity of farmers in England, Finland, Poland, Italy, Switzerland and Holland, he seeks to identify the traits and entrepreneurial strategies which farmers need. He observed that there is a gap in the sector and the farmers need to develop with support from other agencies particularly in relation to marketing, financial and business planning skills. Others that need to be developed are those of communication and collaboration.

Bastia et al (2007) conducted a study among the Italian farmers and expressed the significance of personal characteristics and attitudes which greatly influence the development of entrepreneurial traits among the farmers in Italy, especially in terms of the entrepreneur's outlook towards identifying business opportunities and taking risks. They also stated the basic premise was that an entrepreneurial farmer needs to be able to embrace change i.e., he or she needs to have an open mentality and be ready for change and innovation. This is essential if the entrepreneur is to initiate changes and farm conversion.

(Elwee, 2007) The significance of entrepreneurship is largely determined by the trends and development in the environment of farming business. Therefore, the significance of entrepreneurial skills is explored among the farmers in England. The study suggested that a great number of skills are necessary to run the farm business. This is important because farmers are not always able to determine the future of their farms. Therefore, a major challenge for the agricultural sector is to enable farmers to develop their entrepreneurial skills.

Jukema and Bartold (2007) conducted a research on farmers representing their production centre in Netherlands, and observed that Dutch farmers have good basic farm skills. The farmers have the ability to develop more entrepreneurial skills by spending time on tactical and strategic issues. They also observed that entrepreneurial skills are said to be more highly developed in sectors where farmer operates close to the market and society, as in the agricultural sector, flower and plant cultivation and intensive livestock sector.

Pieter and Schoorleemer (2007) in their report on the exploration of the significance of entrepreneurship in agriculture in selected European countries viz., England, Finland, Italy, The Netherlands, Poland and Switzerland, it has been mentioned that in all countries attention was paid to professional skills which are a basic requirement for the farmers to succeed in farming business. Other skills such as opportunity skills, co-operation and networking skills, to deal with uncertainties, risk taking attitude and commitment are also frequently mentioned by the respondent farmers to succeed in their farming business.

Lans et al (2008) opined that the true potential of focusing on entrepreneurial traits lies in making the small business aware of his/her own competence level; identifying the importance of specific competencies to business success and providing subsequent direction and guidance in its development.

Shyamalie et al (2009) undertook an investigation in tea growing locations of India and Sri Lanka to compare the entrepreneurial behavior/ traits of the rural women farmers. The results showed that among the components of entrepreneurial traits, achievement motivation, management orientation and risk taking ability were the important pointers for the women in India. Whereas ability to coordinate of farm activities were found to be important components of entrepreneurial traits for women in Sri Lanka.

Chris Phelan (2011) studied the range of skills and competencies of farmers in the North West of England, the findings indicated that whilst a range of managerial skills are valued by farmers, they lack many of the additional business and entrepreneurial traits required for success.

Rezai et al (2011) assessed the effect of informal agri-entrepreneurial training in developing entrepreneurship among the farmers in Malaysia. It was observed that the success of agriculture entrepreneurship development lies in innovative training and inculcation of agri-entrepreneurship skills among the farmers. It was further suggested that to inculcate the skills among the farmers, formal agricultural education is an important variable, which could enhance entrepreneurship education in developing good agri-entrepreneurs.

Zainol (2011) studied the role of personality traits among the Malay family firms in Malaysia. The researcher examines the firms by taking personality traits as antecedent. Many negative stereotypical labels such as being 'lazy', 'lacking in initiatives' and 'afraid to take risks' are often used to describe the Malays. Therefore, the study proposes innovation, risk-taking and proactiveness are important mechanisms to ensure firm's survival and performance.

Selvaratnam (2012) investigated the level of participation in entrepreneurship activities among the Orang Asli community in Malaysia, where their main occupation is agriculture. The results showed that the level of

entrepreneurial traits is still low as they had low level of understanding the meaning and value of entrepreneurial traits. The researcher suggested conducting more entrepreneurship development and skill development opportunities for the Orang Asli community.

According to Anthony (2014) who assessed the entrepreneurial behavior of cassava farmers in Nigeria, farmers deciding to take particular crop or use scientific methods to grow crops also exhibit entrepreneurial traits and understanding such behavior has become necessary to improve the productive capacity of farmers.

1.7.5: Studies on Entrepreneurial Traits – Indian Context

Success on any entrepreneur depends on the entrepreneurial traits (behavior), where behavior is an outcome of one's attitude. A number of research works in entrepreneurship have focused on entrepreneurial traits in India. But, very sparse research is done in NER. The researcher has reviewed some significant studies conducted in different parts of India.

Kumar & Narayanaswamy (2000) defined entrepreneurial traits as a combination of seven components viz., innovativeness, decision making ability, co-ordinating ability, achievement motivation, information seeking ability, risk taking ability and leadership ability. In the same way, Vijay Kumar (2001), operationalized entrepreneurial traits as the cumulative outcome of information seeking behavior, farm decision making, leadership

ability, risk taking ability, innovativeness, achievement motivation and market orientation of farmers.

Murali et al (2003) conducted a study on floricultural farmers of Dingdigul and Coimbatore districts to analyze and understand their entrepreneurial traits and its relation with socio economic characteristics. The study revealed that those who are high on entrepreneurial traits were having high persistence, hope of success and manageability. Majority of the farmers scored medium level of confidence, innovativeness and knowledge.

Chandramouli et al (2007) An entrepreneur is the central figure of economic activity and positive manner of development. They are persons who initiate, organize, manage and control the affairs of the enterprise. Therefore, entrepreneurial traits are to be regarded as the most component for the development. In his study of farmers in Raichur district, Karnataka, Chandramouli observed that big farmers were having high level of entrepreneurial behavior, which might be due to their sound financial condition and large size of land holding to take risk.

According to Dangwal (2008) every underdeveloped society which is attempting to start the process of economic development to find out the solution of its burning questions of poverty and unemployment, should first try to develop entrepreneurial traits among the people.

Jha (2008) conducted a study on entrepreneurial traits of pineapple growers in Dimapur district of Nagaland in NER. Ninety pineapple growers

were selected from four different villages. The findings of the study revealed that majority of the respondents had medium level of entrepreneurial traits in terms of knowledge level, risk orientation, self confidence, management orientation, farm decision making ability and leadership ability. The variables age, education and sources of information utilized were found important to influence the attitude of the respondents towards pineapple cultivation.

Kumar (2009) stated that certain specific personal traits and characteristics like need for achievement, creativity, confidence, leadership, human relations skills, motivation, administrative skills, eagerness to look for new ideas, risk taking ability, time management, ability to look ahead, managerial skills make an entrepreneur what he or she is. All these traits are not uniformly present in all entrepreneurs.

A generalized list of traits that are responsible for the success of entrepreneur include capacity to take risk, capacity to work hard, self motivation, vision and foresight, flexibility and sociability, desire for innovativeness and future orientation, mobility and drive, creative thinking, strong need for achievement.

Success of a business/ enterprise depends on the entrepreneurial behavior of a person and the same is true for agriculture, which is one of the main sources of livelihood in the rural sector (Shyamalie, 2009).

Jha (2010) studied entrepreneurial traits of farmers cultivating ginger organically by default in Nagaland. The study was based on household survey

of 85 sample respondents. The findings revealed that majority of ginger cultivators had medium level of risk orientation and farm decision making ability and high level of self-confidence. The variables age, level of education, annual income and self-confidence were found important in influencing the entrepreneurship characteristics of the respondents.

Patil et al (2010) In the present scenario of increasing demand for organic agriculture with the limitations in proper arrangements for backward and forward linkages, it is the entrepreneurial traits which play a major role.

Balarasavan (2012) Farmers should have entrepreneurship qualities in order to perform better in the field. In his study of entrepreneurial behavior of farmers, he studied in the light of variables like innovation, decision making ability, economic motivation, risk taking ability, information seeking ability and leadership ability. He further explained that the entrepreneurial behavior is vital for farmer, as he like an entrepreneur ventures out into risky endeavour of marketing the produce. He highlighted the need to improve decision-making ability among farmers and their level of innovations in farming practices.

Balasaravanan & Vijayadurai (2012) conducted a study in Thanjavur district focused on identifying entrepreneurial traits among the farmers and determine the level of entrepreneurial behavior among the farmers. The study highlighted the need to improve decision making ability, risk taking ability and the level of innovations in farming practices. The study also suggested

that farmers should have entrepreneurship qualities in order to perform better in the field.

According to Singh (2012) in any country or region strategies for improving agricultural productivity or income of the farmers, it is necessary to develop an entrepreneurial culture among farmers. This has been rightly indicated by Drucker (1985) that “The essence of economic activity is the commitment of present resources to future expectations, and that means to uncertainty and risk”.

Kumar et al (2013) reported that vertical increase in production and productivity is possible through inoculation of the entrepreneurial qualities among the farming communities in general.

Anchara & Natikar (2014) conducted a study in Dharwad district of Karnataka and stated that entrepreneurs are not simply innovators, they are men with a will to act, to assume risk and to bring about changes through organizations of human efforts. The economic growth and development of the advanced countries are largely due to entrepreneurship quality among their community rather than the capital.

Bairwa et al (2014) Personal qualities of agripreneur significantly affect the agribusiness. Self criticism, leadership, market orientation and creativity are important for successful entrepreneurship development.

Reshma et al (2014) undertook a study on 120 farm women to understand the entrepreneurial traits who were engaged in livestock production activities.

The study revealed that comparatively more number of respondents were found in mass media use and significantly large proportion of respondents were found in medium level of risk orientation.

Suresh (2014) in his research identifies 30 variables to measure the entrepreneurial traits of the respondents. He stated that an important skill with regard to the development of an entrepreneur is the entrepreneurial traits. The study concludes that entrepreneurial traits are an important factors in developing prospective entrepreneurs and creating ventures.

Tripathi & Agarwal (2015) The development of entrepreneurial skills of farmers is a significant issue, which needs to be promoted by all the stakeholder in the agricultural network. The study of social economic environment of farming should not be underestimated when promoting the development of the entrepreneurial skills, as entrepreneurship is the system of innovation. The nine key general entrepreneurial skills for farmer as an entrepreneur are taking initiative, ambitious, focused, problem solving, creating thinking, risk taking, flexibility and adaptability, interpersonal abilities, networking and readiness to learn.

1.7.6 Research Gap

Although research is visible on various facets of agriculture and entrepreneurship in Mizoram, there is a dearth of studies on entrepreneurial traits of agripreneurs in Mizoram. The present study seeks to plug the gap in the literature on entrepreneurship among farmers in Mizoram.

1.8 RESEARCH DESIGN

1.8.1 Statement of the Problem

Agriculture occupies a very important place in the economy of Mizoram and contributes substantially to the State Gross Domestic Products. Ginger, being one of the prominent agricultural crops, surplus productions are achieved which are either exported or sold outside the state. (Economic Survey, 2012-13). Aizawl district has the largest share in the total production of ginger (5.5942 metric tons) and the largest area under ginger production (1.278 hectares) (Government of Mizoram, 2014). Moreover, Khanpui occupies a significant place in the production of ginger in the district and also has a large area under ginger production. The agripreneurs of the state play a key role in the economic development of Mizoram. It is important to understand the entrepreneurial traits possessed by the respondents in Khanpui.

1.8.2 Objectives of the Study

The objectives of the study are mentioned below:

1. To study the socio-economic characteristics of agripreneurs in Khanpui village
2. To study entrepreneurial traits of agripreneurs in Khanpui village.

1.8.3 Research Question

1. To what extent do the entrepreneurs possess different entrepreneurial traits?

1.8.4 Hypotheses

H1 : There is a significant relationship between age of the respondents and entrepreneurial traits.

H2 : There is a significant relationship between educational qualification of the respondents and entrepreneurial traits.

1.8.5 Research Methodology

Here, it is attempted to specify the scope of the study, the time period for which data was collected from the sample respondents, sources of data, tools applied for data analysis and limitations of the present study.

The questionnaire was developed by Rao and Moulik (1979). The questionnaire consists of 70 brief statements describing the traits of the respondents. The statements were rated from 1 – 5 on a Likert scale basis, with 5 indicating that the statement describes the respondents very well, 4 – well, 3 – somewhat, 2 – very little and 1 – not at all. Some statements were similar but no two statements were exactly alike. The questionnaire attempts to describe 13 qualities in all, namely, initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem

solving, self-confidence, assertiveness, persuasion and use of influence strategies.

It is natural that some respondents may have tried to present a very favourable image of himself / herself. To reduce errors that may arise due to such misrepresentation, a correction factor has been applied to present a more accurate assessment of the strength of the traits of such respondents as professed and assessed by them.

On the basis of such assessment, a score sheet was computed for each respondent for each assessed trait namely, initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem solving, self confidence, assertiveness, persuasion and use of influence strategies. The scores ranging from 0 -10 are considered as having lower strength, 11 – 20 medium strength, more than 21 as higher strength.

1.8.5.1 Scope of the Study

1.8.5.1.1 Khanpui Village

Khanpui is a small village located in Darlawn block, Aizawl district, Mizoram. It is 42 kms towards north from the district headquarters Aizawl. It has a total population of 1499 with 309 households. There were around 150 households engaged in ginger cultivation covering an area of 40 hectares. The ginger cultivars cultivated in Khanpui village are *Thingpuidum* and *Thingria*, which are known for its fibre-less and high pungency.

1.8.5.1.2 Entrepreneurs of the study

About 50 percent, i.e., 150 households in Khanpui village are engaged in ginger cultivation on a commercial basis, which is the main agricultural activity. However, for the purpose of the present study, farmers earning an annual income of Rs.1,00,000 or more from ginger cultivation were considered as entrepreneurs/ agripreneurs for gauging their traits as they may be considered above sustainable level farmers.

The study was based on a sample size of 43 respondents / entrepreneurs from the village, who earned an annual income of Rs.1,00,000 or more in year 2014. (Government of Mizoram, 2014) (See Appendix 1).

1.8.5.2 Sources of Data

The data for the present study was collected from primary and secondary sources. Primary data was collected by administering structured questionnaire in Mizo language to the sample respondents. This was supplemented by unstructured interviews and participatory observations with the sample respondents. There were 13 questions relating to entrepreneur's socio economic condition and 70 questions relating to entrepreneurial traits. And one exercise on risk taking was embedded in the questionnaire administered to the respondents. Secondary data was collected from relevant reports, journals, magazines, books, newspapers and e-resources.

1.8.5.3 Tools Applied for Data Analysis

Structured questionnaires developed by Rao and Moulik (1979) was administered to examine the entrepreneurial traits of the agripreneurs. Thirteen entrepreneurial traits were analyzed such as initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem solving, self-confidence, assertiveness, persuasion and use of influence strategies. In the questionnaire, a list of 70 statements was presented with a request to consider their importance in respondent's own business activity. A five point scale ranging from "not at all" to "very well" was used.

Simple statistical device like percentages was used to interpret and analyze data collected. The data collected was also analyzed by using statistical tools called SPSS. Cross section analysis using correlation was done to find whether there was any significant relationship between socio economic characteristics and entrepreneurial traits of the respondents.

1.9 Chapterisation

Chapter 1 : Introduction

Chapter 2 : Socio Economic profile of agripreneurs in Khanpui Village

Chapter 3 : Entrepreneurial traits of agripreneurs in Khanpui Village

Chapter 4 : Conclusions and suggestions.

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CHAPTER – 2

SOCIO ECONOMIC CHARACTERISTICS OF AGRIPRENEURS IN KHANPUI VILLAGE

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CHAPTER - 2

SOCIO ECONOMIC CHARACTERISTICS OF AGRIPRENEURS IN KHANPUI VILLAGE

This chapter proposes to identify and discuss the socio economic conditions of the entrepreneurs in taking up ginger cultivation in Mizoram. The present study has examined the socio economic characteristics viz age, gender, educational qualification, marital status, structure and size of the family, main occupation of the respondents.

2.1 Introduction

The socio- economic milieu plays an important role in the emergence and development of entrepreneurship. In fact, entrepreneurship is largely a socio economic phenomenon as entrepreneurs are embedded in socio – economic systems such as caste, income, age, parental occupation which mould their entrepreneurial attitudes. (Cross and Morales, 2007).

The emergence of entrepreneurship in a society is basically concerned with socio-economic factors, and knowledge of these factors is a need in formulating future policies. (Rajkonwar & Baruah, 2010). Entrepreneurship is not bound by rigid concepts of age, not plagued by homogeneity but they are diverse, found in every culture, class, race, ethnicity, gender, sexual orientation, physical ability and age. (Singh, 2013)

The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities ie, development of entrepreneurship is directly related to the socio economic development of the society. (Chaudhari et al, 2007). Therefore, entrepreneurs have played and are playing a crucial role in the socio-economic development. The importance of the presence of the entrepreneurs for the progress of the society is well brought by Zin Kin's statement "No entrepreneur, No development".

Rezai, et al (2011) stated that agri-entrepreneurship is a means of coping with the changes in the environment and thus contributing to the survival and success of farming businesses in the present as well as in the future. Therefore, identifying the similarities and differences in the social background of farmers is necessary to understand for promoting entrepreneurship.

The socio economic factors have diverse implications on the farmer's livelihood. (Mwalukasa et al, 2001). At the same time, the socio-economic characteristics of farmers strongly influence their response to taking up farming as well as established activity and to becoming an agripreneur. Lack of authentic information on the socio economic conditions of the targeted group is one of the serious impediments in the successful implementation of developmental programmes (Dadina and Dey, 2011).

Elwee (2005) argued that the social and economic environment of farming should not be underestimated when studying and promoting the

development of entrepreneurial skills. Singh (2013) also stated that agripreneurship is greatly influenced mainly by the economic situation, education and culture.

The researcher was prompted to study the socio- economic characteristics viz., religion, caste, gender, family structure and size, educational qualification, marital status etc., of the agripreneurs in Khanpui village.

Khanpui is a small village located in Darlawn block, Aizawl district, Mizoram. It is 42 kms towards north from the district headquarters Aizawl. It has a total population of 1499 with 309 households . Half of the households in Khanpui village are engaged in ginger cultivation, which is the main agricultural activity. The study will be carried out by drawing a sample size of 43 respondents / entrepreneurs from the village, who earned an annual income of Rs.1,00,000 or more in year 2014 from cultivation of ginger.

2.2 Socio Economic Characteristics

In this section, the researcher has studied the social characteristics of the agripreneurs in Khanpui village viz., religion, clan and sub-clan, family structure and size of the family, marital status, education and so on. Setty (2000) observed that in tribal societies, the family is bound by the kin group or community who influences the individual's decision making and behavior.

2.2.1 Religion and Clan of the Entrepreneurs

Religion and culture play a major role in the lives of many Indian entrepreneurs. It has been often said that certain religions encourage the growth of entrepreneurship ability (Govindappa & Geetha, 2011). All of the respondents in the present study were Christian by religion belonging to ST category.

Social relationships are not dominated by caste dimensions in the Mizo community as observed in most parts of India. The Mizo community is comprised of different tribes, sub-tribes and their clans. The British variously referred to them as Lushai's or Kukis and Chins in Myanmar. Despite the limited recorded history, most researchers concluded that they descended from the east, China. Mizo tribe adopted and practiced heredity in pre-independent India, which was later changed to a system of administration introduced by the British. The Christianity brought by those missionaries enlightened the political, economical, socio- culture and especially living trends of the Mizo society.

The state of Mizoram is inhabited by a number of tribes which may be broadly divided into nine major and thirteen minor tribes (Vergheese & Thanzawna, 1997). These tribes and sub – tribes are further divided into a number of clans. The major tribes of Mizoram are : Lushai or Lusei, Pawi or Lai, Hmar, Lakher or Mara, Pahte, Ralte, Chakma, Riang or Tuikuk. The sub- tribes are Chawngthu, Ngente, Khawlhiring, Khiangte, Pautu, Rawite, Renthlei, Tlau, Vangchhia, Zawngte, Pang and Bawm. The Lusei consists of ten commoners and six chief clans. The commoners clans include Pachuau, Chhangte, Chawhte,

Hauhmar, Chuaungo, Hrahsel, Vanchhawng, Tochwawng and Chhakchhuak and the six chief clans are Zadeng, Palian, Rokhum, Sailo, Rivung, Thamhluah.

Table 2.1 : Tribe/ Sub- tribe of entrepreneurs

Sl.No	Clans	Numbers	Percentage
1	Chawngthu	1	2.32
2	Chhakchhuak	1	2.32
3	Hmar	8	18.6
4	Hnamte	1	2.32
5	Hrangkawl	1	2.32
6	Hrahsel	2	4.65
7	Khalthang	1	2.32
8	Khawlhing	8	18.6
9	Khupchhawng	1	2.32
10	Ralte	11	25.58
11	Renthlei	5	11.6
12	Sailo	1	2.32
13	Tlau	1	2.32

The above table 2.1 gives the details of the different tribes, clans and sub – clans of the studied entrepreneurs. As shown in the table, thirteen types of tribes / clans were involved in ginger cultivation among the surveyed entrepreneurs. Ralte (major tribe) is the largest tribe represented in the entrepreneur. (25.58 percent) followed by Khawlhing (sub -tribe) and Hmar (major tribe) with 18.6 percent each; which is again followed by Renthlei (sub- tribe) representing 11.6 percent of the respondents.

It was also observed from the study that out of 43 surveyed respondents, one respondent belonged to Gurkhali community of Nepal.

2.2.2 Age of the Respondents

The age of the entrepreneurs play an important role in the growth and expansion of business because the adoption of new methods and techniques of production, progressive outlook, innovative spirit, risk taking are closely related to the age factor of the entrepreneur (Dadina and Dey, 2011).

The present study enquired into the age group of the entrepreneurs engaged in ginger cultivation in Khanpui village. The table 2.2 shows 4.7 percent of the respondents were less than 30 years of age, 9.3 percent were between the age group of 31 to 40. 18 (41.9 percent) respondents out of 43 were in the age group of 41-50 and 37.2 percent of the respondents belonged to 51-60 age group, where only 7 percent of the respondents were above 60 years of age.

In a study conducted by Mohanakumara et al, (2015) among pigeonpea growers, majority of the respondents were in the middle age group, ie., 36- 50 years of age. The reason to find majority of the respondents in this age group is that individuals of 36-50 years of age have more family responsibility than young and old age group. The researcher also affirmed that farmers of middle age with more farming experience work more efficiently than older and younger ones.

The findings of Renzai et al (2011) corroborate with the present findings. Renzai study revealed that in terms of age distribution majority of the respondents were between 31 – 60 years old. Further, 8.30 percent of the

respondents were more than 60 years old while another 5.8 percent were less than 31 years old. The age distribution indicated that there were some young individuals who were interested in farming. Renzai further stated that the younger farmers are more ambitious and flexible, therefore they are able to identify more business opportunity.

Table 2.2 : Distribution of respondents according to age group

Sl. No	Age	Frequency	Percentage
1	Less than 30	2	4.7
2	31-40	4	9.3
3	41-50	18	41.9
4	51-60	16	37.2
5	Above 60	3	7.0
	TOTAL	43	100

2.2.3 Gender of the Respondents

Table 2.3: Gender of the Respondents

Sl. No	Gender	Frequency	Percentage
1	Male	42	97.7
2	Female	1	2.3
	TOTAL	43	100

There are no entry barriers to agriculture on the basis of gender, both male and female can participate actively depending on the asset each possess.

The above table 2.3 revealed the gender distribution of the respondents. 97.7 percent of the respondents were male, whereas only 2.3 percent belonged to female category. In many countries there seems to be cultural bias as regards comparative roles of men and women. A woman is able to pursue her career aspirations only in addition to her domestic responsibilities. Constraints on women taking to entrepreneurship are many and hence their smaller representation in the population of entrepreneurs. (Saxena, 2005)

(Ogunmefun and Achike, 2015) analyzed the socio economic characteristics of rural farmers in Odogbolu, Nigeria. The findings revealed majority of the farmers i.e., 68.8 percent in the study area were males, this is as a result of the fact that the study area is an agrarian society where wealth is measured by the large size of one's land and the amount of produce one can come up with each season.

Dadina and Dey (2011) conducted a research in Manipur to identify the socio economic conditions of the agripreneurs in taking up fish farming. The study observed that 93.5 percent of the respondents were male and only 6.5 percent of them were female. The reason could be the fact that a patriarchal type of hierarchy exists in Maipur society, where the property of the family is in the name of the father. The findings were in line with the present findings where

majority of the farmers were male and only one among the respondent belonged to female group.

Ramswamy (2013) observed that all her respondents in her study in her study in Thenzawl handloom cluster were women. This may be attributed to the occupation as handloom is predominantly a female based occupation in Mizoram. However, Mizoram also represent a patriarchal society wherein property rights belonged to the male members in the society.

2.2.4 Education of the Respondents

Education is said to be an important variable which influences the supply and performance of entrepreneurs (Rajkonwar & Baruah, 2010). The growth of business depends on the literacy of the entrepreneur and it affects their business decision (Dadina and Dey, 2011). Saxena (2005) also confirmed that educational attainment has become a source of confidence and self- efficacy for the entrepreneurs.

(Ogunmefun and Achike, 2015) stated that a farmer's level of acquired knowledge through education determines the ability of such farmer to make profitable decisions on investment and adopt an approach to risk management that best reduces the incidences of production failure.

Table 2.4: Educational qualifications of the Respondents

Sl. No	Educational Qualification	Frequency	Percentage
1	Illiterate	3	7.0

2	Primary School	28	65.1
3	Middle School	4	9.3
4	High School	1	2.3
5	Higher Secondary	7	16.3
	TOTAL	43	100

The level of education has been classified in five categories in the present study:

- 1) Primary school : It refers to those entrepreneurs who have completed their studies up to fourth standard.
- 2) Middle school : This level was applied to those respondents who finished their seventh standard.
- 3) High school : It refers to those respondents who completed 10th standard.
- 4) Higher secondary school: The respondents who have completed their twelfth standard in any discipline were in this category.

The above table 2.4 depicted the levels of the educational qualifications of the surveyed respondents. More than half (65.1 percent) of the respondents were primary educated where 16.3 percent of them completed their higher secondary level and 7 percent of the respondents were illiterate.

Literacy is the main foundation for social and economic growth (Census, 2011). Mizoram ranked third in literacy level in census 2011, having 91.33 percent literacy rate which is above the literacy rate of the country, 74.04 percent.

(Mohanakumara et al, 2015) in their study among pigeonpea growers observed that majority of the respondents were illiterate followed by middle school and primary school educated. The reason behind this was the rural people were still traditional bound, they generally do not prefer to send their children to colleges and expect their children to assist in farm and household activities, and also due to the distance of higher education centres from the village.

2.2.5 Marital Status of the Respondents

Table 2.5: Marital Status of the Respondents

Sl. No	Marital Status	Frequency	Percentage
1	Single	3	7.0
2	Married	38	88.4
3	Divorced/Widowed	2	4.7
	TOTAL	43	100

The table 2.5 shows the marital status of the surveyed respondents. Majority (88.4 percent) of the respondents were married and 7 percent of them were single, where 4.7 percent have divorced.

Lalrinawma (2005) highlighted that in Mizo society, men were responsible for their family affairs and all difficult jobs like clearing the jungle for jhum, hunting and fishing etc. were done by men which gives them subsistence living. As a patrilineal society, men are responsible for generating income for the family and the income generated by man is reflected in the standard of living of the

family. The position of woman in the family as well as in the social life is subordinate to men.

Ogunmefun and Achike, (2015) observed that a married or widowed farmer has more responsibilities in terms of taking care of consumption needs of family and that of himself while a single person uses his income for his maintenance and consumption. On the other hand, (Saxena, 2005) also observed that a single status would imply less of family responsibility so that the individual may devotedly work for his fledging initiative.

Rajkonwar & Baruah (2010) analyzed the marital composition of 100 respondents in Jorhat district, Assam where they reported that married group of entrepreneurs had confidence in their business and were able to maintain their family through self employment.

Govindappa and Geetha (2011) , also reported the reason for majority of the respondents were married is that majority of the respondents were carrying out the entrepreneurial activity as a means of their livelihood. The findings of this study corroborate the findings of the present study.

2.2.6 Structure of the Family

One of the factors influencing the success of an entrepreneur is the support from his family, which in turn depends upon the structure and economic status of the family (Govindappa & Geetha , 2011).

Table 2.6: Distribution of respondents according to structure of the family

Sl. No	Family structure	Frequency	Percentage
1	Joint	41	95.3
2	Nuclear	2	4.7
	TOTAL	43	100

The above table no 2.6 revealed that 95.3 percent of the surveyed entrepreneurs belonged to joint families followed by 4.7 percent of nucleus family. Rajkonwar and Baruah (2010) in their study in Jorhat district find that 22 percent of the surveyed entrepreneurs belonged to joint families followed by 78 percent nuclear families, which is contrary to the present findings.

Rajkonwar and Baruah (2010) reasoned their findings as the influence of urbanization, where people preferred to live in nucleus family for the sake of close contacts, better harmony and satisfaction of basic needs. Therefore, it is evident that the present surveyed entrepreneurs were not influenced by urbanization.

2.2.7 Size of the Family

The family size of the surveyed entrepreneurs is presented in the table 2.7. The table shows that 46.5 percent of the respondents belonged to the group of 1-5 members. It also reveals that 48.8 percent of the respondents belonged to 6-10 members size and 4.7 percent belonged to the category of 11-15 members. Large family size is another factor which is responsible for low standard of living

especially in rural areas. The largeness of the family size may be due to the fact that people are maintaining the traditional outlook as an attitude. The size of the family also suggest the number of members dependent on the entrepreneur.

Table 2.7: Distribution of respondents according to size of the family

Sl. No	Size of the family	Frequency	Percentage
1	Less than 5	20	46.5
2	6-10	21	48.8
3	11-15	2	4.7
4	16 above	-	-
	TOTAL	43	100

Mohanakumara, et al (2015) found that 72.5 percent of the pigeonpea growers belonged to big family size, ie above 5. He stated that joint family system prevailed in rural areas, because big family helps to spare sometime for agricultural related activities. Large families entail more labour input for farming activity.

2.2.8 Main Occupation of the Respondents

The table 2.8 showed that all of the respondents depend on agriculture as their primary occupation .

Table 2.8: Main occupation of the Respondents

Sl. No	Occupation	Frequency	Percentage
1	Agriculture	43	100
2	Trade	-	-
3	Job	-	-
4	Others	-	-
	TOTAL	43	100

When doing a research among 100 entrepreneurs in Jorhat district, Rajkonwar and Baruah (2010) observed two thirds of the surveyed entrepreneurs were engaged primarily in agricultural activities which reflect the level of success of the respondent's entrepreneurial activity.

60 percent of the population of Mizoram is dependent on agriculture for their livelihood. It would be interesting to analyze their entrepreneurial traits in the next chapter.

2.3 CONCLUSION :

The socio – economic profile of the sample entrepreneurs indicates that the agripreneurs comprises predominantly of tribal men engaging in ginger cultivation. Majority of the respondents were in the age group of 41 – 61 years. 97.7 percent of the surveyed entrepreneurs were male respondents where 88.4 percent were married and joint family system dominated the family structure of the respondents. More than half of the respondents were primary educated and 7 percent of the respondents were illiterate.

It is also evident from the study that ginger cultivators in Khanpui village were fully engaged in agricultural activities, earning more than 1 lakh a year which therefore sustained their livelihood from cultivation of ginger. It is also evident that agriculture is the only source of livelihood to these farmers. The occupation of growing ginger is predominantly a male centred occupation.

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CHAPTER – 3

ENTREPRENEURIAL TRAITS OF AGRIPRENEURS IN KHANPUI VILLAGE

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CHAPTER – 3

ENTREPRENEURIAL TRAITS OF AGRIPRENEURS IN KHANPUI VILLAGE

3.1 INTRODUCTION

Entrepreneurial competencies involve critical knowledge, abilities, skills and personal characteristics necessary for superior performance in the economic activity. Competencies are attributes that are necessary for a person to possess in order to complete a particular task. These include knowledge, skills and abilities. They are linked to the specific work performed in a particular business environment but focus strongly on the individual personality. Competencies usually correlate with performance on the job and are used for measurement against the achievement of business objectives (Patil, 2013).

Every under-developed society which is attempting to start the process of economic development to find out the solution of its burning questions of poverty and unemployment, should first try to develop entrepreneurial abilities among the people (Dangwal, 2008).

The characteristics possessed by an entrepreneur which results in superior performance are called the entrepreneurial competencies or traits. Entrepreneurial behavior is a combination of several factors (Kumar & Narayanaswamy, 2000). An entrepreneur is the central figure of economic activity who initiates, organizes, manages and controls the affairs of an enterprise (Chandramouli et al, 2007).

Chances to run a successful enterprise depend significantly on self assessment of available or developable competencies by the entrepreneur. Competencies are defined as the ability to perform specific tasks. They are the underlying knowledge, skills, abilities, personality traits and know-how that result in effective task fulfillment (Bergevoet, 2011). Therefore, proper entrepreneurial competencies are needed to start an enterprise, to run it in the market and to let it survive and grow (Onstenk, 2013). Lans et al, (2008) reported that the true potential of focusing on entrepreneurial competencies lies in making the small business aware of his/her own competence level; identifying the importance of specific competencies to business success and providing subsequent direction and guidance in competence and skill development. Entrepreneur plays a vital role in the process of economic development. In real sense, he is the engine of development.

A number of research studies in entrepreneurship have focused on entrepreneurial traits. Success on any entrepreneur depends on the entrepreneurial traits (behavior), where behavior is an outcome of one's attitude (Suresh, 2014). Rao and De (2009) stated that farmers deciding to take particular crop or use scientific methods to grow crops also exhibit entrepreneurial behavior. Thus, understanding such behavior has become necessary to improve the product capacity of farmers. Elwee (2007) defined farmers as entrepreneurs as those occupied on a part or full time basis on a range of activities which are primarily dependent on the farm and agriculture, by cultivating the soil, growing crops and raising livestock as the main source of income.

Shyamalie, (2009) in her study on women in Kangra observed that success of any business/ enterprise depends on the entrepreneurial behavior of a person and the same is true for agriculture that is one of the main sources of livelihood in the rural sector. Personal qualities of agri-entrepreneur significantly affect the agribusiness with some of these traits. Self criticism, leadership, market orientation and creativity are important for successful entrepreneurship development (Bairwa et al, 2014). Kumar (2013) further opined that vertical increase in production and productivity is possible through inoculation of the entrepreneurial qualities among the farming communities in general.

Farmers should have entrepreneurial qualities in order to perform better in the field. A farmer to become a successful agripreneur needs to recognize appropriate market opportunities, manage existing resources for taking risk. In general, agripreneurs should be proactive, curious, determined, persistence, visionary, hardworking, honest, integrity with strong management and organizational skills (Singh, 2013). Balarasavan (2012) studied entrepreneurial behavior of farmers in the light of variables like innovation, decision making ability, economic motivation, risk taking ability, information seeking ability and leadership ability. He also explained from his study that entrepreneurial behavior is vital for farmer as he, like an entrepreneur, ventures out into risky endeavor of marketing the produce. He also stressed the need to improve decision making ability among the farmers and their level of innovations of farming practices.

When studying the entrepreneurial behavior of the farmers in Raichur district of Karnataka. Chandramouli (2007) observed the reason for high

entrepreneurial behavior of big farmers might be due to their sound financial condition and large size of land holding to take risk. Phelan & Sharpley (2011) also studied the range of skills and competencies of farmers in the North West of England, the findings indicate that whilst a range of managerial skills are valued by farmers, they lack many of the additional business and entrepreneurial competencies required for success. Selvaratnam (2012) investigate the level of participation in entrepreneurship activities among the Orang Asli community, whose main occupation is agriculture. The result showed that the level of entrepreneurship traits is still low as they had low level of understanding the meaning and value of entrepreneurial traits.

A number of research works in entrepreneurship have focuses on entrepreneurial traits. Kumar & Narayanaswamy (2000) defined entrepreneurial behavior as a combination of seven components viz., innovation, decision making ability, coordinating ability, achievement motivation, information seeking ability, risk taking ability and leadership ability. In the same way, Kumar (2011) operationalized entrepreneurial behavior as the cumulative outcome of information seeking behavior, farm decision making, leadership ability, risk taking ability, innovativeness, achievement motivation and market orientation of farmers.

Entrepreneurship Development of India (EDI) Ahmedabad also conducted a research study to identify what makes an entrepreneur successful in three countries. The major finding of the study was that the possession of competencies is necessary for superior performance. This was cross culturally valid. A list of

major competencies identified by the study that lead to superior performance of the entrepreneurs are initiative, looking for opportunities, persistence, information seeker, quality conscious, commitment to work, efficiency seeker, proper planning, problem solver, self confidence, assertive, persuasive, efficient monitor, employers' well wisher and effective strategist (Khanka,2007).

Murali & Jhamtani (2003) also conducted a study on floricultural farmers of Dingdigul and Coimbatore districts to analyze and understand their entrepreneurial characteristics and its relation with socio economic characteristics. The study revealed that those who were high on entrepreneurial characteristics were having high persistence, hope of success and manageability. Majority of the farmers scored at medium level of confidence, innovativeness and knowledge.

3.2 ENTREPRENEURIAL TRAITS OF AGRIPRENEURS

In the backdrop of the discussion in the previous section, this section attempts to examine significant traits of ginger growers using a scoring sheet for self rating questionnaire administered on the sample entrepreneurs.

The questionnaire consists of 70 brief statements describing the traits of the respondents. The statements were rated from 1 – 5 on a Likert scale basis by the respondents, with 5 indicating that the statement describes the respondents very well, 4 – well, 3 – somewhat, 2 – very little and 1 – not at all. Some statements were similar but no two statements were exactly alike. The questionnaire attempts to describe 13 qualities in all, namely, initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality

work, commitment to work, efficiency orientation, systematic planning, problem solving, self confidence, assertiveness, persuasion and use of influence strategies.

It is natural that some respondents may have tried to present a very favourable image of himself / herself. To reduce such errors that may arise due to such misrepresentation, a correction factor has been applied to present a more accurate assessment of the strength of the traits of such respondents as professed and assessed by them.

On the basis of such assessment, a score sheet was computed for each respondent for each assessed trait namely, initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem solving, self confidence, assertiveness, persuasion and use of influence strategies. The scores ranging from 0 -10 are considered as having lower strength, 11 – 20 medium strength, more than 21 as higher strength. The traits assessed have been described in the following section.

3.2.1 Initiative

Initiation is the moment of entrepreneurship in which the vision is realized. A venture is transformed into a real business when the first sale is made or when some sort of opening event, such as gathering of partners, potential clients and friends and relatives, or an open public to demonstration (Kariv, 2011). An entrepreneur is someone who initiates and actively operates an entrepreneurial venture (Coulter, 2003).

3.2.2 Sees and Acts on Opportunities

An entrepreneur is a catalyst of change, instrumental in discovering new opportunities, which makes for the uniqueness of the entrepreneurial function (Schumpeter, 1949).

Recognizing and realizing opportunities are fundamental to developing and improving the farm business (Phelan & Sharpley, 2011). Opportunity arises when there is an emergence of significant changes in social, political, demographic and economic forces (Scheper et al, 2011). Opportunity rarely presents themselves in neat packages. They almost always have to be discovered and shaped.

The notion of entrepreneurship was further extended by emphasizing opportunity (Drucker, 1985). Entrepreneurs are not required to cause change but to exploit the opportunities. In brief, an entrepreneur is an individual who recognizes an opportunity or an unmet need and takes risk to pursue it (Singh A.P, 2013). Recognizing and analyzing market opportunities are an important competency of an entrepreneur. It consists of specific combination of handling risk, content and market. Entrepreneur must redefine risk as an opportunity to use their expertise, rather than as possible reason for failure. They can find opportunities looking for better ways to accomplish a task through inventions, new services and new approaches (Onstenk, 2003).

3.2.3 Persistence

An entrepreneur is always tenacious to make extreme efforts to get rid of the obstacles coming in the way of reaching the ultimate goal by being a persistent problem-solver with an intense desire to complete a task or solve a problem (Kumar, 2005)

Murali (2003) in his study on floricultural farmers of Dingdigul and Coimbatore districts observed that those who were high on entrepreneurial characteristics were having high persistence, hope of success and manageability.

3.2.4 Information Seeking

An entrepreneur is ready to learn from the experience of others and enriches his business information to help him reach goal. (Kumar et al, 2008).

Information has become another crucial input like land, labor and capital for enhancing agricultural production (Singh, 2013). Chandramouli (2007) in his study during 2004-05 in Raichu district of Karnataka to know the level of entrepreneurial behavior of farmers observed that the possible reasons for high entrepreneurial behaviour of big farmers are higher knowledge level and information seeking behaviour.

Bairwa et al, (2004) stated that the utilization of recent information which is relevant for the farmer's own circumstances and the need of the farm are an important factors that gave farmers competitive advantages over other farmers.

Therefore, an entrepreneur takes individual research and consult expert to get information to help reach the goal (Kumar et al, 2008).

Kulkarni (2015) stated that when studying the entrepreneurial behavior of rose growers, education help the farmers to seek and get information from various sources. This seems to be interrelated with the farmers to bring changes in the socio-economic orientation to adapt new ideas and practices and motivating the farmers for taking risk and decision making. He also observed out that media participation provides information on agricultural practices and creates an interest in the farmer to seek more information regarding a particular practice.

Kumar et al, (2013) observed that most of the respondents (82.50 percent) of vegetable growers were in medium category of sources of information utilization, where their main sources of information on marketing agency, market preference of consumers, package of practices of vegetable cultivation etc were from relatives and traders.

3.2.5 Concern for High Quality Work

An entrepreneur always has strong urge to excel to beat the existing standard. He always put effort to excel better than the existing standards of performance. In the process to modernize the agricultural sector, the work culture is the main indicator which needs to be taken into consideration. These changes involve information sharing and knowledge development among the workers (Rezai et al, 2011).

3.2.6 Commitment to Work

An entrepreneur does every sacrifice to get the task completed. Parameshwaran (2008) said that entrepreneurs have drive and high energy levels; they are achievement oriented and are tireless in the pursuit of their goal.

2.2.7 Efficiency Orientation

Efficiency orientation underlines looking and finding ways to do things faster or at less cost. Ahmed (2011) observed that efficiency orientation included orientation towards planning, production and marketing. In his study of entrepreneurial characteristics of agripreneurs, most of the respondents have medium level of understanding about pre-planning, production practices, marketing information and developmental practices to improve the productivity of agri-enterprises.

3.2.8. Systematic Planning

Planning before taking action improves the quality of business actions, processes and development. It also help identify risks and opportunities in the marketplace and plan for actions in due time, increase the chances of success (Kariv, 2011). Elwee (2006) observed that a common starting point for all farmers should be systemic planning.

An efficient business plan should allow for more flexibility and room for adjustment in line with the entrepreneurial characteristics and spirit.

Entrepreneurs need to plan by reflecting, thinking, doubting reality, experiencing trial- and- error situations and learning from their experiences.

3.2.9 Problem Solving

Entrepreneurs are not troubled by ambiguity and uncertainty because they are used to solving problems, usually the first to identify a problem to overcome. They quickly identify an alternative problem approach if their solution to a problem will not work for some valid reason (Parameshwaran, 2008). Elwee (2007), observed that an agriculture entrepreneur has to recognize problems and work with them until decision making is possible, create and maintain his personal cognitive requirements for problem solving and decision making.

In a dynamic environment with fast technical progress, open-minded entrepreneurs recognize more problems than they are able to rationally solve. Therefore the farm entrepreneurs has to recognize problems and work with them until decision making is possible (Elwee, 2006).

Schiebel (2002) reported that successful farmers differ from others in terms of three personality traits. They have more belief in their ability to control events, problem solving abilities and social initiatives. In a dynamic environment with fast technical progress, open minded farm entrepreneurs will recognize more problems than they are able to rationally solve (Bairwa, 2014).

3.2.10 Self Confidence

Possession of this trait explains the degree to which an individual conveys confidence in his own capability to complete a task or meet a challenge (Patel et al, 2014). Lawrence (2012) stated farmers with good rational decision making ability naturally possess more self-confidence.

Entrepreneurs are self-confident when they are in control of what they are doing and working alone. They tackle problems immediately with confidence and are persistent in their pursuit of their objectives (Parameswaran, 2008).

When assessing the entrepreneurial characteristics of 120 agripreneurs in Uttarakhand and Punjab, Ahmed et al, (2011) observed that majority of the respondents had medium level of self-confidence stating the reason could be literacy level and good exposure.

3.2.11 Assertiveness

An entrepreneur confronts problems with others directly and tells others what they have to do. Through assertiveness, the entrepreneur influences others to accomplish an objective and directs the organization in a way that makes it more cohesive.

3.2.12 Persuasion

Another important competency of an entrepreneur is the ability to communicate, persuade and discuss with customers, suppliers, competitors in the business environment, thus better comprehending their needs, expectations,

apprehensions and requirements. An entrepreneur needs to act responsibly with regard to the social environment and community (Onstenk, 2003).

In exploring entrepreneurial skills and competencies in farm tourism, Phelan & Sharpley (2011) highlighted farmers' perception of the desired skills and competencies where the respondents deemed persuasive negotiation skills of importance in managing their farm tourism ventures.

3.2.13 Use of Influence Strategies

Entrepreneurs feel the need to influence people and implement the ideas so that the business takes the shape actually. Excellence is no doubt a criterion for the entrepreneurs but leading others and influencing them to a great extent through the effective dealing is not secondary to an entrepreneur. They have a strong belief in their own capacity. This helps to influence others to their own way of thinking and action (Kumar et al, 2008).

3.2.14 Risk Taking

Entrepreneurs are often characterized as risk takers and more likely to be involved in riskier events (Bergevoet, 2005). An entrepreneur takes calculated economic risk, but also maximizes profit by bearing the state of uncertainty caused by the possibility of failure. The more one views himself as a risk taker and the more one believes in his capabilities to perform as an entrepreneur, the more willing he is to identify himself as an entrepreneur (Elwee, 2007).

Entrepreneurs are neither high nor low risk takers. They prefer situations in which they can influence the outcome and they like challenges if they believe the odds are in their favour (Parameshwaran, 2008).

Balasaravanan (2012) argued it is the need of the hour that farmers have to assume risk to encounter challenges, if any. Among the 342 respondents comprising small, marginal and big farmers, level of risk taking ability among the marginal farmers was very poor whereas among the small and big farmers, it was moderate.

3.3 THE OVERALL SCORES OF ENTREPRENEURIAL TRAITS OF RESPONDENTS

The present study enquired into the entrepreneurial traits of ginger growers in Khanpui village. The study was carried out by administering structured questionnaire developed by Rao and Moulik (1979) among the 43 respondent farmers to examine their entrepreneurial traits. Thirteen traits initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality work, commitment to work, efficiency orientation, systematic planning, problem solving, self-confidence, assertiveness, persuasion, use of influence strategies. As risk taking is inseparable from entrepreneurship. No business can thrive today without taking risks and adjusting to change. Therefore, risk taking behavior of the respondents was studied for each of the farmer entrepreneur. The entrepreneurs were asked to mark the appropriate slots on a five points Likert

scale ranging from 1 to 5, i.e., ‘not at all’ to ‘very well’ respectively to examine their entrepreneurial behavior.

TABLE 3.1: Scores of Respondents for Entrepreneurial Traits

ENTREPRENEURIAL TRAITS	HIGH		MEDIUM		LOW	
	No of respondents	Percent age	No of respondents	Percent age	No of respondents	Percent age
Initiative	38	87.5	5	12.5	-	-
Persistence	27	62.79	15	34.88	1	2.32
Information Seeking	15	34.88	27	62.79	1	2.32
Sees and Acts on Opportunities	11	25.58	30	69.76	2	4.65
Concern for high quality work	10	23.25	30	69.76	3	6.97
Efficiency Orientation	8	18.60	34	79.06	1	2.32
Commitment to work	6	13.95	36	83.72	1	2.32
Problem Solving	2	4.65	40	93.02	1	2.32
Self Confidence	2	4.65	40	93.02	1	2.32
Systematic Planning	1	2.32	41	95.34	1	2.32
Use of influence strategies	1	2.32	39	90.69	3	6.97
Assertiveness	0	-	39	90.69	4	9.30
Persuasion	0	-	39	90.69	4	9.30

3.3.1 Initiative

Entrepreneurs like to take the initiative to solve a problem or fill a vacuum. As shown in the above table 3.1, among the different competencies, a large number of the respondents possessed a high level strength of initiative.

3.3.2 Persistence

Entrepreneurs were not intimidated by difficult situations and they possessed an intense level of determination and desire to overcome hurdles, solve problems and complete the job.

Behavior encouraging initiative taking should be accompanied by another competency i.e., persistence (Rani & Raju, 1999) . This statement is in line with the present findings where initiative got the highest strength of scores followed by persistence of the respondents.

The above table 3.1 depicted that more than half of the respondents (62.79 percent) were persistent problem solver with an intense desire to complete a task or solve a problem. The respondents were asked whether they tried finding a solution when facing problems and whether they are persistent in doing what they want.

3.3.3 Information Seeking

Information has become another crucial input for enhancing agricultural production (Singh, 2013). The respondents were asked whether they gathered a

great deal of information for a new task or project and whether they sought advice from others.

More than 60 percentages of the respondents were having medium level strength of information seeking quality. This indicates that measures must be taken to inculcate the importance of seeking information among the respondents because information of various sources help them reach their goals.

Education helps the farmers to get information from various sources (Neha & Jahagirdar, 2005). The variable education is significantly related with information seeking behavior of the respondents. As the respondents were lowly educated, their participation in collecting information is also affected.

3.3.4 Sees and acts on opportunities

Recognizing and realizing opportunities are fundamental to developing and improving the farm business. The sample respondents showed medium level strength of sees and acts on opportunities traits when they were asked of how they face challenges and opportunities to do new things.

The observed results in the above table 3.1 clearly suggested that there is a need to emphasize more on the knowledge in relation to sees and acts on opportunities.

3.3.5 Concern for High Quality Work

Sample respondents were questioned whether they deemed their works better than others and whether their personal lives or family interfere in their work

or not. Almost 70 percentage of the respondents had medium level strength of concern for high quality work. This indicate the fact that majority of the respondents do not have the strong urge or excitement to beat the exiting standard of their work.

3.3.6 Efficiency Orientation

Questions were given to the respondents relating to how time and problem were used and dealt with.

Efficiency orientation means looking and finding ways to do things faster or at less cost. Therefore, the respondents must be given awareness on the importance of efficiency orientation since 79.06 percentage of them were having medium level strength and only 18.6 percentage were in high level category.

3.3.7 Commitment to Work

Respondents were questioned with statements regarding effort given to work, sacrifices made for completion of work. Parameshwaran (2008) stated that entrepreneurs have drive and energy levels to accomplish their goals.

More than 80 percentage of the respondents had medium level of strength in their commitment to work as revealed in the above table 3.1 whereas few of them (13.95 percentage) were having higher strength of commitment to their work.

3.3.8 Problem Solving

Agriculture entrepreneur recognized problems and work with them until decision making is possible. Questions administered to the respondents were in relation to take solutions to problems and creating new ideas out of it. The results indicated that very few member of the farmers belonged to high level category. This calls for improvement of entrepreneurial traits of ginger growers and help them to discern the importance of problem solving as it is a part of decision making.

3.3.9 Self Confidence

Successful entrepreneurs have a high level of self-confidence. They tend to behave strongly on themselves and their ability to achieve the goals they have set.

The sample respondents were asked of their beliefs in the events of their lives and the major influence they have on others. 40 farmers out of 43 respondents had medium level strength of self-confidence, which makes it essential to create more of this quality among the farmers by enhancing positive and timely feedback. Such an environment will raise the confidence level of the farmer.

3.3.10 Systematic Planning

Planning is interrelated with risk taking and identification of opportunities which in turn improves the quality of business actions. The respondents were

requested to deliver how they handle a large project, and their approach to solving a problem in the questionnaires.

The above table 3.1 revealed that like other entrepreneurial traits mentioned above, almost all the respondents had medium level strength of systematic planning.

3.3.11 Use of Influence Strategies

To influence others is a great need to implement the ideas and put it in shape for an entrepreneur. Respondents were asked of their way of developing strategies to influence others and how they implement those strategies.

Table 3.1 shows that there is a need to develop this quality as 90.69 percentage of the sample respondents had medium level strength of usage of strategies.

3.3.12 Assertiveness

The respondents were asked to state how they confront problems with others and how they influence others to accomplish their objectives. None of the respondents had high level strength of this quality, whereas 90.69 percentage of the respondents were having medium level strength of this trait.

3.3.13 Persuasion

Another important quality of an entrepreneur is the ability to persuade others. Like use of influence strategies and assertiveness, majority of the score of the respondents fell within medium level category. 90.69 percentage of the

farmers had medium level of strength whereas none of the respondents had high level of strength. This implied that the agripreneurs need to be more socialized and communicative in the society.

3.3.14 Risk Taking

No entrepreneur can thrive today without taking risks and adjusting to change. Risk can be categorized as high risk, medium risk and low risk. All the three types of risk influence entrepreneurial behavior differently. Entrepreneurs must be a moderate risk taker and learn from any failures.

Exercise on risk taking was embedded in the questionnaire administered to the respondents. The purpose of the exercise is to help the respondents examine their own risk taking behavior. It contains four different exercises that are likely to occur in everyday life. Care was taken to administer a most likely situation that could occur in their normal lives, as farmers are mainly residing in a remote village in North East India.

The exercise administered to the respondents was about a young woman who is of 45 years of age working in an office developing a severe heart ailment. The disease is sufficiently serious to force her to change her diet and also giving up her job. But, she cannot afford to lose her job as she has to take care of her family. The doctor then suggested a medical operation but, its success cannot be assured and in fact the operation might prove fatal.

The respondents were asked to deliver advice to this young woman. Several probabilities or odds are listed in the questionnaire where the respondents had the freedom to select the lowest probability acceptable for the operation.

TABLE 3.2: Scores of respondents risk taking behavior.

ENTREPRENEURIAL TRAITS	HIGH		MEDIUM		LOW	
	No of respondents	Percentage	No of respondents	Percentage	No of respondents	Percentage
Risk taking	19	44.18	3	6.97	21	48.83

As shown in the above table 3.2, majority of the farmers were afraid to take risks. 48.83 percentages of the respondents possessed low risk taking ability. However, only 6.97 percentages of them had medium level strength of risk taking ability. Rahandhawa (1987) and Goleman (1995) reported that agripreneurs were willing to take risk while facing tough situation. This statement is contrary to the present findings as the level of risk taking ability among the farmers was very low. In fact, it is often the moderate level of risk that makes the entrepreneurial venture both attainable and challenging, i.e. the two essential ingredients of entrepreneurial success. Hence, there is a need for the respondents to have moderate level of risk-taking orientation to succeed in their venture.

It is evident that majority of the respondents were found to have medium level of entrepreneurial behavior followed by high and low level of entrepreneurial behavior. The medium level of entrepreneurial behavior clearly

indicates the progressiveness of the entrepreneurs. Among the fourteen competencies, initiative and persistence were the first two highest scores of the farmers whereas risk taking is the lowest strength exhibited by the respondents. In a nutshell, efforts should be made to increase the level of entrepreneurial behavior through intense training programme, group discussions, demonstrations, awareness programme, tours, field visits etc. The findings also calls for improvement of entrepreneurial traits in relation to use of influence strategies, assertiveness and persuasion among the farmer entrepreneurs as there were no respondents in the category of high entrepreneurial traits.

3.4 ASSESSMENT OF ENTREPRENEURIAL TRAITS OF AGRIPRENEURS

On the basis of scores obtained in respect of each of the traits, the respondents were classified in three categories as low, medium and high. Low indication scores 0 -10 , 11 – 20 medium strength and more than 21 are indicated as higher strength.

3.4.1 Initiative

Table 3.3: Scores of Respondents for the trait Initiative

Strength of traits of the respondents	No of respondents	Percentage
Low	-	-
Medium	5	12.5
High	38	87.5

TOTAL	43	100
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The findings of the study revealed that majority of the respondents (87.5 percent) had high level of entrepreneurial characteristics in terms of initiative, whereas 12.5 percent of the respondents had medium level of initiative. The present results are in line with Singh (2012) who did a research among the farming community in Uttar Pradesh and found that agripreneurs were inspired through exposure visits and ready to take initiative for adoption of new farm practices.

3.4.2 Sees and Acts on Opportunities

Table 3.4: Scores of Respondents for the trait Sees and Acts on Opportunities

Strength of traits of the respondents	No of respondents	Percentage
Low	2	4.65
Medium	30	69.76
High	11	25.58
TOTAL	43	100

The above table 3.4 revealed that more than two third (69.76 percent) of the respondents has medium level strength. And 25.58 percent had high level of opportunity traits whereas 4.65 percent fell within low level category.

3.4.3 Persistence

Table 3.5: Distribution of respondents according to Persistence

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	15	34.88
High	27	62.79
TOTAL	43	100

The data in the table 3.5 revealed that 62.79 percent of the respondents had high persistence behavior. Whereas 34.88 percent possessed medium level and 2.32 percent belonged to low level category.

3.4.4 Information Seeking

Information seeking behavior of entrepreneurs differs from the general population. Entrepreneurs are able to search for the relevant information about the factors that are important. (Bergevoet, 2004)

Table 3.6: Scores of Respondents for the trait Information Seeking

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	27	62.79
High	15	34.88

TOTAL	43	100
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The data related to information seeking behavior of the respondents in table no 3.6 revealed that majority of them (62.79 percent) had medium level of information seeking behavior, followed by 34.88 percent in high level category. The findings are in conformity with the results of Ahmed et al, (2011); Lawrence (2012) who reported the reason of medium level of information seeking behavior might be due to the fact that respondents were educated, more innovative and enthusiastic.

3.4.5 Concern for High Quality Work

Table 3.7: Scores of Respondents for the trait Concern for High Quality Work

Strength of traits of the respondents	No of respondents	Percentage
Low	3	6.97
Medium	30	69.76
High	10	23.25
TOTAL	43	100

From the findings in the above table no 3.7, it is apparent that 69.76 percent of the respondents had medium level of concern for high quality work. However, 23.25 percent had high concern for quality work, followed by 6.97percent in low level category.

3.4.6 Commitment to Work

Table 3.8: Scores of Respondents for the trait Commitment to Work

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	36	83.72
High	6	13.95
TOTAL	43	100

The results from the table no 3.8 revealed that 83.73 percent of the respondents were averagely committed to their work. Whereas 13.95 percent were in high level category and very few of them (2.32 percent) had low level of commitment to work.

3.4.7 Efficiency Orientation

Table 3.9: Scores of Respondents for the trait Efficiency Orientation

Strength of traits of the respondents	No of respondents	Percentage
Low	0.99	2.32
Medium	33.99	79.06
High	7.99	18.60
TOTAL	43	100

As shown in the above table 3.9, 79.06 percent of the respondents were having medium level of efficiency orientation, where 18.6 percent had efficiency orientation followed by 2.32 of the respondents in low level category.

3.4.8 Systematic Planning

Table 3.10 : Scores of Respondents for the trait Systematic Planning

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	40	95.34
High	2	2.32
TOTAL	43	100

From the above table 3.10, it could be vividly observed that majority (95.34 percent) of the respondents fell within medium level category of systematic planning. While both 2.32 percent of the respondents were in high and low level category respectively. Results are in line with Lawrence (2012).

3.4.9 Problem Solving

Table 3.11: Distribution of respondents according to problem solving

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	40	93.02

High	2	4.65
TOTAL	43	100

In the above table 3.11, medium level of problem solving behavior was noticed with majority of the respondents (93.02 percent) followed by high level category (4.65 percent) and low level category (2.32 percent) of problem solving behavior.

3.4.10 Self Confidence

Table 3.12: Scores of Respondents for the trait Self Confidence

Strength of traits of the respondents	No of respondents	Percentage
Low	1	2.32
Medium	40	93.02
High	2	4.65
TOTAL	43	100

The above table 3.12 depicted that majority of the respondents (93.02 percent) had medium level of self-confidence followed by 4.65 percent under high level category and 2.32 percent fell within low level of self-confidence. The findings are in line with Ahmed et al.,(2011) ; Jha (2008, 2010); Sharkar (2012) who also reported that majority of the respondents had medium level of self-confidence because of their literacy level and good exposure.

3.4.11 Assertiveness

Table 3.13: Scores of Respondents for the trait Assertiveness

Strength of traits of the respondents	No of respondents	Percentage
Low	4	9.30
Medium	39	90.69
High	-	-
TOTAL	43	100

The above table 3.13 depicted that majority of the respondents were within the category of medium level whereas 9.30 percent fell within high level category of assertiveness.

3.4.12 Persuasion

Table 3.14: Scores of Respondents for the trait Persuasion

Strength of traits of the respondents	No of respondents	Percentage
Low	4	9.30
Medium	39	90.69
High	-	-
TOTAL	43	100

It is evident from the table 3.14 that none of the respondents fell within high level category while majority (90.69 percent) of them had medium level to persuade others whereas 9.30 percent had low level of persuasion.

3.4.13 Use of Strategic Influence

Table 3.15: Scores of Respondents for the trait Use of Strategic Influence

Strength of traits of the respondents	No of respondents	Percentage
Low	3	6.97
Medium	39	90.69
High	1	2.32
TOTAL	43	100

It is observed from the above table 3.15 that 90.69 percent of the respondents had medium level of use of strategic influence followed by 6.97 percent of low level category and 2.32 percent of the respondents were in high level category.

3.4.14 Risk Taking

Table 3.16: Scores of Respondents for the trait Risk Taking

Strength of traits of the respondents	No of respondents	Percentage
Low	21	48.83
Medium	3	6.97

High	19	44.18
TOTAL	43	100

As shown in the above table 3.16, it is evident that majority of the farmers (48.83 percent) possessed low risk taking ability while 44.18 percent had medium risk taking ability. However, only 6.97 percent had medium risk taking ability. The earlier research studies reported by Balasaravanan, (2012) support the present findings where risk taking ability was very low among the marginal farmers.

3.5 CORRELATION BETWEEN AGE OF THE RESPONDENTS AND ENTREPRENEURIAL TRAITS OF AGRIPRENEURS.

An attempt has been made in this section to analyze the relationship between age of the respondents in respect of all traits.

3.5.1 Initiative

Table 3.17 : Correlation between age of the respondents and scores for the trait initiative

			Age of the respondent	Initiative
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.180
		Sig. (2-tailed)	.	.247
		N	43	43
	initiative	Correlation Coefficient	-.180	1.000
		Sig. (2-tailed)	.247	.
		N	43	43

There is no significant relationship between the age of the respondents and initiative where the two variables are negatively correlated.

Effect Size: Age of the respondents contributes 36 percent to variation in the entrepreneurial trait – initiative.

3.5.2 Sees and Acts on Opportunities

Table 3.18 : Correlation between age of the respondents and scores for the trait sees and acts on opportunities

			Age of the respondent	sees and acts on opportunities
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.021
		Sig. (2-tailed)	.	.892
		N	43	43
	sees and acts on opportunities	Correlation Coefficient	-.021	1.000
		Sig. (2-tailed)	.892	.
		N	43	43

There is negative correlation between age of the respondents and sees and acts on opportunities. And there is no significant relationship between the two variables.

Effect Size: age of the respondents contribute 42 percent to variation in sees and acts on opportunities.

3.5.3 Persistence

Table 3.19 : Correlation between age of the respondents and scores for the trait persistence

			Age of the respondent	Persistence
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.066
		Sig. (2-tailed)	.	.673
		N	43	43
persistence		Correlation Coefficient	-.066	1.000
		Sig. (2-tailed)	.673	.
		N	43	43

There is no significant relationship between age of the respondents and persistence. The correlation between the two variables is negative which means when age of the respondent is more, the level of persistence will be less, vice versa.

Effect Size: Age of the respondents contributes 13.2 percent to variation in persistence.

3.5.4 Information Seeking

Table 3.20 : Correlation between age of the respondents and scores for the trait information seeking

			Age of the respondent	information seeking

Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.113
		Sig. (2-tailed)	.	.472
		N	43	43
	information seeking	Correlation Coefficient	-.113	1.000
		Sig. (2-tailed)	.472	.
		N	43	43

The two variables are negatively correlated and there is no significant relationship between age of the respondents and information seeking behavior.

Effect Size : Age of the respondents contribute 22.6 percent to variation in information seeking behavior of the respondent.

3.5.5 Concern for High Quality Work

Table 3.21 : Correlation between age of the respondents and scores for the trait concern for high quality work

			Age of the respondent	concern for high quality of work
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	.110
		Sig. (2-tailed)	.	.484
		N	43	43
	concern for high quality of work	Correlation Coefficient	.110	1.000
		Sig. (2-tailed)	.484	.
		N	43	43

There is positive correlation between age of the respondents and concern for high quality work which means when the age of the respondent is more, he will have more concern for the quality of work. But, there is no significant relationship between the two variables.

Effect Size: Age of the respondents contributes 1.21 percent to variation in concern for high quality of work.

3.5.6 Commitment to Work Contract

Table 3.22 : Correlation between age of the respondents and scores for the trait commitment to work contract

			Age of the respondent	commitment to work contract
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	.043
		Sig. (2-tailed)	.	.782
		N	43	43
	commitment to work contract	Correlation Coefficient	.043	1.000
		Sig. (2-tailed)	.782	.
		N	43	43

There is no significant relationship between age of the respondents and their commitment to work contract.

Effect Size: Age of the respondents contributes 0.18 percent to variation in commitment to work contract.

3.5.7 Efficiency Orientation

Table 3.23 : Correlation between age of the respondents and scores for the trait efficiency orientation

			Age of the respondent	efficiency orientation
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.112
		Sig. (2-tailed)	.	.475
		N	43	43
	efficiency orientation	Correlation Coefficient	-.112	1.000
		Sig. (2-tailed)	.475	.
		N	43	43

The two variables are negatively correlated and there is no significant relationship between them.

Effect Size: Age of the respondents contributes 22.4 percent variation in efficiency orientation of the respondent.

3.5.8 Systematic Planning

Table 3.24 : Correlation between age of the respondents and scores for the trait systematic planning

			Age of the respondent	systematic planning
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	.005
		Sig. (2-tailed)	.	.975

	N	43	43
systematic planning	Correlation Coefficient	.005	1.000
	Sig. (2-tailed)	.975	.
	N	43	43

The two variables, age of the respondents and systematic planning are positively correlated but there is no significant relationship between the two variables.

Effect Size: Age of the respondents contributes 0.30 percent to variation in systematic planning.

3.5.9 Problem Solving

Table 3.25 : Correlation between age of the respondents and scores for the trait problem solving

			Age of the respondent	Problem solving
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.117
		Sig. (2-tailed)	.	.456
		N	43	43
	Problem solving	Correlation Coefficient	-.117	1.000
		Sig. (2-tailed)	.456	.
		N	43	43

There is no significant relationship between age of the respondents and problem solving. And the correlation between the two is negative.

Effect Size: Age of the respondents contributes 23.4 percent to variation in problem solving.

3.5.10 Self Confidence

Table 3.26 : Correlation between age of the respondents and score for the trait self confidence

			Age of the respondent	self confidence
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	.151
		Sig. (2-tailed)	.	.332
		N	43	43
	self confidence	Correlation Coefficient	.151	1.000
		Sig. (2-tailed)	.332	.
		N	43	43

There is positive correlation between age of the respondents and self-confidence but there is no significant relationship between the two.

Effect Size: Age of the respondents contributes 2.28 percent to variation in self-confidence.

3.5.11 Assertiveness

Table 3.27 : Correlation between age of the respondents and scores for the trait assertiveness

			Age of the respondent	assertiveness
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.099
		Sig. (2-tailed)	.	.528
		N	43	43
	assertiveness	Correlation Coefficient	-.099	1.000
		Sig. (2-tailed)	.528	.
		N	43	43

The correlation between age of the respondents and assertiveness is negative and there is no significant relationship between the two variables.

Effect Size: Age of the respondents contributes 19.8 percent in variation to assertiveness.

3.5.12 Persuasion

Table 3.28 : Correlation between age of the respondents and scores for the trait persuasion

			Age of the respondent	persuasion
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.006
		Sig. (2-tailed)	.	.970

	N	43	43
persuasion	Correlation Coefficient	-.006	1.000
	Sig. (2-tailed)	.970	.
	N	43	43

There is no significant relationship between age of the respondents and persuasion, where the correlation between the two variables is negative.

Effect Size: Age of the respondents contributes 1.2 percent to variation in persuasion.

3.5.13 Use of Influence Strategies

Table 3.29 : Correlation between age of the respondents and scores for the trait use of influence strategies

			Age of the respondent	use of influence strategies
Spearman's rho	Age of the respondent	Correlation Coefficient	1.000	-.093
		Sig. (2-tailed)	.	.553
		N	43	43
	use of influence strategies	Correlation Coefficient	-.093	1.000
		Sig. (2-tailed)	.553	.
		N	43	43

The age of respondents and use of influence strategies are negatively correlated but there is no significant relationship between the two variables.

Effect Size: Age of the respondents contributes 18.6 percent to variation in use of influence strategies.

3.6 CORRELATION BETWEEN EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS AND ENTREPRENEURIAL TRAITS OF AGRIPRENEURS.

An attempt has been made in this section to analyze the relationship between educational qualifications of the respondents in respect of all traits.

3.6.1 Initiative

Table 3.30 : Correlation between educational qualifications and scores for the trait initiative

			Educational qualification of the respondent	initiative
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.080
		Sig. (2-tailed)	.	.610
		N	43	43
initiative		Correlation Coefficient	-.080	1.000
		Sig. (2-tailed)	.610	.
		N	43	43

There is no significant relationship between educational qualification of the respondent and initiative, where the two variables are negatively correlated.

Effect Size: Educational qualifications of the respondents contribute to variation in 16 percent to initiative.

3.6.2 Sees and Acts on Opportunities

Table 3.31 : Correlation between educational qualifications and scores for the trait sees and acts on opportunities

			Educational qualification of the respondent	sees and acts on opportunities
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.140
		Sig. (2-tailed)	.	.371
		N	43	43
	sees and acts on opportunities	Correlation Coefficient	-.140	1.000
		Sig. (2-tailed)	.371	.
		N	43	43

There is negative correlation between educational qualifications and sees and acts on opportunity. But, there is no significant relationship between the two.

Effect Size: Educational qualifications of the respondents contribute 28% to variation in sees and acts on opportunity.

3.6.3 Persistence

Table 3.32 : Correlation between educational qualifications and scores for the trait persistence

			Educational qualification of the respondent	persistence
Spearman's rho	Educational qualification of	Correlation Coefficient	1.000	.083

the respondent	Sig. (2-tailed)	.	.595
	N	43	43
persistence	Correlation Coefficient	.083	1.000
	Sig. (2-tailed)	.595	.
	N	43	43

There is no significant relationship between educational qualifications of the respondents and persistence. And the correlation between the two variables is positive.

Effect Size: Educational qualifications of the respondents contribute 0.68 percent to variation in persistence.

3.6.4 Information Seeking

Table 3.33 : Correlation between educational qualifications and scores for the trait information seeking

			Educational qualification of the respondent	information seeking
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.018
		Sig. (2-tailed)	.	.909
		N	43	43
	information seeking	Correlation Coefficient	-.018	1.000
		Sig. (2-tailed)	.909	.
		N	43	43

The correlation between educational qualifications of the respondents and information seeking is negative and the relationship between them is not significant.

Effect Size: Educational qualifications of the respondents contribute 0.36 percent to variation in information seeking behavior of the respondent.

3.6.5 Concern for High Quality Work

Table 3.34 : Correlation between educational qualifications and scores for the trait concern for high quality work

			Educational qualification of the respondent	concern for high quality of work
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.318
		Sig. (2-tailed)	.	.038
		N	43	43
	concern for high quality of work	Correlation Coefficient	-.318	1.000
		Sig. (2-tailed)	.038	.
		N	43	43

There is significant relationship between educational qualifications of the respondents and concern for high quality work. And the two variables are negatively correlated which means when the educational qualifications of the respondents is high, the respondent will have less concern for high quality work, vice versa.

Effect Size: Educational qualifications of the respondents contribute 63.6 percent to variation in concern for high quality work.

3.6.6 Commitment to Work Contract

Table 3.35 : Correlation between educational qualifications and scores for the trait commitment to work contract

			Educational qualification of the respondent	commitment to work contract
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.375 [*]
		Sig. (2-tailed)	.	.013
		N	43	43
	commitment to work contract	Correlation Coefficient	-.375 [*]	1.000
		Sig. (2-tailed)	.013	.
		N	43	43

The relationship between the two variables is significant and negatively correlated which states that when educational qualifications of the respondents is high, the respondent's commitment to work contract will be low, vice versa.

Effect Size: Educational qualifications of the respondents contribute 75 percent to variation in commitment to work contract.

3.6.7 Efficiency Orientation

Table 3.36 : Correlation between educational qualifications and scores for the trait efficiency orientation

			Educational qualification of the respondent	efficiency orientation
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.026
		Sig. (2-tailed)	.	.870
		N	43	43
	efficiency orientation	Correlation Coefficient	-.026	1.000
		Sig. (2-tailed)	.870	.
		N	43	43

There is negative correlation between the two variables and the relationship between them is not significant.

Effect Size: Educational qualifications of the respondents contribute 5.2 percent to variation in efficiency orientation.

3.6.8. Systematic Planning

Table 3.37 : Correlation between educational qualifications and scores for the trait systematic planning

			Educational qualification of the respondent	systematic planning
Spearman's rho	Educational qualification of	Correlation Coefficient	1.000	-.022

the respondent	Sig. (2-tailed)	.	.887
	N	43	43
systematic planning	Correlation Coefficient	-.022	1.000
	Sig. (2-tailed)	.887	.
	N	43	43

The variables systematic planning and educational qualifications of the respondents have no significant relationship and they are negatively correlated.

Effect Size: Educational qualifications of the respondents contribute 4.4 percent to variation in systematic planning.

3.6.9 Problem Solving

Table 3.38 : Correlation between educational qualifications and scores for the trait problem solving

			Educational qualification of the respondent	Problem solving
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.184
		Sig. (2-tailed)	.	.239
		N	43	43
	Problem solving	Correlation Coefficient	-.184	1.000
		Sig. (2-tailed)	.239	.
		N	43	43

There is no significant relationship between educational qualifications of the respondents and problem solving. And the correlation between the two variables is negative.

Effect Size: Educational qualifications of the respondents contribute 36.8 percent to variation in problem solving

3.6.10. Self Confidence

Table 3.39 : Correlation between educational qualifications and scores for the trait self confidence

			Educational qualification of the respondent	self confidence
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.005
		Sig. (2-tailed)	.	.975
		N	43	43
	self confidence	Correlation Coefficient	-.005	1.000
		Sig. (2-tailed)	.975	.
		N	43	43

There is no significant relationship between educational qualifications of the respondents and self-confidence. And the correlation between the two variables is negative.

Effect Size: Educational qualifications of the respondents contribute 1 percent to variation in self-confidence.

3.6.11 Assertiveness

Table 3.40 : Correlation between educational qualifications and scores for the trait assertiveness

			Educational qualification of the respondent	assertiveness
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.051
		Sig. (2-tailed)	.	.744
		N	43	43
assertiveness		Correlation Coefficient	-.051	1.000
		Sig. (2-tailed)	.744	.
		N	43	43

The correlation between educational qualifications and assertiveness is negative and the relationship between the two is not significant.

Effect Size: Educational qualifications of the respondents contribute 10.2 percent to assertiveness.

3.6.12 Persuasion

Table 3.41 : Correlation between educational qualifications and scores for the trait persuasion

			Educational qualification of the respondent	persuasion
Spearman's rho	Educational qualification of	Correlation Coefficient	1.000	-.140

the respondent	Sig. (2-tailed)	.	.370
	N	43	43
persuasion	Correlation Coefficient	-.140	1.000
	Sig. (2-tailed)	.370	.
	N	43	43

The correlation between persuasion and educational qualifications of the respondents is negative and there is no significant relationship between the two variables.

Effect Size: Educational qualifications of the respondents contribute 28 percent to variation in persuasion.

3.6.13 Use of Strategic Influence

Table 3.42 : Correlation between educational qualifications and scores for the trait use of strategic influence

			Educational qualification of the respondent	use of influence strategies
Spearman's rho	Educational qualification of the respondent	Correlation Coefficient	1.000	-.289
		Sig. (2-tailed)	.	.061
		N	43	43
	use of influence strategies	Correlation Coefficient	-.289	1.000
		Sig. (2-tailed)	.061	.
		N	43	43

There is no significant relationship between educational qualification of the respondents and use of influence strategies. And the correlation between them is negative.

Effect Size: Educational qualifications of the respondents contribute 57.8 percent to variation in use of influence strategies.

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CHAPTER- 4

CONCLUSIONS AND SUGGESTIONS

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CHAPTER - 4

CONCLUSIONS AND SUGGESTIONS

4.1 SOCIO ECONOMIC CHARACTERISTICS OF THE AGRIPRENEURS

- All of the respondents in the present study were Christian by religion belonging to ST category.
- Thirteen types of tribes / clans were involved in ginger cultivation among the surveyed entrepreneurs. Ralte (major tribe) is the largest tribe represented in the entrepreneur. followed by Khawlhiring (sub -tribe) and Hmar (major tribe).
- 4.7 percent of the respondents were less than 30 years of age, 9.3 percent were between the age group of 31 to 40. 18 (41.9 percent) respondents out of 43 were in the age group of 41-50 and 37.2 percent of the respondents belonged to 51-60 age group, where only 7 percent of the respondents were above 60 years of age.
- 42 respondents out of 43 of them were male, where one among the respondents was female.
- More than half (65.1 percent) of the respondents were primary educated where 16.3 percent of them completed their higher secondary level and 7 percent of the respondents were illiterate.
- Majority (88.4 percent) of the respondents were married and 7 percent of them were single, where 4.7 percent have divorced.

- Majority of the surveyed entrepreneurs belonged to joint families followed by 4.7 percent of nucleus family.
- 48.8 percent of the respondents belonged to 6-10 members category whereas 4.7 percent belonged to the category of 11-15 members.
- All of the respondents depend on agriculture as their primary occupation .

4.2 ENTREPRENEURIAL TRAITS OF THE AGRIPRENEURS

- A large majority of the respondents possessed a high level strength of initiative, willing to take the initiative to solve a problem or fill a vacuum in their business.
- More than half of the respondents (62.79 percent) were persistent problem solver with an intense desire to complete a task or solve a problem.
- More than 60 percentage of the respondents were having medium level strength of information seeking quality.
- 11 respondents out of 43 were having high level strength of seeing and acting on opportunities whereas majority of the surveyed respondents have medium level strength in facing challenges and opportunities to do new things.
- Almost 70 percentages of the respondents had medium level strength of concern for high quality work. This indicate the fact that majority of the respondents do not have the strong urge or excitement to beat the exiting standard of their work.

- 79.06 percentage of the surveyed respondents were having medium level strength of efficiency orientation and only 18.6 percentages were in high level category.
- More than 80 percentages of the respondents had medium level of strength in their commitment to work whereas few of them (13.95 percentage) were having higher strength of commitment to their work.
- Medium level of problem solving behavior was noticed with majority of the respondents (93.02 percent) followed by high level category (4.65 percentage) and low level category (2.32 percentage) respectively.
- 40 farmers out of 43 respondents had medium level strength of self-confidence, which makes it essential to create more of this quality among the farmers by enhancing positive and timely feedback. Such an environment will raise the confidence level of the farmer.
- Almost all the respondents (95.34 percentage) had medium level strength of systematic planning.
- There is a need to develop the quality of developing strategies to influence others and how to implement those strategies among the surveyed agripreneurs as 90.69 percentage of the sample respondents had medium level strength of usage of strategies.
- None of the respondents had high level strength of assertiveness, where 90.69 percentage of the respondents possessed medium level strength of this trait.

- Majority of the score of the respondents fell within medium level category with respect to the trait persuasion. 90.69 percentage of the farmers had medium level of strength whereas none of the respondents had high level of strength. This implied that the agripreneurs need to be more socialized and communicative in the society.
- 48.83 percentage of the respondents possessed low risk taking ability whereas 48.18 percentage of the respondents possessed high risk taking ability. However, only 6.97 percentage of them had medium level strength of risk taking ability.

4.3 TESTING OF HYPOTHESIS 1

- There is no significant relationship between the age of the respondents and initiative where the two variables are negatively correlated. (Refer table 3.17)
- There is negative correlation between age of the respondents and sees and acts on opportunities. And there is no significant relationship between the two variables. (Refer table 3.18)
- There is no significant relationship between age of the respondents and persistence. The correlation between the two variables is negative which means when age of the respondent is more, the level of persistence will be less, vice versa. (Refer table 3.19)
- The two variables age of the respondents and information seeking behavior are negatively correlated and there is no significant relationship between the two. (Refer table 3.20)

- There is positive correlation between age of the respondents and concern for high quality work, but, there is no significant relationship between the two variables. (Refer table 3.21)
- There is no significant relationship between age of the respondents and their commitment to work contract. (Refer table 3.22)
- The two variables age of the respondents and efficiency orientation are negatively correlated and there is no significant relationship between them. (Refer table 3.23)
- The two variables, age of the respondents and systematic planning are positively correlated but there is no significant relationship between the two variables. (Refer table 3.24)
- The correlation between age of the respondents and problem solving is negative with no significant relationship between the two variables. (Refer table 3.25)
- There is a positive correlation between age of the respondents and self-confidence but there is no significant relationship between the two. (Refer table 3.26)
- The correlation between age of the respondent and assertiveness is negative and there is no significant relationship between the two variables. (Refer table 3.27)
- There is no significant relationship between age of the respondents and persuasion, where the correlation between the two variables is negative. (Refer table 3.28)

- The age of respondent and use of influence strategies are negatively correlated but there is no significant relationship between the two variables. (Refer table 3.29)

4.4 TESTING OF HYPOTHESIS 2

- There is no significant relationship between educational qualifications of the respondents and initiative, where the two variables are negatively correlated. (Refer table 3.30)
- There is negative correlation between educational qualifications of the respondents and sees and acts on opportunity. But, there is no significant relationship between the two. (Refer table 3.31)
- There is no significant relationship between educational qualifications of the respondents and persistence. And the correlation between the two variables is positive. (Refer table 3.32)
- The correlation between the two variables educational qualifications of the respondents and persistence is positive with no significant relationship between the two. (Refer table 3.33)
- There is significant relationship between educational qualification of the respondent and concern for high quality work. And the two variables are negatively correlated. (Refer table 3.34)
- The relationship between the two variables educational qualifications of the respondents and the respondent's commitment to work contract is significant and negatively correlated. (Refer table 3.35)

- There is a negative correlation between educational qualifications of the respondents and efficiency orientation and the relationship between them is not significant. (Refer table 3.36)
- The variables systematic planning and educational qualifications of the respondents have no significant relationship and are negatively correlated. (Refer table 3.37)
- There is no significant relationship between educational qualifications of the respondents and problem solving. (Refer table 3.38)
- The correlation between educational qualifications of the respondents and self-confidence is negative and there is no significant relationship between the two variables. (Refer table 3.39)
- The correlation between educational qualifications of the respondents and assertiveness is negative and the relationship between the two is not significant. (Refer table 3.40)
- There is no significant relationship between the two variables educational qualifications and respondent's persuasion behavior. (Refer table 3.41)
- There is no significant relationship between educational qualifications of the respondents and use of influence strategies. And the correlation between them is negative. (Refer table 3.42)

4.5 SUGGESTIONS

- As the present study observed that there is a significant relationship between educational qualifications of the respondents and two of the traits viz., commitment to work and concern for high quality work, there is a need for entrepreneurship course to be incorporated in the higher secondary level. Literature suggest that entrepreneurship education have a positive impact on development of motivations, knowledge, skills and attitudes towards entrepreneurship (Chandramouli, 2007; Rideout and Gray, 2013; European Commission, 2015; Krueger, et al., 2000; Bae, et al, 2014; Martin, et al, 2013 and Karimi, et al., 2014; Baggen, et al, 2016).
- The Government of Mizoram has to be proactive in identifying beneficiaries (farmers) growing ginger and collaborate with The Indian Institute of Entrepreneurship (IIE). IIE is a premiere institute in the Eastern region of India. The institute must develop EDPs conjoining with the Government of Mizoram for agripreneurs in Mizoram in coherence with their social embeddedness, fulfilling the specific needs in view of the study conducted. The Directorate of Horticulture has to take proactive steps in initiating training programmes for the farmers in Khanpui as well as agripreneurs all over the State.
- It is evident from the present study that among the fourteen competencies, initiative and persistence were the first two highest scores of the farmers whereas risk taking is the lowest strength exhibited by the respondents. The findings also call for improvement of entrepreneurial traits in relation

to use of influence strategies, assertiveness and persuasion among the farmer entrepreneurs as there were no respondents in the high level category. Efforts should be made to increase the level of entrepreneurial behavior through intense training programme, group discussions, demonstrations, awareness programme, tours, field visits etc initiated by the Government of Mizoram through the concern department.

- Education is said to be an important variable which influences the supply and performance of entrepreneurs (Rajkonwar & Baruah, 2010). Better educated farmers are known to make greater use of information, advice and training, to participate more in Government schemes and be more proactive in adjusting to change and planning for the future of business (Gasson,R.1998). The present study observed that the highest educational institute was High School standard in Khanpui village. Therefore, it is important to take into account the opening of higher educational institute in the village to succeed in farming in the changing environment with increased complexity.
- It is also important to take into consideration skill development of the agripreneurs to succeed in agripreneurship. An entrepreneurship development scheme is currently being developed by Ministry of Skill Development and Entrepreneurship to encourage entrepreneurship among underrepresented groups to meet the challenge of skilling at scale with standard (quality) to improve employability and productivity. Ideally, the

implementation of centrally sponsored scheme Sabka Saath Sabka Vikaas, would enable them to grow in their business.

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