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Study on socio-economic status and entrepreneurial behaviour of custard apple SHG members in Kanker district of Chhattisgarh

Kunjbihari, Pramod Kumar Netam and Mohammad Akram Khan

Abstract

The present study was carried out during 2019-20 in the Kanker district of Chhattisgarh state. The Chhattisgarh state consists of 28 districts, out of which, Kanker district was selected purposively, because one of the leading custard apple producing district in Chhattisgarh. 113 Self-help groups members were considered as respondent for study and to know the impact of study on socio-economic status with reference to entrepreneurial behaviour of custard apple SHG members in Kanker district of Chhattisgarh. The data was collected from 113 custard apple self help group members. Regarding to entrepreneurial behaviour observed that majority of the (64.60 %) custard apple SHG members belonged to medium entrepreneurial behaviour category and majority of the group members comes under lower middle class. The result asserted that socio-economic profile are improve with proper guidance and direction can boost the entrepreneurial ability rural self help groups member and entrepreneurship can be promoted.

Keywords: Custard apple, entrepreneurial behaviour, socio-economic status

Introduction

The rural people are incapacitated for a variety of reasons, most of which are socially backward, illiterate, under-motivated, and have poor economic base. Individually, a poor man is not only disadvantaged in socio-economic terms but also lacks access to the knowledge and information that are the most important components of development. Self-help groups (SHGs) were successful at bringing about meaningful social and economic changes in society. Microfinance is a system to raise funds for the needy and the disadvantaged and to use them to meet their financial needs. The rural sector still remains the key component of the Indian economy's development process. In the present study, we focused on SHGs which mainly work on custard apple collection and processing. The study area Kanker has immense hope and scope of economic development of rural people through custard apple, this area is favorable and suitable for custard apple growth and production. Sitaphal (Custard Apple) is a fruit of the small tree called *Annona squamosa* that belongs to the Magnoliales class of the Annonaceae family. Chhattisgarh ranked fourth position in terms of production share and third in area, state where 10064 hectares area under custard apple are grown, with an annual production of 54802 metric-tons^[1]. In Kanker enormous production 6,591 metric-tons of custard apple in 2019-20 and area under custard apple grown is 1540 hectare^[1].

Material and methods

The present investigation titled "Study on socio-economic status and entrepreneurial behaviour of custard apple SHG members in Kanker district of Chhattisgarh" has been carried out in 2020-21. The study conducted in Kanker district was selected purposively because of the district is one of the leading producer of custard apple. Kanker having 7 blocks where 2 blocks Charama and Narharpur were selected purposively because these blocks are having maximum number of custard apple SHG. From each selected block, 10 representative villages were selected thus total 20 villages (Total 10 X 2= 20) were selected. Thus, the total 20 villages were selected. From each selected village 1 group was selected randomly (1*20=20 groups), from each selected group 50% SHG members were selected

randomly. In this way a total of 113 SHG members were considered as respondent. The data were collected personally by using structured interview schedule. To facilitate the respondents, the interview schedule was formed in "Hindi". Each question was thoroughly examined and discussed with the experts before finalizing the interview schedule. Adequate precaution and care were taken into consideration to formulate the questions in a manner that they were well understood by the respondents and would find it easier to respond. Before using prepared interview schedule for collection of data it was pretested by 15 non sample respondents. On the basis of experience gained in pre testing, the necessary modifications and suggestions were incorporated before giving final touch to interview schedule. The collected data were analyzed with the help of suitable statistical method like frequency, percentage, pearson's correlation co-efficient, mean and standard deviation etc.

Result and discussion

It attempts to examine the socio-economic status for SHG members. The scale has seven factors such as caste, occupation, education, social participation, housing pattern, material possession and family type these different characteristics assess the socio-economic status of the individual. The results obtained from study performed to socio-economic status of SHG members, it is a collective inference of various characteristics such as caste, occupation, education, social participation, housing pattern, material possession and family type are depicted in table 1 that the frequency distribution indicated that majority of the (70.80 %) respondents belonged to ST category, while (27.43%) belonged to OBC category and (1.77 %) belonged

to SC category.

The result presented occupation of SHG members that, majority of the (34.51%) SHG members reported other type of work as their occupation such as non-timber forest product collection (mahua/tori/lacs/chirounji/tendu patta), poultry, piggery followed by agriculture (23.89%), agriculture + labour (18.58%), agriculture + business (17.70%), agriculture + service (3.54%) and agriculture + dairy (1.77%) were respectively Similar findings reported by Sudharani [2].

In case of education of the SHG members are presented in Table 1 shows that the majority of SHG members (44.25%) were primary school, high/higher secondary school 24.78 percent and middle school were 29.20 percent found as the major educational categories. Among the all of respondents only (1.77%) were graduate similar result found by Boruah *et al.* [3] and Devangan [4]. Data indicates that out of 113 members, majority of the (66.37%) SHG members had medium social participation, followed by and high low social participation was found similar findings were reported by Hipparkar [5]. It also evident from the data the type of house possession that 54.87 per cent members of SHG members were found kutcha type houses while, 29.20per cent were residing in mixed type houses and remaining 15.93 per cent in pucca houses.

It is apparent from the given data in Table 1 that cent per cent members were reported having chairs followed by 95.58 per cent mobiles, 81.42 per cent television, 53.10 per cent cycle, 24.78 per cent radio, 15.93 per cent bullock cart, 13.27 percent refrigerator. The findings showed that majority of the (54.87%) SHG members had medium family size followed by (29.20%) big family size and 15.93 percent had small family size.

Table 1: Distribution of SHG members according to their socio-economic status.

Sl. No.	Characteristics	Category	Frequency	Percentage
1	Caste	Scheduled Tribe (ST)	80	70.80
		Scheduled Caste (SC)	2	1.77
		Other Backward Class (OBC)	31	27.43
		General caste (GEN)	0	0.00
2	Occupation	Agriculture	27	23.89
		Agriculture + Dairy	2	1.77
		Agriculture + Labour	21	18.58
		Agriculture +Service	4	3.54
		Agriculture +Business	20	17.70
		Other	39	34.51
3	Education	Up to primary	50	44.25
		Middle	33	29.20
		High/higher secondary school	28	24.78
		Graduation and above	2	1.77
4	Social Participation	Low social participation	15	13.27
		Medium social participation	75	66.37
		High social participation	23	20.35
5	Housing Pattern	Kutcha house	62	54.87
		Mixed house	33	29.20
		Pucca house	18	15.93
		Mansion	0	0.00
6	Material Possesion	Bullock cart	18	15.93
		Cycle	60	53.10
		Radio	28	24.78
		Chairs	113	100.00
		Mobile phone	108	95.58
		Television	92	81.42
7	Family Type	Refrigerators	15	13.27
		Small (upto 4 members)	18	15.93
		Medium (5-6members)	62	54.87
		Big (>6members)	33	29.20

The collective conclusion by the study of various characteristics of socio-economic status of SHG members is presented in Table 2 that majority of SHG members comes under lower middle class 39.82 percent followed by middle class 26.55 percent in, 18.58 percent belongs from upper middle class, 14.16 percent of SHG members comes under lower class and only 0.88 percent observed from upper class.

Table 2: Distribution of SHG members according to their socio-economic status.

Sl. No.	Categories	Frequency	Percentage
1	Upper class	1	0.88
2	Upper middle class	21	18.58
3	Middle class	30	26.55
4	Lower middle class	45	39.82
5	Lower class	16	14.16
Total		113	100

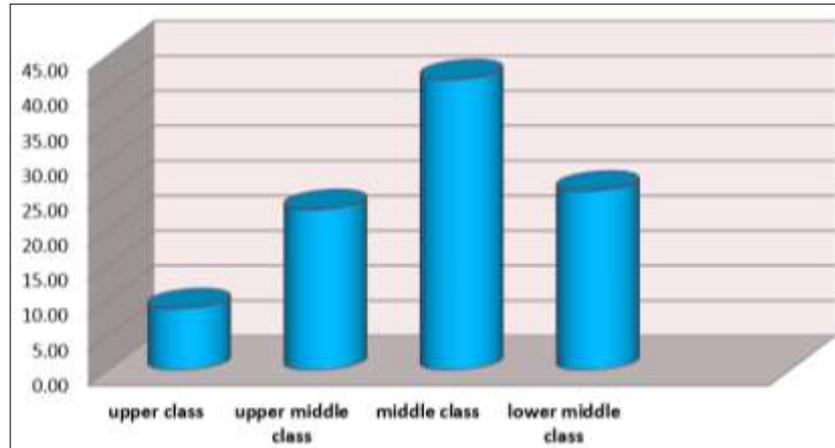


Fig 1: Distribution of SHG members according to their socio-economic status.

Majority of the custard apple SHG members were found in medium category of all eight dimensions namely, management orientation (69.91%), decision making (73.45%), leadership ability (53.98 %), risk taking ability (61.95 %), knowledge level (55.75 %), achievement motivation (48.67%), innovativeness (73.45%) and self-confidence (78.76 %). Regarding to overall entrepreneurial behaviour that majority of the (64.60 %) custard apple SHG members belonged to medium entrepreneurial behaviour category, whereas 18.58 percent were high entrepreneurial behavior category and 16.81 percent of custard apple SHG members were in low entrepreneurial behaviour category. Correlation analysis of socio- economic status of selected SHG members with their entrepreneurial behavior. The correlation between the socio- economic status with entrepreneurial behaviour shows that among the 7 variable of socio- economic status where 2 independent variable of them Education ($r = 0.715$) and social participation ($r = 0.665$) had a highly positive correlation, 2 variables occupation and caste had slightly positive correlation, 2 variable family type (-0.43) and material possession (-0.13) had a highly negative correlation and 1 independent variable housing pattern had not significant correlation with dependent variable.

Table 3: Relationship between socio-economic status and entrepreneurial behaviour of SHG members.

Sl. No.	Independent Variables	'r' value
1	Caste	0.219*
2	Education	0.715**
3	Occupation	0.205*
4	Social participation	0.665**
5	Housing pattern	0.119*
6	Material possession	0.013*
7	Family type	-0.043*

** . Correlation is significant at the 0.01 level of significance
 * . Correlation is significant at the 0.05 level of significance

Conclusion

It revealed that majority of the respondents were belongs from st caste having medium family size, possess basic daily life material with non timber forest produce collection as their main occupation. Majority of the SHG members studied up to primary school having medium social participation and house type of majority of the member was kutcha house. The collective conclusion by the study of various characteristics of socio-economic status of SHG members is that, majority of SHG members comes under lower middle class 39.82 percent. Further, Education, Social participation positively correlated with entrepreneurial behaviour of SHG members. Socio- economic characteristics are improved with proper guidance and direction, the entrepreneurial ability can be boosted and thus rural entrepreneurship can be promoted.

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