

Entrepreneurship Development for Socio-Economic Prosperity of Pineapple Growers in Nagaland

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Abstract : India is one of the major producers of pineapple contributing a significant part in terms of total world production of pineapple. It has spread throughout tropical and subtropical regions as a commercial fruit crop. In India, the cultivation of pineapple is confined to high rainfall and humid coastal region in the peninsular India and hilly areas of Northeastern region of India. Nagaland, one of the potential states of North-East India is basically an agrarian state having been endowed with favourable agro climatic conditions and a rich bio-diversity of flora and fauna. Agriculture contributes significantly to the state's economy. Pineapple is an important fruit crop grown in Nagaland and has a very high potential for doubling the income of farmers in comparison to the traditional practices of rice cultivation. This requires improved farm management practices as well as a genre of entrepreneurial intentions and capabilities. The present study aimed at analysing the dimensions of entrepreneurial skill development among the pineapple growers of Nagaland. Medziphema block under Dimapur district is considered as the pineapple valley of Nagaland. Pineapple grown in this area is considered as one of the best in Nagaland in terms of its sweetness as well as quality. A multistage sampling was undertaken for conducting the present study. Medziphema rural development block was selected purposively for this purpose. The sample was drawn from three leading pineapple producing villages under Medziphema block. The respondents were selected based on random sampling procedure. Data were collected from the respondents using a pre-tested structured schedule. Major findings revealed that entrepreneurial skill development was one of the important factors to augment the increase in the sustained flow of income among the target farmers. Development of farm leadership, improving self esteem, innovativeness, economic motivation, orientation towards management of farm resources and value addition were identified as important dimensions for promoting entrepreneurial skill development and bringing prosperity to the farmers.

Keywords : skill development, entrepreneurial attributes, pineapple growers, Nagaland

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