

**Research Article**

Journal of Extension Education

Vol. 32 No. 2, 2020

DOI: <https://doi.org/10.26725/JEE.2020.2.32.6515-6519>**Entrepreneurial Potential of Apipreneurs in South Kerala****Devapriya S Kaimal<sup>1</sup>, Allan Thomas<sup>2</sup> and V. S. Amritha<sup>3</sup>****ABSTRACT**

*The paper assessed the apipreneurs of Kerala based on their entrepreneurial potential. Ex post facto research design was followed for the study conducted during 2019-2020. The location of the study was South Kerala focusing on three districts viz., Pathanamthitta, Idukki and Kottayam. Seventy-five apipreneurs were randomly selected for the study. Based on the study it was found that about 69 per cent of the apipreneurs had medium level of entrepreneurial potential. The results obtained from principal component analysis on the dimensions of entrepreneurial potential, based on Eigen vectors revealed that the three dimensions viz., entrepreneurial motivation, management competencies and social competencies had influenced the entrepreneurial potential of the apipreneur.*

**Keywords:** Agripreneurship; entrepreneur; beekeeping; self-employment; psychological; management; Kerala

**INTRODUCTION**

Apiculture is an enterprise changing from being subsistent in nature to becoming an enterprise with great commercial interest. Thus, apiculture makes it an entrepreneurship, facilitating both direct and indirect employment especially for rural youth and women. Kerala, especially Southern Kerala, due to extensive rubber plantations is a hub for apiculture and commercial honey production (Devanesan et al. 2011). Hence it becomes vital to explore the entrepreneurial potential of an apiculturist in this area.

Entrepreneurial potential is defined as the willingness and likelihood of an

individual to engage in an entrepreneurship. The main dimensions concerning the domain of entrepreneurial potential are entrepreneurial motivations, management competencies, psychological competencies and social competencies. The present study on entrepreneurial potential of the apipreneurs in South Kerala would enable us to understand how the innate capacity of an individual plays influence on his decision to establish a successful enterprise and thus to transform oneself into an apipreneur.

**METHODOLOGY**

Marginal and small apipreneurs from three districts of South Kerala viz.,

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Pathanamthitta, Idukki and Kottayam were selected as these districts possessed maximum beekeepers and also have maximum area under rubber growing tracts in South Kerala (GoK, 2016). Marginal and small scale apipreneurs were selected randomly from Pathanamthitta Idukki and Kottayam districts in 30, 30 and 15 number respectively, thus constituting 75 respondents for the study. A pretested well-structured interview schedule was prepared and administered to the selected apipreneurs. *Ex-post facto* research design was used for the study. The scale developed by Santos et al. (2011) was used to measure the entrepreneurial potential of the apipreneurs. The scale comprised four main dimensions viz., entrepreneurial motivation, management competencies, psychological competencies and social competencies. A total of 25 statements under the four main dimensions were administered to the apipreneurs, with each statement assigned with a score ranging from 1 to 5. The scores obtained from 25 statements by each apipreneur was summed up to obtain the final score which was then used to categorize the apipreneurs into low medium and high category based on the mean value of score and its standard deviation. Apart

from categorization of the apipreneurs based on the entrepreneurial potential, the four main dimensions that influence the entrepreneurial potential were also subjected to Principal Component Analysis to delineate the dimensions that predominantly influenced the entrepreneurial potential of the apipreneurs.

## FINDINGS AND DISCUSSION

It is apparent from Table 1 that the mean score of the entrepreneurial potential obtained by the apipreneurs was 97.82 with a standard deviation of 8.88. Categorization done based on the mean and standard deviation attributed that majority of the apipreneurs *i.e.* 69.33 per cent belonged to the category of medium level of entrepreneurial potential followed by low level (16%) and high level (14.67%).

District-wise analysis revealed that substantial proportion of the apipreneurs (76.67 per cent) in Pathanamthitta district belonged to medium category. Similar trend was observed in Idukki and Kottayam districts with 66.67 per cent and 60.00 per cent respectively. But with regard to Kottayam district, it was observed that around 40 per

**Table.1**  
**Distribution of the Apipreneurs based on their Entrepreneurial Potential**

Sl. No.	Category	Class Limits	Pathanamthitta (n=30)		Idukki (n=30)		Kottayam (n=30)		Total (N=75)	
			F	%	F	%	F	%	F	%
1.	Low	< 89	4	13.33	8	26.67	0	0	12	16.00
2.	Medium	89-107	23	76.67	20	66.67	9	60.00	52	69.33
3.	High	> 107	3	10.00	2	6.66	6	40.00	11	14.67
	Total		30	100	30	100	15	100	75	100

cent of the apipreneurs belonged to high category of entrepreneurial potential.

On comparison of the overall mean score of the apipreneurs to that of the district wise mean values, it was observed that entrepreneurial potential score of apipreneurs from Kottayam district attained a mean value higher than the overall mean. The high mean value of entrepreneurial potential of apipreneurs in Kottayam district was a clear indication that apiculture was an enterprise that was considered as a profitable venture. Predominant reasons resulting in higher mean value in Kottayam district could be the availability of ample source of food (rubber), conducive environmental conditions, and easy availability of input resources with minimal initial cost of investment and assured remunerations from the products. Successful apipreneurs owning commercialized beekeeping enterprise acted as a source of motivation for fellow peer apipreneurs which could be a factor that

resulted in medium level of entrepreneurial potential.

Table 2 represents the variability obtained from principal component analysis with principal component 1 showing maximum variability of 55.4 per cent followed by principal component 2 which was responsible for 21.90 per cent variability.

Hence it can be concluded that 77.3 per cent of variance was exhibited by Principal Components 1 and 2 viz., entrepreneurial motivation and management competencies that had an overt significant influence on the entrepreneurial potential of apipreneurs.

Table 2 exhibits the results obtained from Principal Component Analysis where the cumulative variance indicates that the first two components contributed nearly 80 per cent of variance. However, it was also necessary to delineate the dimensions that predominantly influenced the entrepreneurial potential of the individual. The results obtained are presented in Table 3.

**Table 2.**  
**Principal Component Analysis (PCA) of Entrepreneurial Potential**

SL. No	Component	Initial Eigen values		
		Total	Percentage of variance	Cumulative percentage
1.	Principal Component 1 Entrepreneurial Motivation	2.217	55.4	55.4
2.	Principal Component 2 Management competencies	0.877	21.9	77.3
3.	Principal Component 3 Psychological competencies	0.593	14.8	92.1
4.	Principal Component 4 Social competencies	0.313	7.9	100

**Table 3.**  
**Loadings (Eigen vectors) of Correlation Matrix**

SL. No.	Components	Principal component 1	Principal Component 2
1.	Entrepreneurial Motivation	0.594	-0.092
2.	Management competencies	0.553	0.030
3.	Psychological competencies	0.452	-0.578
4.	Social competencies	0.370	0.810

Table 3 depicts that the first component (PC1) entrepreneurial motivation exhibited the highest Eigen value of 0.594 followed by management competencies with Eigen value of 0.553. Hence from the result it is evident that three out of the four components influenced the entrepreneurial potential of the apipreneurs.

Entrepreneurial motivation was measured using sub components like need for achievement, need for power, need for wealth and need for independence. The urge to attain achievement and the need to improve one's own socio-economic conditions played a significant role in influencing the individual to take up an enterprise. Apipreneurs also exhibited an aversion to being an employee and rather preferred becoming the employer indicating the high need of independence among the entrepreneurs. The results obtained in the study confirms the findings of Chaurasiya et al. (2016) and Deepthi (2016).

Managerial competencies of an individual are said to duly influence the success of an enterprise. The result obtained

was in conformity with Esakkimuthu (2015). Leadership ability and the resource mobilization ability is said to impact positively the management competency of an entrepreneur, which had predominant influence on the entrepreneurial potential of the apipreneurs.

The study confirms the influence of social competencies on entrepreneurial potential of the apipreneurs. Social competencies are said to be driven by reputation and networking ability of the entrepreneur which are considered as intangible assets are said to significantly influence the rate of market access as reported by Adler and Kwon (2000). An entrepreneur's social networking capabilities influence their ability to identify and acquire external resources. It also enhances ability of the apipreneurs' to promote additional product development, production and promotion. Entrepreneurs' connection with stakeholders involved in their supply chains enables the easy access to resources and also ensure sale of the produce on a wider mass (Urban & Shree, 2012).

## CONCLUSION

The study assessed the level of entrepreneurial potential among the apipreneurs in South Kerala. It also identified the dimensions that influenced the entrepreneurial potential of the apipreneurs. This understanding of categorization of apipreneurs on the basis of entrepreneurial potential and the influence of dimensions like entrepreneurial motivation, management competencies and social competencies on the entrepreneurial potential of the apipreneurs will enable extension personnels for development of suitable policies and strategies that can motivate the beekeepers on being confident about apiculture becoming an agripreneurship venture which has the capability to provide healthy remuneration.

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