

**CONTRIBUTIONS OF HORTICULTURE ENTREPRENEURS TO  
THE DEVELOPMENT OF LOCAL COMMUNITY:  
A CASE OF MVOMERO DISTRICT**

**CONTRIBUTIONS OF HORTICULTURE ENTREPRENEURS TO THE  
DEVELOPMENT OF LOCAL COMMUNITY: A CASE OF MVOMERO  
DISTRICT**

**By**

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**Dissertation Submitted to the School of Business in Partial Fulfilments of  
Requirement for the Award of the Degree Masters of Business Administration in  
Corporate Management of Mzumbe University**

**2015**

### **CERTIFICATION**

We, the undersigned, certify that we have read and here by recommend for acceptance by the Mzumbe University a dissertation entitled Contribution of Horticulture Entrepreneurs to the development of local community people. The case of Mvomero District, in partial fulfilment of the requirements for the award of Masters Degree of Business Administration in corporate Management (MBA - CM Management) of Mzumbe University.

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**DEAN/ SCHOOL/BOARD**

## DECLARATION

**I, Raphael Simon Shelukinga**, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other university for a similar or any other degree award.

.....

Signature

Date.....

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## **ACKNOWLEDGEMENT**

Undertaking research of this nature is an achievement for which author cannot claim sole responsibility. Indeed, without the contribution of various individuals who enabled me stand on my own and get the courage to research, and eventually submit a dissertation, nothing would have materialized. However I would like to mention just a few people who made great impact on my research.

Special appreciations are expressed to my family members who assisted me morally and materially.

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My major supervisor, Dr. Jaraj S. Kikula is highly acknowledged for his continuous advice, guidance and encouragement throughout the research and preparation of this dissertation.

Much as has been the contribution of these acknowledged, the author is responsible for any shortcomings that might appear in this dissertation.

## **DEDICATION**

This dissertation is dedicated to my lovely wife **Leah Francis**, my sons **Junior Raphael Shelukinga** and **Johnson Raphael Shelukinga** and my daughter **Joanne Raphael Shelukinga** and all who created good and conducive environment for me during my difficult time of studies.

## **ABBREVIATIONS**

|         |                                                           |
|---------|-----------------------------------------------------------|
| DAICO   | - District Agricultural and Irrigation Consultant Officer |
| DC      | - District Council                                        |
| DE      | - District Engineer                                       |
| DCDO    | - District Community Development Officer                  |
| GDP     | - Gross national product                                  |
| HCDA    | - Horticultural Crops Development Agencies                |
| MKUKUTA | - Mpango wa kupunguza na kuondoa umaskini Tanzania.       |
| MDC     | - Morogoro District Council                               |
| MVC     | - Mvomero District Council                                |
| MDGs    | - Millennium development goals                            |
| NAP     | -National Agricultural Policy                             |
| NSGRP   | - National Strategy for Growth and Reduction of Poverty   |
| SPSS    | - Statistical Package for Social Sciences                 |
| TAHA    | - Tanzania Horticultural Association                      |
| URT     | - United Republic of Tanzania                             |
| VEO     | - Village Executive Officer                               |
| WEO     | - Ward Executive Officer                                  |

## **ABTRACT**

The purpose of this research study was to determine the Contributions of Horticulture Entrepreneurs to the development of local community at Mvomero District Council. The study used a sample size of 108 respondents comprising of one DCDO, two Agricultural Officers, one DE, three WEOs from each ward, three Extension Officers and ninety eight Horticulture Entrepreneurs (from each ward). This gives a total of 98 entrepreneurs (respondents) and ten key informants, making a total of 108 samples size. Primary Data on this study were collected mainly through the use of questionnaire survey being supplemented with, checklist which was used to collect information from key informants. Secondary data related to Horticulture were collected through documentary review such as government published report. The statistical package for social science (SPSS - version -16.0.) was used in data analysis. Descriptive statistics and inferential statistics such as mean and standard deviation were used to summarize the information obtained from the respondents.

The research findings reveal that the challenges toward implementations of community development through horticulture entrepreneurs include but not limited to: frequent change of laws and government, low product demand, High input prices, high interest rate, inadequate extension services, diseases and pesticides, uncertainty climatic condition, and Physical infrastructures.

From the aforementioned findings the study recommends that, the government through small groups of horticultural entrepreneurs should provide them with start-up capital, Training on how to run horticultural activities, to ensure price control of horticultural products Provide/strengthen extension services, good government policy that support entrepreneurs pursuing horticultural activities.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background Information**

Agricultural growth is widely considered as the most effective means of addressing poverty in the developing world. Consistent with this notion, the Department for International Development (2003) cited by Sarris (2006) estimates that a one percent increases in agricultural productivity could reduce the percentage of poor people living on less than 1 dollar a day by between 0.6 and 2 percent. In most of African countries agriculture plays a significant role in society and economy as whole and increased productivity in the sector is considered to be the very basis for the continent economic and social development. Agriculture contributes a significant portion to the national GDP and employing over 75% of the population in most of developing countries (Salami, 2010).

Rural households in Sub-Saharan Africa including West African countries such as Ivory Coast and Ghana depend heavily on agriculture; horticultures are important crops in many areas (Temu and Temu, 2006). Horticultural crops represent a very reasonable amount of agricultural crop production in African countries with different spatial aggregation among agricultural zones. Horticulture is of the largest traded industry in the world, with annual trade generating around \$57 billion (Government of Rwanda 2006). Sub-Saharan Africa contributes only 5% to this trade. In East Africa Region, horticulture is Kenya's largest export industry generating more than \$ 400 m surpassing even coffee and tea. Ugandan horticulture exports totalled \$ 60 m in 2005. This industry provides significant advantages to many developing countries around the world.

Within recent times, more and more recognition has been given to the importance of targeting local community to reduce poverty through emphasizing agriculture entrepreneurship (World Bank, 2008). Entrepreneurship is a willingness and ability of an individual to seek for investment opportunities to establish and run enterprises successfully (Suleiman, 2006). Entrepreneurship is regarded to have contribution towards employment creation, self sufficiency and wealth for nation and individuals (Olufunso, 2010). Furthermore as noted by Katundu and Gabagambi (2014) there is a good opportunity to reduce poverty and increased employment through entrepreneurship.

Horticulture entrepreneurship plays a vital role in socio-economic development as a means for reducing poverty and generating sustainable employment and incomes (Mahadea 2013). There are evidences to believe that countries which have higher percentage of entrepreneurs have developed much faster as compared to their counterparts (Vinesh, 2014).

Rapidly growing markets for horticulture products in general are opening new avenues for enhancing rural incomes in East African countries (Temu and Temu 2006). In Kenya horticultural products including vegetables play potential role in generating employment and are frequently produced on small plots thus are important source of additional income for poor farmers (Ndambiri, 2012). For example it contributes significantly to foreign exchange earnings, and employs close to two and half (2.5) million people in both formal and informal setups (Ndambiri, 2012).

With abundant natural resources which include land and a large horticulture farming resources base in Tanzania, horticulture is becoming an important component of the agricultural that plays significant role in job creation, nutrition and income to the most of local community in rural and urban areas (Temu and Temu 2006). In Tanzania, to date horticulture entrepreneurs represent an important engine of economic growth and

play a significant role in income generating activities, community development and reducing poverty. In Mvomero district, majority of horticulture farmers who are dealing with business, their enterprises are growing to some extent despite social, economic constraints. It is therefore the interest of this study to determine the role of horticulture entrepreneurs in community development.

### **1.2 Statement of the Problem**

Agricultural growth is widely considered as the most effective means of addressing poverty in the developing world. Consistent with this notion, the Department for International Development (2003) cited by Sarris *et al.*, (2006) estimates that a one percent increases in agricultural productivity could reduce the percentage of poor people living on less than 1 dollar a day by between 0.6 and 2 percent. In most of African countries agriculture plays a significant role in society and economy as whole and increased productivity in the sector is considered to be the very basis for the continent economic and social development. Agriculture contributes a significant portion to the national GDP and employing over 75% of the population in most of developing countries (Salami *et al.* 2010).

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Horticulture plays a major role in the economy and society of Tanzanians and increased productivity in the sector is considered to be the very basis for the country economic and social development (Temu and Temu 2006). Horticulture entrepreneurs plays significant role in combating poverty and creating widespread growth and wealth creation in community (Muthoka, and Ogutu, 2014). However, horticulture entrepreneurs increasingly their enterprises, yet their socio-economic contributions to community development and entrepreneurial potential remain largely unrecognized and untapped. This study therefore attempts to give answer to question: whether horticulture entrepreneurs contribute to community development.

### **1.3. Research Objectives**

#### **1.3.1 General Objective**

The general objective of the study was to assess the contributions of Horticulture Entrepreneurs to the Development of local Community.

#### **1.3.2 Specific objectives**

The specific objectives of the study were to:

- Determine the contributions of horticulture entrepreneurs to the development of local community.
- Identify strengths, opportunities, challenges and areas of improvement of horticulture entrepreneurs in the implementations of community development.
- Examine various mechanisms that can be used to reduce barriers of bringing development to local community.

### **1.3.3 Research Questions**

- What are the contributions of the horticulture entrepreneurs to the development of local community?
- What are the strengths, opportunities, challenges and areas for improvement of the horticulture entrepreneurs in implementing local community development?
- To what extent challenges can be solved to ensure local community development is achieved?

### **1.4 Significance of the Study**

Findings of this study and its recommendations will be an important tool for policy and decision makers and other development practitioners in creating and enabling conducive environment for horticulture entrepreneurs to provide entrepreneurial skills to local community people for sustainable development. It is also expected that findings and recommendations from this study will assist the Government and development stakeholders to formulate programs primarily targeted to improve quality policies as to achieve rapid community economic growth, for sustainable development and stimulate exploration for the contributions in which horticulture entrepreneurs seem to be the key contributing factor to the achievements of MKUKUTA objectives.

### **1.5 Delimitations /Scope of The study**

The study intended to cover one ward of Mvomero District of Morogoro region and data were collected to examine the contributions of horticulture entrepreneurs to the development of local community. The reason to select this scope is found at the area where by many horticultural crops are produced.

## **1.6 Organisation of the Study**

This research proposal is organized in six chapters. Chapter one covered the overview of the study, which includes an introduction and background to the study, the statement of the problem, the research objectives, the research questions, the significance of the study, and delimitations of the study.

The second chapter presents a review of the existing literatures on contributions of horticulture entrepreneurs in community development wealth creation including key definitions, theoretical and empirical literature review. The third chapter presents the research Methodology highlighting the location of the study area, source and types of data, design of the research, instruments and data collection tools. Fourth chapter presents data analysis of the research findings. Chapter five presents discussion of the findings and what have been observed in the field data and chapter six presents conclusion, recommendations to horticulture entrepreneurs, Extension officers/agriculture officers and the ministry eventually way/directions of the study for further studies.

## **1.7 Summary**

The chapter has covered the general background of the problem, the objectives and importance of the research, as well as delimitations of the study. It has briefly explained framework of horticulture entrepreneurship and community development in Tanzania; the chapter also has discussed the research problem and research questions as well.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter presents definition of main concepts, theoretical framework and empirical studies on the role of horticulture entrepreneurs in community development. It is divided in subsections as presented hereunder.

#### **2.1 Conceptualization of Horticulture Entrepreneurs to the development of local Community**

The main concepts in this study are horticulture, entrepreneur, entrepreneurship, development and agriculture as well as community development. In this subsection the meanings, usage of these concepts are given.

##### **2.1.1 Horticulture**

The term horticulture is often defined as the science and art of growing fruits, vegetables, flowers or ornamental plants (Relf, 1992). Horticulture can also be defined as is a science and art of growing fruits, vegetables flowers, shrubs and trees (landscape gardening). Horticulture originally meant the practice of gardening and by extension now means the cultivation of plants once grown in gardens. Commercially horticulture is subdivided into nursery industry (production of fruit trees for fruit growers and ornamental plants for the ornamental horticulturist). Plant growing industry (supply annual, biannual and perennial plants to the vegetable and flower as well as ornamental horticulturist) and the seed production industry (produces and supply seeds required by vegetable and flower growers). To-date modern horticulture is a multi-million dollar business in advanced countries such as The Netherlands, Germany, France, Belgium, United States, Japan China and countries of former Soviet Union, Australasia and in Africa, South Africa is the lead followed by Kenya, Zimbabwe, and Zambia.

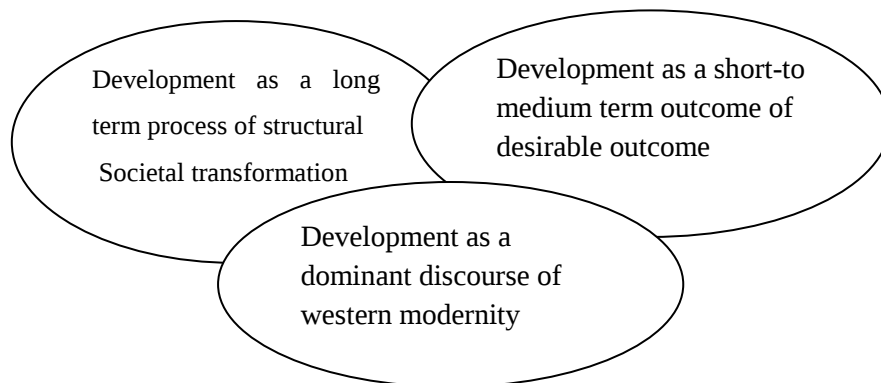
### 2.1.2 Entrepreneur

Joseph Schumpeter's innovation theory of entrepreneurship (1949) holds an entrepreneur as one having three major characteristics: innovation, foresight, and creativity. Entrepreneurship takes place when the entrepreneur; creates a new product, introduces a new way to make a product, discovers a new market for a product, finds a new source of raw material, finds new way of making things or organization.

### 2.1.3 Development

The first is historical and long term and arguably relatively value free – 'development' as a process of change. The second is policy related and evaluative or indicator led, is based on value judgments, and has short- to- medium-term time horizons – development as the MDGs. The third is post-modernist, drawing attention to the ethnocentric and ideologically loaded Western conceptions of 'development' and raising the possibilities of alternative conceptions [Thomas (2000, 2004)].

**Figure 2.1: Development definitions on different terms.**



**Source: (Researcher 2015)**

#### **2.1.4 Community development**

The process of local decision-making and the development of programs designed to make their community a better place to live and work. (Huie, 1976).

#### **2.1.5 Overview of Entrepreneurship and Development**

Entrepreneurship contributions toward creating wealth, jobs and their innovations have been recognized and appreciated at local, national, and global levels (Dollisso, 2010). Globally governments are becoming interested in the growing development of an entrepreneurial economy. Entrepreneurship is an essential contributor to innovation and job-creation; it also plays a key role in economic growth. Cognizant of its importance, most governments in the world are encouraging households to consider entrepreneurship as strong tool to meet their daily needs (Katundu and Gabagambi 2014). Entrepreneurial process is a vital source of developing human capital as well as Self-employment offers a variety of attractive benefits, including the flexibility to choose what work to do and how to do it, but starting a business isn't for everyone. Plays a crucial role in providing learning opportunity for individuals to improve their skills, attitudes and abilities (Brana, 2008 and Shane, 2003).

Since entrepreneurial activity is widely seen as an engine of economic growth is believed to be able to help to meet the new economic, social and environmental challenges. The importance of the entrepreneurship in agriculture in particular is growing within Tanzania and its neighbouring countries. With continuing reductions in public sector employment, inadequate salary scales and the general contraction of employment in the public and private sectors, income gained from entrepreneurship is critical in maintaining living standards and in the alleviation of poverty. Horticulture entrepreneurs make a measurable contribution to the economic well-being of their communities (Temu and Temu, 2006).

Therefore Entrepreneurs generally do have their uniqueness by being different from other business people, thus criticality horticulture entrepreneurs contributes direct to the development of local community. Therefore here under are the characteristics of entrepreneurs:

**a) Passion**

Having passion for a business idea is a vital component of entrepreneurship. If an entrepreneur is not totally committed to his business concept, he may not have the drive necessary to make it succeed. Passion can help entrepreneurs when it comes to making business contacts, negotiating, hiring employees and interacting with customers. An owner who exudes enthusiasm for his own product is more likely to get others interested in it.

**b) Taking Risks**

Entrepreneurs have to be willing to take risks and work well in spite of uncertainty. Business owners make tough decisions that directly affect profits and can't afford to waste time second guessing themselves. While employees usually earn predictable wages or salaries each month, business income can fluctuate greatly from one month to the next, and owners need to be comfortable with having unpredictable income and the possibility of losing money.

**c) Planning**

The ability to create and execute a plan, while also being open to new ideas, is an important part of entrepreneurship. Even the best ideas can fail to gain traction if owners don't plan ahead. Business planning typically involves conducting market research to gain insights into the needs of consumers and the state of a market and then creating a plan of action that lays out how the company can create and deliver products that fulfil those needs.

#### d) Perseverance

While business planning can help avoid costly mistakes, all entrepreneurs are bound to face failure from time to time. Entrepreneurs must have the ability to learn from mistakes and persevere in spite of setbacks. As Thomas Edison, one of the most prolific inventors of all time, once said, "Genius is one percent inspiration and ninety-nine percent perspiration." A strong work ethic and the ability to keep trying despite repeated failure are essential entrepreneurial qualities.

**Table 2. Major Horticultural Production zones in Tanzania**

| S/N | Zone                                                                                                                        | Fruits                                                                                                                  | Vegetable                                                                          | Market                                                                                                                                  |
|-----|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Coastal regions:</b><br>Dar es Salaam<br>Coast<br>Tanga                                                                  | Mango, citrus,<br>banana, papaya,<br>pineapple, passion<br>fruits, avocado,                                             | Tomato, chilli pepper,<br>okra amaranth, sweet<br>potato, water melon,<br>cucumber | Local market.<br>Tanga region export<br>fruits & vegetables to<br>Kenya and the UAE                                                     |
| 2   | <b>The Southern Coast:</b><br>Mtwara and Lindi.                                                                             | Orange, tangerine,<br>papaya, mango,<br>lime                                                                            | Tomato, okra,<br>eggplant,<br>watermelon,<br>pumpkins<br>and cucumber              | Local market only                                                                                                                       |
| 3   | Central Plateaux:<br><b>Dodoma</b> , Singida &<br>Tabora                                                                    | Mango, grapes,<br>papaya, guava,<br>dates<br>baobab, tamarind                                                           | Tomato, okra,<br>eggplant,<br>watermelon,<br>pumpkins<br>and cucumber              | Local                                                                                                                                   |
| 4   | <b>North &amp; South<br/>Highlands:</b><br>Arusha Kilimanjaro<br>Iringa, Mbeya, Rukwa,<br>Ruvuma and <b>Morogoro</b>        | Temperate fruits<br>and<br>tropical fruits, e.g<br>.banana, citrus,<br>papaya, pineapple<br>avocado, passion<br>fruits, | Tomato, cabbage,<br>onion, beans, potato,<br>carrots, cucumber,<br>leek,           | Local Market<br>Flowers , fruits and<br>vegetables are<br>exported<br>to Kenya, UAE, EU,<br>Uganda , From<br>Arusha,<br>Moshi and Tanga |
| 5   | <b>Lake areas:</b> These are<br>regions around lake<br>Tanganyika and<br>Victoria:<br>Kigoma, Mwanza,<br>Kagera<br>and Mara | Banana, Mango,<br>pineapple, citrus,<br>guava, papaya                                                                   | Various vegetables                                                                 | Local markets<br>Exporting to Kenya,<br>Uganda, Ruanda,<br>DRC<br>and Burundi                                                           |

**Source: MAFS- Horticultural Unit**

### **2.1.6 Contributions of Horticulture Entrepreneurs to the Community development**

Agricultural growth is widely considered as the most effective means of fostering economic growth in developing world. Horticulture is of major agricultural activities which are potential for income generation, food supply and adding value to land resources in Tanzania (Mashindano, 2013). Rapidly growing markets for horticultural products in general are opening new avenues for enhancing rural incomes in East African countries (Mashindano, 2013). In Rwanda horticulture is a job-intensive and investment-attracting industry and promises job creation to a large proportion of Rwandans and provide foreign currencies to the country (Government of Rwanda, 2006). Besides economic receipts and jobs, other horticulture related benefits include improving people's nutrition situation, creating a better image for Rwanda, encouraging Private-Public Sector partnerships in horticulture-related industries, and generating public awareness for the industry.

The horticultural sector has a great potential for improving the living standards of the people and reduction of poverty through improved nutrition arising from consumption of fruits and vegetables; incomes raised from sales of horticultural products (Ndambiri *et al.*, 2012). The increasing interest in horticultural entrepreneurship in most parts of the world, especially in developing economies is due to the fact that entrepreneurial activities are increasingly being considered as a means of invigorating the economy and a way of coping with unemployment problems that characterize most developing economies (Mahadea 2013). Study by Nizaman (2013) in Pakistan reports that households that participate in horticultural production, in both rural and urban areas, earn higher incomes than households that do not engage themselves in such activities. The production and marketing of horticultural crops is undergoing continuous change globally. This is due to the growing demands of consumers for safe and healthy foods, increased urbanisation of societies, the growth in scale and influence of supermarkets,

the corporatisation of farming, changes in the availability of labour and the low priority given to food production by governments (Warrington, 2010).

It is widely recognized from various researches such as Ulrich (2013), that the horticulture entrepreneurship industry has positive economic impacts on the Africa region as a whole and on individual households through new employment opportunities or new market possibilities. It offers an alternative income opportunity; particularly for the unskilled workforce and for women. The study showed that employment at a horticultural produces is important for households' livelihood opportunities in terms of gaining assets, investment in housing and education.

Moreover Ulrich (2013) signify that the horticultural entrepreneurship offers ongoing provision of safe, healthy and nutritious food in many countries this give many of essential vitamins and minerals henceforth assisting consumers to achieve a balanced diet. Further horticulture entrepreneurship contributes to economies through export-related activities and the sophistication associated with all elements of the supply chain. This is becoming increasingly important in developing countries who are contributing more frequently to food supply to developed countries, especially in Europe and North America.

Studies on horticultural entrepreneurship such as Obare *et al.*, (2003) signify that entrepreneurship enhances viability of rural communities directly through employment and the sustainability of service provision so retaining populations that justify the delivery of services such as health and education and overall wealth generation through the activities of those involved with production, processing, marketing, servicing, and related sectors.

The expansion of horticultural agro-businesses places pressure on limited natural resources, especially water, which can aggravate the situation for ecosystems and downstream users while offering new economic opportunities.

In Kenya, horticultural production has been the second most important foreign exchange earner in the agricultural sector, after tea, over the past decade (Ulrich, 2013). From foregoing improving productivity of the horticultural products among the local producers is crucial for increased output and family welfare.

#### **2.1.7 Factors Affecting Horticultural Entrepreneurship Performance**

Horticulture entrepreneurial activities have been recognized as an important element in wealth creation for household and community development. Notwithstanding the critical role that horticulture entrepreneurship plays in modern communities, horticulture globally is undergoing some very significant challenges that are impacting on the production, processing and marketing of horticultural crops (Warrington, 2010). Research done by Olufolaji (2009) in Nigeria stressed that, the domestication and massive cultivation of fruits in Nigeria have always been impeded by several factors, which include unsuitable soil, climatic conditions and diseases caused by viruses, micro bacteria, fungi, insect, nematodes and pests. Horticultural entrepreneurs face difficulty in raising credit finance from banks as well as borrowing via informal networking. This case is supported by Chadha *et al.* (2008) who found that horticulture entrepreneurs businesses are generally in small scales; therefore, they are less valid in financial and administrative affairs.

Higher levels of education are thought to be a contributory factor in improving farmers' social and economic positions (Kerner, 1988).

Further the ability to tap into new markets requires expertise, knowledge and contacts. However most of farmers often lack access to training and experience in on how to participate in the market place and are therefore unable to market goods and services strategically (Ndambari *et al.*, 2012).

Like most of small scale entrepreneurs, horticultural entrepreneurs face barriers in securing funds to establish and sustain their businesses Chadha *et al.* (2008). For various reasons accessing credit, particularly for starting an enterprise is one of the major constraints faced by horticulture entrepreneurs this includes lack of collateral, an unwillingness to accept household assets as collateral and negative perceptions to horticultural entrepreneurs by loan officers (Mahbub, 2000).

Thibault *et al.* (2002) suggest personal factors such as demographic variable and business factors such as amount of financing, use of technology, age of business, operating location, business structure and number of full-time employees as important factors in examining the sales performance of entrepreneurs in SMEs in South-western Ontario.

Foregoing studies signify that there are disparities in entry, re-entry and repositioning of small enterprises based on social factors, and especially the owner's characteristics (Rasheed, 2004). Socio-economic profile of individual such as gender, age, education and ethnicity has all been suggested to influence entrepreneurial performance (Rasheed, 2004). In different traditions and cultures, people of different gender, age and education levels tend to be treated differently and assume different roles in the society.

## **2.2 Empirical Literature Review on how horticulture entrepreneurs contributes to the development of local community**

Study by Nizaman (2013) in Pakistan reports that households that participate in horticultural production, in both rural and urban areas, earn higher incomes than households that do not engage themselves in such activities.

It is widely recognized from various researches such as Ulrich (2013), that the horticulture entrepreneurship industry has positive economic impacts on the Africa region as a whole and on individual households through new employment opportunities or new market possibilities. It offers an alternative income opportunity; particularly for the unskilled workforce and for women. The study showed that employment at a horticultural produces is important for households' livelihood opportunities in terms of gaining assets, investment in housing and education.

According to Shane (2007), education can increase the chance of an entrepreneur to access certain opportunities. However, restricted access to educational and training facilities is a key constraint to horticultural entrepreneurs in most of developing countries such as Tanzania. It reduces their ability to make a decent living for themselves and their dependants and to combat their exposure to poverty.

## **2.3 Reflection of Contributions of Horticulture Entrepreneurs to the development of Local Community through Economic and Resource-Based Theories.**

### **2.3.1 Economic Theories**

Economic entrepreneurship theories date back to the first half of the 1700s with the work of Richard Cantillon, who introduced the idea of entrepreneurs as risk takers. The classic, neoclassical and Austrian Market process schools of thought all pose explanations for entrepreneurship that focus, for the most part, on economic conditions and the opportunities they create. Economic theories of entrepreneurship tend to receive significant criticism for failing to recognize the dynamic, open nature of market systems, ignoring the unique nature of entrepreneurial activity and downplaying the diverse contexts in which entrepreneurship occurs.

### **2.3.1 Resource-Based Theories**

Resource-based theories focus on the way individuals leverage different types of resources to get entrepreneurial efforts off the ground. Access to capital improves the chances of getting a new venture off the ground, but entrepreneurs often start ventures with little ready capital. Other types of resources entrepreneurs might leverage include social networks and the information they provide, as well as human resources, such as education. In some cases, the intangible elements of leadership the entrepreneur adds to the mix operate as resource that a business cannot replace.

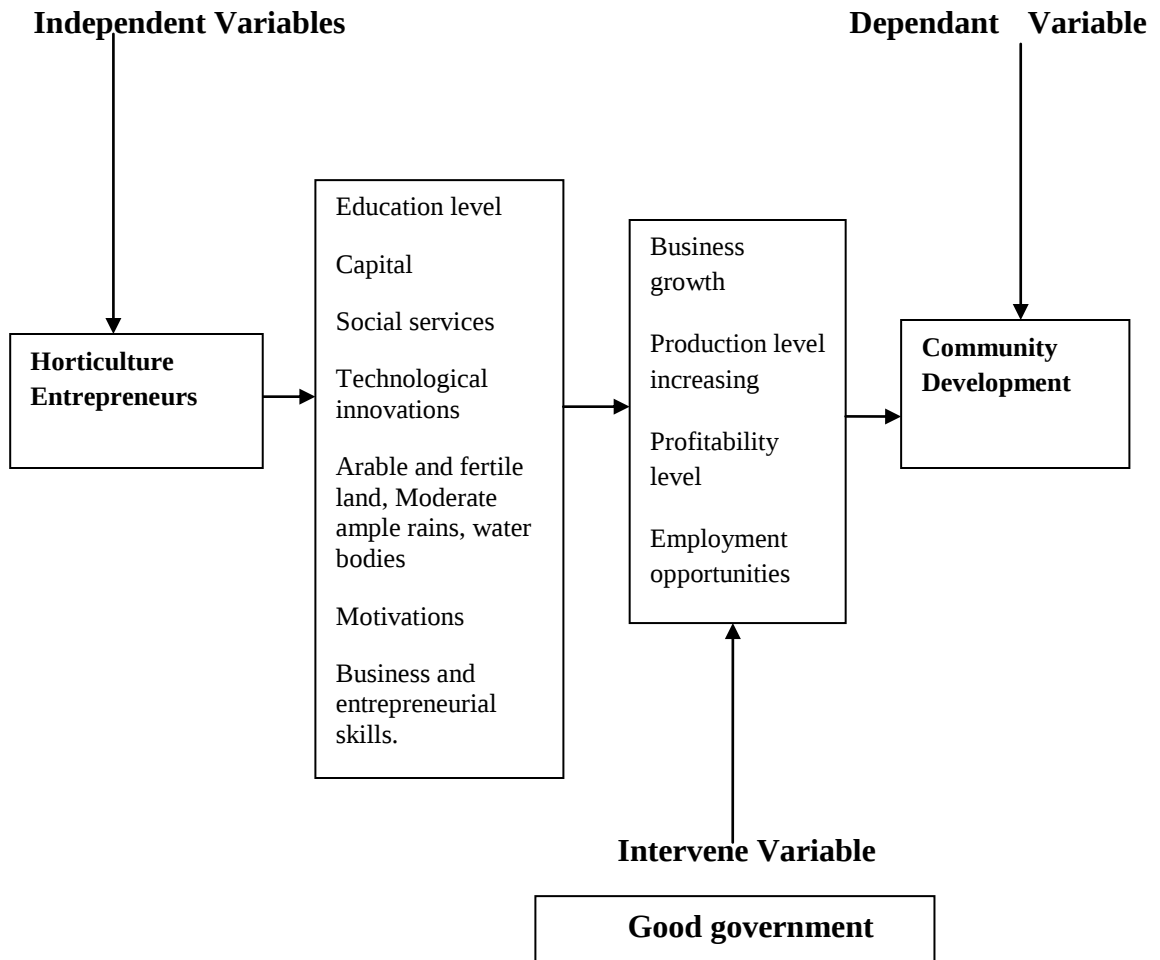
### **2.4 Conceptual Framework**

Conceptual framework is a written or visual presentation that explains either graphically or in narrative form the main things to be studied. It implies the key factors/variables or concepts and the presumed relationship among them (Miles and Huberman, 1994).

Therefore; Horticulture entrepreneurs contributes to development of local community when it creates employment either through the start up of entrepreneurial activities or the expansion of existing ones. Job creation provides income to the households.

The effective horticultural entrepreneurship depends on various factors to play against community development. Key areas include education level, capital, social services, technological innovations, arable and fertile land, moderate-ample rains, water bodies, self motivations and other facilities are needed to support the creation and expansion of entrepreneurial activities which will in turn to business growth, increasing production level, profit level increase, employment level increased and being supported by the government through good policies which will eventually led community development.

**Figure 2.2: Conceptual framework:**



**Source: Researcher's model 2015.**

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0. Introduction**

This chapter is divided into six sections. Section one presents area of the study, section two presents population of the study, section three presents research designs, section four presents sampling design and sample size, section five presents methods of data collection, and section six presents data analysis.

#### **3.1 Description of the Study Area**

The study was conducted in Mvomero District in Morogoro region. Mvomero district is one among six districts of Morogoro Region. The reason for selecting this location is due presence of good number of Horticulture Entrepreneurs and varieties of fruits and vegetables are grown. Also this area is purposely selected due to most of its points are accessible, convenient and heterogeneity of the population. This could minimize time consuming and other financial demand in terms of expenses.

The district is located at northeast of Morogoro region between latitudes 8° 00" and 10° 00" South of the equator and between longitudes 37° 00" and 28° 22" East of Greenwich. The altitude of district is between 380 Meters and 1,520 Meters above Sea level. This altitude provides a suitable climate for tropical and subtropical varieties of crops. The district receives a bimodal type of rainfall with peaks in April and December for long and short rains respectively while May to October remains relatively dry. The average rainfall amounts to 1200 mm per annum with variations from 800 mm to 2000 mm. Average monthly rainfall is about 106 mm making up a total annual rainfall of about 1270 mm. The district's economy like most of Morogoro districts depends on agriculture mainly from crop production.

### 3.2. Research design

The study employed a triangulation of approaches. In the first a cross sectional study design was used in primary data collection. According to Mugenda and Mugenda (2003), such research design allows data to be collected at a single point in time without repetitions. This design allowed extraction of information pertains to the experience, attitude, and perception of the respondents (Yin, 2003). These experiences and perceptions were explored through in-depth face to face interviews and questionnaires rather than relying on the documentary information alone. Secondary data were done through reviewing different public documents (e.g.: policies, researches, journals).

### 3.3. Population and Sample size

#### 3.3.1 Population Size

The study population is the population for whom the findings will be generalized or for which information is desired (Msabila and Nalaila, 2013). Population is basically the universe of unit from which the sample is to be selected. According to Babbie (1992) a study population is the aggregation of element from which the sample elements actually selected. Detailed descriptions of population of horticulture entrepreneurs of Mvomero district were picked. The population size in the study area was as presented in table 3.1 hereunder.

**Table: 3.1 Population size of the study area**

| NO.   | RESPONDENTS                | TOTAL POPULATION |
|-------|----------------------------|------------------|
| 1.    | WEO                        | 03               |
| 2.    | DAICO                      | 01               |
| 3.    | DE                         | 01               |
| 4.    | EXTENSION OFFICERS         | 03               |
| 5.    | HORTICULTURE ENTREPRENEURS | 12,420           |
| Total |                            | 12,428           |

(Source: researcher 2015)

### 3.3.2 Sample size

A sample is a group hopefully representative of the population intended to be studied and from which one devices generalization about the population (Bailey, 1994). Sample size is the number of respondents selected for interview from a research population. Also Sanders et al., (2006) define sample size as the generalizations about populations from data collected using any sample based on probability. A sample size of 108 respondents comprising of 98 horticulture entrepreneurs and 10 key informants was used in this study. The sample size was found to be sufficeint for the study to be conducted as Mbeyale (2007) recommended that a sample size of at least 30 units is sufficient irrespective of the population size.

**Table 3.2: Show Sample Size**

| NO | CATEGORY                      | SAMPLE SIZE |
|----|-------------------------------|-------------|
| 1. | WEO                           | 03          |
| 2. | DAICO                         | 01          |
| 3. | AGRICULTURE OFFICERS          | 02          |
| 4. | DE                            | 01          |
| 4. | EXTENSION OFFICERS            | 03          |
| 5. | HORTICULTURE<br>ENTREPRENEURS | 98          |
|    | <b>TOTAL</b>                  | <b>108</b>  |

**Source: Researcher, 2015**

### 3.4. Sampling Procedure

The sampling frames from which the sample drawn was from horticulture entrepreneurs. Simple random sampling was employed to select 3 villages where horticultures entrepreneurs were selected to provide worth information for study objectives. The technique aimed at minimizing sampling bias as every individual entrepreneur in each village had an equal chance of being selected. A purposive sampling of Mvomero District was employed basing on accessibility of horticulture entrepreneurs. Also Key informants includes District development officers and

agricultural extension, were purposefully selected basing to the facts that they have vast of information on contribution of horticulture entrepreneurs in community development. Key informants supplemented information given from horticulture entrepreneurs.

### **3.5 Units of inquiry and information to be obtained**

Since the data collected were both qualitative and quantitative in nature, data processing and analysis included computation, classification and tabulation in order to enable the analysis. Quantitative data were presented using descriptive statistic methods including such as table, charts, and graphs, while qualitative technique was used to analyze qualitative data from the views of respondents.

### **3.6 Data Collection Methods**

To achieve reliable information primary and secondary data were be collected. Primary data were collected through the use of questionnaire. Questionnaire with both closed and open-ended questions was the main instrument for data collection. Closed-ended questions in the questionnaire were coded whereas open-ended questions will be analyzed by using multiple response analysis in order to get quantitative data. Furthermore, checklists of items for discussion with Key informants were used. Additionally, Focus Group Discussion (FGD) was used to collect information to add value to that which will be given by the respondents. Personal observation, especially visits in farms, markets and households will be useful to see the real situation.

#### **3.6.1 Primary data collection**

- **Questionnaire Survey**

The structured questionnaire with both closed and open-ended questions was used to collect data. The questionnaire was designed to focus on key issues including profile of horticulture entrepreneurs, the impacts of horticulture entrepreneurs on household wellbeing and challenges faced by horticulture entrepreneurs in the study area. This

allowed the collection of data which provided basic information on understanding the phenomena (Mugenda and Mugenda, 2003).

- **Focused Group Discussion**

Focused group discussions were employed to encourage collective response of different opinions about role of horticulture entrepreneurs in community development. The focused group discussions comprised of 10-15 men and women with experience, of different age classes in the study villages to give information on study objectives. This assisted the researcher to gather gender associated information on role of horticulture entrepreneurship in community development. Also key informants including three community development officers and agriculture extension officers were asked to provide more information in relation to role of horticulture entrepreneurs in community development.

### **3.6.2 Secondary data collection**

Secondary data may either be published or unpublished data. Usually published data are available in various publications of the central state or local government or various publications of foreign governments or international bodies and their subsidiaries organizations, technical and trade journals, books magazines and news papers, reports and publications of various associations connected with business and industries, banks, stock exchanges. Report prepared by research scholars, universities, economists.

Secondary data are the Second hand information. The data which have already been collected and processed by some agency or persons and are not used for the first time are termed as secondary data. Secondary data are those already in existence and which have been collected for some other purpose.” Secondary data may be abstracted from existing records, published sources or unpublished sources. In this study secondary data collected were those from literature review as such as key concept.

### **3.7. Validity and Reliability**

According to Kavale (1996), validity refers to the issue of truth and knowledge. Validity in other words refers to the quality that a procedure or an instrument (tool) used in the research is accurate, correct, true, meaningful and right. Also validity is the ability of a particular instrument to measure what is supposed to measure. The validation of instrument is the process of establishing document evidence, which provides high degree of accuracy that specific process consistently produces meeting its predetermined specification and quality attributes (Cohen et al, 2000). In order to ensure validity of instruments, a multiple data collection techniques known as triangulation was applied in this study (Patton, 1997; Gall et el, 1996; Cohen et al, 2000). This technique was involved the use of more than one method of data collection such as questionnaire, interview, documentary review and observation. Therefore permits the researcher to combine strength and correct some of the deficiencies of some source of data. This technique was helped to overcome the problem of relying on only one method while at the same time was increased the validity of the data obtained.

Reliability, on the other hand refers to the consistency of research findings (Kavale, 1996). This means that reliability was refers to how consistent a research procedure or instrument is. In short reliability means the degree of consistency demonstrated in the study. The reliability of the instruments was checked by comparing the results of the respondents. In order to improve reliability the researcher was observed the following, the length of the instrument (the longer the instrument, the greater is its reliability), heterogeneity of the subject (the more the heterogeneous the subject is, the more likely reliability will increase). Also the researcher was observed the clarity of instructions given to those using the instrument (the clearer the instruction, the higher the reliability will be).

### **3.8 Ethical Issues**

The ethical part of research process was involved obtaining respondents' informed consent, observing their right to privacy, protecting them from harm which may be physical or emotional by the way a researcher asks questions and reports findings (Potton, 1998). Before going to the field for data collection, the researcher was given research clearance letter from the Director of Postgraduate Studies from the Mzumbe University. The letter was state the purpose of the study and its importance in order to justify the need for data collection. The clearance letter was then taken to the WEOs of Mzumbe, Kipera and Mlali Wards to allow the researcher to collect data in their Wards. While in the study, before starting data collection participants will be informed about the aim of the study, its significance and the way they was involved in the study.

### **3.9 Data Processing and Analysis**

The data collected were sorted, coded and summarized prior to analysis. The analysis was done using the Statistical Package for Social Sciences (SPSS) computer software Version 16.0 in conformity with the objectives of the study where qualitative and quantitative variables will be analyzed. Descriptive statistics included means, frequencies, and percentages; cross tabulations, histograms and pie charts on individual variables.

Inferential analysis was applied to show the relationship between horticulture entrepreneurs' activities and their contribution in community development. This was achieved through the used Chi square test ( $\chi^2$ ) technique to determine the significance in dependency of entrepreneurs profile on contribution of community development in the study area. Additionally Content analysis method was used to analyze in detail the component of verbal discussions which was held with different respondents through focused group discussion and key informants.

## **CHAPTER FOUR**

### **PRESENTATION OF RESEARCH FINDINGS**

#### **4.0 Introduction**

This chapter presents the findings of the study conducted to determine the contributions of horticulture entrepreneurs to the development of local community. The study results presented in this chapter are based on primary and secondary data sources. The chapter starts by presenting the biographic data of respondents , and thereafter presenting the findings of the study based on its specific objectives. The specific objective of this study was to determine the extent to which horticulture contributed to the development of local community in Mvomero district, challenges faced by horticulture entrepreneurs when performing horticultural activities towards up lifting community, well being (community development) and mechanisms to be taken in order to make a progressive contributions of horticulture entrepreneurial activities.

#### **4.1 Biographic data**

The biographic data of the respondents consisted of the gender, Working experience of respondents, education qualification of respondents occupation of the respondents, marital status of the respondents, the size of the household member of the respondents, Specialization of the respondents and the sources of capital for horticulture entrepreneurship of the respondents.

##### **4.1.1 Gender of the respondents**

Gender of the respondents who were involved in the provision of this data for this research was vital in order to know if the information was given by both males and females and therefore, the suggestions of the researcher on the contributions of horticulture entrepreneurship to community development could be free from bias. The

research results regarding the gender of respondents are as presented in table 4.1 below,

**Table 4.1: Gender of the respondents**

| Gender       | Frequency  | Percent      |
|--------------|------------|--------------|
| Male         | 19         | 19.0         |
| Female       | 81         | 81.0         |
| <b>Total</b> | <b>100</b> | <b>100.0</b> |

**Source: Field Data (July, 2015)**

Table 4.1 above shows that 19% of respondents were male while 81% of respondents were female .This data indicates that probably female were dominating the horticultural activity at mlali ward in mvomero district than male and this entail that contributions of horticulture entrepreneurs to the community development discussed in this chapter might have greater meaning to female since they were the majority as opposed to male. Indeed, the gender gap of 62% indicates that female occupied more employment opportunities than male in Mvomero district. Therefore men should be trained horticultural activities as an activity not for female only so that to change their attitudes in order to create gender balance and get involved in community development.

#### **4.1.2 Working experience of respondents**

Data concerned the working experience of respondents' two categories; which includes those who had worked between 1-5 years, 6-10 years research results regarding Activity involvements experience of respondents are as presented in table 4.2 bellow.

**Table 4.2: Working experience of respondents**

| Working experience | Frequency | Percent |
|--------------------|-----------|---------|
| 1 to 5 years       | 44        | 44.0    |
| 6 to 10 years      | 56        | 56.0    |
| Total              | 95        | 95.0    |
| Total              | 100       | 100.0   |

**Source: Field Data (July, 2015)**

Table 4.2 above shows that, 44.0% of respondents had working experience between 1-5 years and 56.0% of respondents had working experience between 6-10 years. Thus, the findings reveal that, majority of respondents had more experience of horticultural activity. Being more experience at work the researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in contributions of horticulture entrepreneurs to community development.

#### **4.1.3 Education level of the respondents**

Data concerned the education level of respondents were put into four categories namely informal, primary, secondary and colleges. The research results regarding education level of respondents are as presented in table 4.3 bellow.

**Table 4.3: Education Qualification of Respondents**

| Education level | Frequency | Percent |
|-----------------|-----------|---------|
| Informal        | 17        | 17.0    |
| Primary         | 51        | 51.0    |
| Secondary       | 20        | 20.0    |
| Colleges        | 12        | 12.0    |
| Total           | 100       | 100.0   |

**Source: Field Data (July, 2015)**

Table 4.3 above shows that, 17.0% of respondents are informal, 51.0% of respondents who had primary category, 20.0% of respondents who had a secondary category, 12.0% who had colleges' category. Therefore, the findings show that, majority of

respondents had a primary category. Being with more primary category in the horticultural activity researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.4 Occupation of the respondents**

Data concerned the occupations of respondents were presented into three categories; which includes those whose categories are; peasant, business people, and civil servant. The research results regarding occupation of respondents are as presented in table 4.4 bellow.

**Table 4.4: Occupation of the respondents**

| Occupation    | Frequency | Percent |
|---------------|-----------|---------|
| Peasant       | 34        | 34.0    |
| Business      | 60        | 60.0    |
| civil servant | 6         | 6.0     |
| Total         | 100       | 100.0   |

Table 4.4 above shows that, 34.0% of respondents are peasants, 60.0% of respondents are business people, and 6.0% of respondents are civil servants. Therefore, the findings show that, majority of respondents are dealing with business of horticultural products. Being with more business category in the horticultural activity researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.5 Specialization of the respondents**

Data concerned the specializations of the respondents were presented into two categories; which includes those with categories of; horticulture and horticulture and agriculture. The research results regarding Specialization of the respondents are as presented in table 4.5 bellow.

**Table 4.5: Specialization of the respondents**

| Specialization                                    | Frequency | Percent |
|---------------------------------------------------|-----------|---------|
| Horticulture                                      | 43        | 43.0    |
| horticulture and other<br>agricultural activities | 57        | 57.0    |
| Total                                             | 100       | 100.0   |

Table 4.5 above shows that, 43.0% of respondents are dealing with Horticultural activities only, 57.0% of respondents are dealing with both Horticulture and Agriculture. Therefore, the findings show that, majority of respondents are dealing with both Horticulture and Agriculture. Being with more percentage from this category; horticulture and agricultural activities. Researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.6 Experiences of the respondents**

Data concerned the experiences of the respondents were presented into two categories; which includes those with categories of; 1 – 5 years and 6 – 10 years. The research results regarding Specialization of the respondents are as presented in table 4.6 bellow.

**Table 4.6 Experiences of the respondents**

| Experience of respondents | Frequency | Percent |
|---------------------------|-----------|---------|
| 1 to 5 years              | 44        | 44.0    |
| 6 to 10 years             | 56        | 56.0    |
| Total                     | 100       | 100.0   |

Table 4.6 above shows that, 44.0% of respondents had experiences of 1-5 years, 56.0% of respondents had experience of 6-10 years. Therefore, the findings shows that, majority of respondents are more experienced of 6 – 10 years in horticultural activities. Being with more experiences in horticultural activities from this category; horticulture and agricultural activities.

Researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.7 Sources of capital for horticulture entrepreneurship of the respondents.**

Data concerned the specializations of the respondents were presented into two categories; which includes those with categories of; 1 – 5 years and 6 – 10 years. The research results regarding Specialization of the respondents are as presented in table 4.7bellow.

**Table 4.7 Sources of capital for horticulture entrepreneurship of the respondents.**

| Sources of Capital     | Frequency | Percent |
|------------------------|-----------|---------|
| Savings                | 74        | 74.0    |
| Friends                | 13        | 13.0    |
| financial institutions | 13        | 13.0    |
| Total                  | 100       | 100.0   |

Table 4.7 above shows that, 74.0% of respondents obtain capital for horticultural entrepreneurship from savings after performing other activities, 13.0% of respondents obtain from friends and 13.0% obtain from borrowing from financial institutions. Therefore, the findings shows that, majority of respondents are obtain capital (sources of capital) for horticultural activities it is from savings. Being with majority who are saving money for horticultural activities. Researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.8 Marital status of respondent**

Data concerned the specializations of the respondents were presented into three categories; which includes those single, Married and widowed. The research results regarding marital status of respondents are as presented in table 4.8 bellow.

**Table 4.8 marital status of respondent**

| Marital Status | Frequency | Percent |
|----------------|-----------|---------|
| single         | 6         | 6.0     |
| married        | 54        | 54.0    |
| widowed        | 40        | 40.0    |
| Total          | 100       | 100.0   |

Table 4.8 above shows that, 6.0% of respondents are single, 54.0% of respondents are married and 40.0% are widowed. Therefore, the findings shows that, majority of respondents who are performing horticultural activities are married. Being with majority who are saving money for horticultural activities. Researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1.9 Reasons for the respondents to engage in particular activity**

The study aimed at establishing the reasons for the entrepreneur to engage in particular activities. The research on this aspect is presented in table 4.9 herein.

**Table 4.9 Reasons for engaging in particular activities**

| Reason for engaging in the activities | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Is the source of my house hold income | 72        | 72.0    |
| Source of food                        | 22        | 22.0    |
| Is our culture                        | 6         | 6.0     |
| Total                                 | 100       | 100.0   |

Table 4.9 above shows that, 72.0% of respondents engaged in this activity it the sources of household income, 22.0% of respondents are sources of food and 6.0% is their culture. Therefore, the findings shows that, majority of respondents who are performing horticultural activities are engaged in the activity because it the source of income for their households. Being with majority who are performing horticulture as their sources of their income fort their house hold. Researcher expected them to

provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

#### **4.1 10 The uses of the income generated from entrepreneurship activities**

Data concerned the generated from entrepreneurship activities of respondents presented into two categories; which include those homes use incomes for domestic consumption and injected into other activities. The research results regarding the income generated of respondents are as presented in table 4.10 bellow.

**Table 4.10: The uses of the income generated from entrepreneurship activities**

| Uses of income generated       | Frequency | Percent |
|--------------------------------|-----------|---------|
| home consumption               | 50        | 50.0    |
| injected into other activities | 50        | 50.0    |
| Total                          | 100       | 100.0   |

Table 4.10 above shows that, 50.0% of respondents use the income generated from the horticulture entrepreneurship, 50.0% of the respondents injects the income generated into the other activities. Therefore, the findings show that, two equal halves of respondents who are performing horticultural activities are use the income generated for home consumption and the other half inject into other activities. Being with equal halves who are performing horticulture as for home consumption 50.0% and injects to other activities 50.0%. Researcher expected them to provide reliable and valid information on this study since they might have been faced with or experienced in horticulture entrepreneurial activity.

## 4.2 Contribution of Horticulture Entrepreneurs to the development of local Community

Data concerned the contributions of horticulture entrepreneurs of the respondents were presented into two categories; which includes those accepting the roles of horticulture entrepreneurs and those rejecting the contributions. The research results regarding marital status of respondents are as presented in table 4.11 bellow.

**Table: 4.11 Contributions of horticulture entrepreneurs to the development of local community**

| Contribution of Horticulture Entrepreneurs to the development of local community | Frequency(n) |    | Total (n) | mean | Rank by importance |
|----------------------------------------------------------------------------------|--------------|----|-----------|------|--------------------|
|                                                                                  | 1            | 2  |           |      |                    |
| Taking my children to school                                                     | 100          | -  | 100       | 1.00 | 1                  |
| Generating income for household                                                  | 100          | -  | 100       | 1.00 | 2                  |
| Afford medical services                                                          | 100          | -  | 100       | 1.00 | 3                  |
| Diversification of agriculture                                                   | 69           | 24 | 93        | 1.26 | 11                 |
| Business channel                                                                 | 70           | 30 | 100       | 1.30 | 12                 |
| Food and security in the family                                                  | 93           | 7  | 100       | 1.07 | 7                  |
| I get social network                                                             | 81           | 12 | 93        | 1.13 | 10                 |
| source capital                                                                   | 100          | -  | 100       | 1.00 | 4                  |
| Income generated for agriculture input                                           | 86           | 7  | 93        | 1.08 | 8                  |
| Building my own house                                                            | 93           | 0  | 93        | 1.00 | 5                  |
| <b>key: 1 =yes, 2= no</b>                                                        |              |    |           |      |                    |

From the findings it was found that the (mean score of 1.50) is the decision point to judge the contributions of horticulture entrepreneurs to the development of local community. Therefore mean score of responses below 1.50 shows that it is contributing to large extent while the mean above 1.50 show that horticulture entrepreneur contribute to small extent or not all. The research findings show large extent of horticulture contributions to the development of local community. The mean score of 1.08 shows that income generated for agricultural inputs. Taking my children to school (mean score of 1.00), Generating incomes for household(mean score of 1.00), Afford medical services(mean score of 1.00), Diversification of agriculture(mean score of 1.26), Business channel1.30(mean score of 1.30), Food and security in the family, I get social network 1.0(mean score of 1.07), source

capital(mean score of 1.13), Income generated for agriculture input (mean score of 1.08), Building my own house (mean score of 1.00).

Furthermore, source capital the respondents pointed out that the large extent to the contributions of horticulture entrepreneurs to local community development (Mean score from respondents = 1.00), followed by building my own houses Mean response = 1.00).The research results further show that the extent of horticulture entrepreneurs contributing to the development of local community. However the research study show small extent contributions of horticulture entrepreneurs to local community development Diversification of agriculture (Mean of respondents = 1.26) as well as Business channels (Mean of respondents = 1.30).

The findings depicted that various contributions of horticulture entrepreneurs to local community were given much emphasis according to response mean and standard deviation from respondents.

#### **4.3 Challenges facing horticulture entrepreneurs in the implementations of community development.**

The study intended to identify the challenges faced by Horticulture entrepreneurs to community development. With the aid of questionnaires and interviewee data, the findings revealed that 6 major challenges faced Horticulture Entrepreneurs to the contributions of local community development Mvomero district. These challenges can further be classified into two major categories according to the filled data, the personal challenges which had 100% of respondents and the District (respective wards of the field study) challenges which had 100% of respondents. However, both personal and general (district) challenges hindering the implementation of the community development. The results are as presented in table 4.12 below.

**Table: 4.12 challenges facing horticulture entrepreneurs in the implementations of Community development**

| CHALLENGES                               | Frequency(N) |   |   |        |             | Total (N) | Mean response rate | Rank by importance/level of imposing community development |
|------------------------------------------|--------------|---|---|--------|-------------|-----------|--------------------|------------------------------------------------------------|
|                                          | 1            | 2 | 3 | 4      | 5           |           |                    |                                                            |
| Frequency changes to laws and government | -            | - | - | 1<br>2 | 8<br>1      | 93        | 4.87               | 4                                                          |
| Low product demand                       | -            | - | - | 2<br>6 | 7<br>4      | 100       | 4.74               | 2                                                          |
| high input prices                        | -            | - | - | 2<br>6 | 7<br>4      | 100       | 4.74               | 3                                                          |
| high interest rate                       | -            | - | 7 | 1<br>9 | 6<br>1      | 87        | 4.62               | 1                                                          |
| physical infrastructure                  | -            | - | - | -      | 1<br>0<br>0 | 100       | 5.00               | 6                                                          |
| how to get employed                      | -            | - | - | 7      | 9<br>3      | 100       | 4.93               | 5                                                          |
| <b>key: 1 =yes, 2= no</b>                |              |   |   |        |             |           |                    |                                                            |

Chi-square test was also done to determine the correlation among the identified challenges on implementing community development. The results are here by presented in table 4.12. The findings from the table 4.12 reveal that all challenges identified were statistically significance (P value >0.005).

The findings revealed that various District challenges were given much emphasis according to response mean and standard deviation from, respondents. These district challenges were changes to laws and government, Low product demand, high input prices, high interest rate, physical infrastructure, and how to get employed.

On the other hand, the data extracted from the interview guide revealed that, 90% of the interviewee mentioned that there are major challenges faced by horticulture entrepreneurs which hinder effective implementation of community development in Mvomero district that is why when they were asked to outline the major challenges towards community. Therefore, the study revealed that majority of respondents in the study area (Mlali wards) pointed challenges such as Start – up capital, lack of

entrepreneurial skills or knowledge, commitment to activities ( entrepreneurial activities), extravagant to money obtained, Frequency changes to laws and government, Low product demand, high input prices, high interest rate, physical infrastructure, how to get employed.

#### **4.7 Strategies / Mechanisms suggested to be used to combat challenges facing horticulture entrepreneurs to achieve community development.**

The study intended to identify the strategies or mechanism that will help in assuring that community development is achieved. The findings were collected from 100 respondents. The questionnaires data and interview data was integrated in order to come up with alternative strategies for the effective community development The results of the research findings are as presented in table 4.13 bellow.

**Table 4.13 Strategies / Mechanisms suggested to be used to combat challenges facing horticulture entrepreneurs to achieve community development.**

| MECHANISMS                                                    | Frequency(n) |   |   |    |     | Total (n) | Mean response rate | Rank by importance |
|---------------------------------------------------------------|--------------|---|---|----|-----|-----------|--------------------|--------------------|
|                                                               | 1            | 2 | 3 | 4  | 5   |           |                    |                    |
| Provision of start-up capital                                 | -            | - | - | 12 | 81  | 93        | 5.00               | 4                  |
| Provision of training regarding agricultural activities       | -            | - | - | 26 | 74  | 100       | 4.79               | 1                  |
| Ensuring price control of horticultural products              | -            | - | - | 26 | 74  | 100       | 5.00               | 3                  |
| Provide/strengthen extension services                         | -            | - | 7 | 19 | 61  | 87        | 5.00               | 5                  |
| good government policy that support horticulture entrepreneur | -            | - | - | -  | 100 | 100       | 4.95               | 2                  |
| <b>key: 1 =yes, 2= no</b>                                     |              |   |   |    |     |           |                    |                    |

**Source: Field Data (August, 2015)**

From the findings it was found that the mean response rate of 4.79 is the decision point to judge the strategies which should be done in order to make sure that community development is achieved.

Therefore mean response of responses below 4.79 show Horticulture entrepreneurs agreed in large extent the proposed strategies towards effective implementation while the mean above 4.79 shows those horticulture entrepreneurs agreed in small or not all. The research findings show the proposed strategies towards effective implementation of community development (mean response rate = 4.79). The mean response of 4.79 shows that respondents were agreed to large extent the proposed strategies of effective implementation of community development as presented in table **4.13** above.

However, the respondents agreed to small extent proposed strategies towards effective implementation of community development. Furthermore, the research results show that the proposed strategies was agreed to large extent in general should organize more courses and seminars to help to change the mindset of the respondents especial male by exposing themselves to current development implementation in engaging into horticultural activities and not saying the activities there for females only. The findings revealed that various appropriate strategies were given much emphasis according to response mean and standard deviation from respondents.

On the other hand, interview was used to get in depth information from the respondents. The interview guide revealed that, 95% of the interviewee mentioned several strategies in order to make effective implantation of community development. That is why when they were asked to outline what should be done to improve horticultural activities respondents was able to mentioned several strategies. Therefore, the study revealed that majority of respondents in Mlali and Kipera wards mentioned strategies such as Provision of start-up capital, Provision of training regarding agricultural activities, Ensuring price control of horticultural products, good government policy that support horticulture entrepreneurs, improved Physical infrastructures ( roads, market/ business centres), provision /directions on modern agricultural methods which are friendly to environments, quality seeds and Provide/strengthen extension services .

## **CHAPTER FIVE**

### **DISCUSSION OF THE RESEARCH FINDINGS**

#### **5.0 Introduction**

This chapter presents the discussion of the research findings. The discussion is based on the finding revealed from the specific objectives in relation with conceptual framework and literature review. It further gives an interpretation of the study findings.

#### **5.1 The extent to which Horticulture Entrepreneurs contribute to the development of local community**

From the findings, it was seen that at least each respondent pointed one or more than one contributions of horticulture entrepreneurs to the development of local community in Mvomero district. However, among the prevailing contributions of Horticulture entrepreneurs to the development of local community were; Generating income for household, Afford medical services, Diversification of agriculture, Business channel, Food and security in the family, I get social network, source capital, Income generated for agriculture input, and Building my own house.

Other contributions of horticulture entrepreneurs to local community development according to the research data findings were building values chains that assure viable and sustainable local horticultural –based economy, promotion of horticultural products to tropical fruits, bringing disaggregated members of smallholders farming communities into savings groups is as important for scaling up the production of horticultural products, Production of health nutritious food.

In brief, 1.08 mean score from responses indicates out that there is the large extent of contribution of horticulture entrepreneurs. For instance in conducting interview one of the respondents of Mlali ward to illustrate this point, the researcher discovered that

one of the horticulture entrepreneur shows how indeed horticultural products contribute as income generated helps in getting agricultural inputs.

Another respondent at Kipera to illustrate the point mentioned that horticulture contributes to the development of local community. She said that..

*“Now day the horticultural activity was more interested because business centres was used to make conducive business environment instead of using walking long distance to seek markets for the horticultural products produced.*

*Apart from that, in there was a problem related with business activity. Through interview one of the interviewee said;*

*“Here in our ward. We have two business centres ( Mlali and Mongwe) but they have not been serviced hence they are not very much helpful because during rainy seasons the two places covered by water hence during these seasons no active commercial activities is done. Currently we have reported this problem to the management concerned.*

Moreover, horticultural activities to the community development in Mvomero district. One of the respondents said that:

*“Horticulture helps to build my own house and taking my children to school as well”*

Furthermore, through horticulture entrepreneurs can promote international collaboration and networking in agriculture and community development. There's a range of horticulture options from modern agriculture through irrigation systems (drip irrigations) which can be used to meet the challenges horticulture entrepreneurs face today in depending on uncertainty climatic conditions. In fact, there has been increasing evidence that horticultural activities may be able to provide more flexible and effective ways for lifelong employment to community development for today's smallholders farming groups dealing horticultural activities. According to Blurton

(1999) the flexibilization time-space accounted for by the integration of agriculture into domestic and commercial contributes to increase the community development. One of the interviewee said:

*“Business channels and diversification of agriculture introduces the to international wise since meet with different people all around.”*

In fact, contribution of horticulture entrepreneurs to community development needs sufficient efforts and knowledge so as is done around and surrounding different societies of luguru people.

## **5.2 Challenges facing horticulture entrepreneurs to the development of local community**

From the findings, it was seen that at least each respondent mentioned one or more than one challenges facing when horticulture entrepreneurs implementing community development. However, among the prevailing challenges in Mvomero were personal and district/ward challenges.

The findings depicted that various personal challenges were given much emphasis according to response grand mean score from responses is 1.00 indicates out that there is the more personal challenge facing horticulture entrepreneurs when implementing community development agenda. These personal challenges were lack of skill with horticultural activities, lack of confidence in addressing varieties of horticultural products they have and they do produce, insufficient knowledge of appropriate software, insufficient knowledge of how to use modern equipment's and other agricultural implements, lack of knowledge of how to evaluate the actual prices prevailing in the time as a price market and lack of technical support.

Apart from that, lack of enough knowledge and potential experience seen to be a major constraint which makes horticulture entrepreneurs uncomfortable in using modern agricultural implements, therefore this is a major setback in the use of modern methods in which should be given much focus and attention as posing a great personal challenge to the community development implementation. Horticulture entrepreneurs admitted that they do not have enough horticultural skills on how to use modern agricultural methods towards community development implementation. The successful integration of agriculture commercial and domestic/ food security depends on the ability of entrepreneurs to schedule and plan accordingly to their local environments in non-traditional ways and merging technology with new methods and techniques. Horticulture entrepreneurs plays significant role in combating poverty and creating widespread growth and wealth creation in community (Muthoka, and Ogutu, 2014). A ward executive officer from Mlali in interview had the following to say:

*“Frequency changes to laws and government and unsupportive policies to horticulture, thus most of the horticulture entrepreneurs hesitates to be engaged into small groups of people so as to mobilize themselves even to have or given credits as a start- up capital to others and injecting into the business to uplift the business capital to those who already into the business hence implementing community development becomes as a challenging issue”*

However, according to the research findings depicted that limited budget in supporting rural areas particularly horticulture entrepreneurs towards implementation of community development in assuring infrastructures is conducive for business operations in achieving targeted goals. This is obvious comparing to the country economic and income and is relevant to the study by Best (2004), who indicated that infrastructure necessary for deploying technological resources is lacking in low-income countries. One of the interviewee key informants DDO (District Community Development Officer) from Mvomero District said that:

*“Physical infrastructures hinder many economic activities especial in taking harvested and horticultural products from the production area to the market or from the farm to the processing areas”.*

The study indicated that an irregular and uncertainty climatic condition (rainy) is major challenge facing agricultural activity in the country in general. The uncertainty supply of rainy is a national phenomenon that has a detrimental effect on all sectors of the economy particularly agriculture which is the back born of the national economy. This can also be attributed to low level of community development especially rural community who are heavily depending on the major and sole source of income (through agriculture) horticultural activities. This finding support Issa (2008) who submitted that irregular power supply in the country is a major obstacle of horticulture entrepreneurs to community development.

Despite the challenges hindering the effective use of Community development implementation Mvomero district, the study revealed that Horticulture entrepreneurs to some extent is contributing, integrated and had added value in Community development implementation in Mvomero district. Horticulture entrepreneurs wish to see every entrepreneur and community people equipped with variety of modern agricultural methods to assure community development is achieved by accomplishing the targeted goals. One of the interviewee said that:

*“To some extent horticulture entrepreneurship to implement community development modern and tradition methods commercial and domestic food for security it has been integrated but not as effectively as we wish or needed due to various challenges happening”.*

### **5.3 Strategies for effective implementation of community development through horticulture entrepreneurs.**

The research findings found that (response mean rate 4.79) of response according to the level of importance in Mvomero district show that respondents agreed with the

strategies which is proposed in order for effective implementations of community development to local community people to be achieved. These strategies were: Provision of start-up capital (response's mean rate 5.00), Provision of training regarding agricultural activities (response's mean rate 5.00), Ensuring price control of horticultural products (response's mean rate 4.79), Provide/strengthen extension services (response's mean rate 5.00), Good government policy that support horticulture entrepreneur (Response's mean rate 4.79).

#### **5.3.1 The district should provide more and more extension services to horticulture entrepreneurs to achieve community development such as**

The district through DE and DAICO should provide more agricultural techniques to horticulture entrepreneurs, e.g. establishment of sustainable irrigation schemes, several trainings and seminars that will enable the entrepreneurs to adapt with and matching with the changing. Therefore the horticulture entrepreneurs can be trained through small groups of horticulture entrepreneurs. Horticulture entrepreneurship can be used as a core or a complementary means to the community development strategies since it is beneficial due to the following:

Within recent times, more and more recognition has been given to the importance of targeting local community to reduce poverty through emphasizing agriculture entrepreneurship (World Bank, 2008). Entrepreneurship is a willingness and ability of an individual to seek for investment opportunities to establish and run enterprises successfully (Suleiman, 2006). Entrepreneurship is regarded to have contribution towards employment creation, self sufficiency and wealth for nation and individuals (Olufunso, 2010). Furthermore as noted by Katundu and Gabagambi (2014) there is a good opportunity to reduce poverty and increased employment through entrepreneurship.

Horticulture entrepreneurship plays a vital role in socio-economic development as a means for reducing poverty and generating sustainable employment and incomes (Mahadea 2013). There are evidences to believe that countries which have higher percentage of entrepreneurs have developed much faster as compared to their counterparts (Vinesh, 2014).

Rapidly growing markets for horticulture products in general are opening new avenues for enhancing rural incomes in East African countries (Temu and Temu 2006). In Kenya horticultural products including vegetables play potential role in generating employment and are frequently produced on small plots thus are important source of additional income for poor farmers (Ndambiri *et al.*, 2012). For example it contributes significantly to foreign exchange earnings, and employs close to two and half (2.5) million people in both formal and informal setups (Ndambiri *et al.*, 2012).

#### **5.3.4 Government support and investment of Horticulture entrepreneurship in Mvomero district**

Support and investment in horticulture entrepreneurs to training extension officers is important for the adoption of horticulture entrepreneurship to attain community development. The experiences of extension officers who are much closer to horticulture entrepreneurs in Tanzania indicate the importance of providing a variety of both traditional and modern systems so that horticulture entrepreneurs could take advantage of the methods which suit them best. Experience shows that to enlist staff support and involvement, it is useful to: Employ a variety of horticulture entrepreneurs farming/agricultural methods, ranging from face-to-face workshops and other preferably programs depending on training objectives and environments, integrate traditional support into the modern agricultural system so that the less experienced entrepreneurs can obtain timely assistance.

#### **3.4.5 Corroboration with other international agencies**

National and international partnerships across public and private sectors need to be formed to share resources, knowledge, and experiences in providing effective and efficient horticulture entrepreneurship. Contributions of Horticulture entrepreneurship efforts made by organizations have shown training advantages of international collaborations and benefits of horticulture entrepreneurs as the bridge to developed communities and not developed in this benefits considered to be amongst of the major advantages of international collaborations. Governments or agricultural Officers and horticulture entrepreneurs themselves should promote national and international partnerships so as to provide incentives for private participation and investment of horticulture entrepreneurship in community development.

## **CHAPTER SIX**

### **CONCLUSION AND POLICY IMPLICATION**

#### **6.1 Overview**

This chapter aims at concluding what has been discussed in the preceding chapters and making necessary conclusion and recommendations for dealing with contributions of horticulture entrepreneurs to the development of local community. This chapter will also save a way to areas of further research.

#### **6.2 Conclusion**

This study is very potential to fill the gap by providing a detailed guide for developing a new approach to diagnosing and resolving contributions of horticulture entrepreneurs to the development of local community and eventually encourages Ministry of agriculture, fishing and livestock development, Minister, agricultural and extension officers, and horticulture entrepreneurs to collaborate in finding the responsible solutions of entrepreneurship problems among horticulture entrepreneurs in Mvomero District for the mutual benefits of the Ministry of Agriculture and national at large.

In the light of comprehending contributions of horticulture entrepreneurs in community development implementation in Mvomero district the researcher adopted the Economic and Resource –based which describe entrepreneurship as:

Economic Entrepreneurship Theories; date back to the first half of the 1700s with the work of Richard Cantillon, who introduced the idea of entrepreneurs as risk takers. The classic, neoclassical and Austrian Market process schools of thought all pose explanations for entrepreneurship that focus, for the most part, on economic conditions and the opportunities they create. Economic theories of entrepreneurship tend to receive significant criticism for failing to recognize the dynamic, open nature of

market systems, ignoring the unique nature of entrepreneurial activity and downplaying the diverse contexts in which entrepreneurship occurs.

Resource-Based Theories; Resource-based theories focus on the way individuals leverage different types of resources to get entrepreneurial efforts off the ground. Access to capital improves the chances of getting a new venture off the ground, but entrepreneurs often start ventures with little ready capital. Other types of resources entrepreneurs might leverage include social networks and the information they provide, as well as human resources, such as education. In some cases, the intangible elements of leadership the entrepreneur adds to the mix operate as resource that a business cannot replace.

Basing on literature review and findings of the study, it is worth to conclude that, the extent of contributions of horticulture entrepreneurs to the development local community people are:

Generating income for household, Afford medical services, Diversification of agriculture, Business channel, Food and security in the family, I get social network, source capital, Income generated for agriculture input, and Building my own house.

Other contributions of horticulture entrepreneurs to local community development according to the research data findings were building values chains that assure viable and sustainable local horticultural –based economy, promotion of horticultural products to tropical fruits, bringing disaggregated members of smallholders farming communities into savings groups is as important for scaling up the production of horticultural products, Production of health nutritious food.

Meanwhile, challenges facing horticulture entrepreneurs to the implementation of development of local community include personal challenges such as lack of technical support, insufficient knowledge of modern horticultural activities are done (drip irrigation and the use of organic manure instead of inorganic manures).

Additionally ward/District challenges such as

The findings revealed that various District challenges were given much emphasis according to response mean and standard deviation from, respondents. These district challenges were changes to laws and government, Low product demand, high input prices, high interest rate, physical infrastructure, and how to get employed.

On the other hand, the data extracted from the interview guide revealed that, 90% of the interviewee mentioned that there are major challenges faced by horticulture entrepreneurs which hinder effective implementation of community development in Mvomero district that is why when they were asked to outline the major challenges towards community. Therefore, the study revealed that majority of respondents in the study area (Mlali wards) pointed challenges such as Start – up capital, lack of entrepreneurial skills or knowledge, commitment to activities ( entrepreneurial activities), extravagant to money obtained, Frequency changes to laws and government, Low product demand, high input prices, high interest rate, physical infrastructure, how to get employed.

Apart from that, strategies for effective implementation of community development include:

Provision of start-up capital (response's mean rate 5.00), Provision of training regarding agricultural activities (response's mean rate 5.00), Ensuring price control of horticultural products (response's mean rate 4.79), Provide/strengthen extension services (response's mean rate 5.00), Good government policy that support horticulture entrepreneur (Response's mean rate 4.79).

### **6.3 Recommendations**

Basing on the findings and conclusion of the study the following recommendations are proposed in order for effective implementation of community development in Mvomero district:

### **6.3.1 To horticulture entrepreneurs**

In order to promote effective implementation of community development in Mvomero District there are various initiatives that should be taken, some of which include:

- Extension and Agricultural officers of Mvomero districts and wards should encourage and motivate horticulture entrepreneurs to use modern horticultural methods in their daily agricultural activities. This can only happen if horticulture entrepreneurs are well prepared in their local community areas and are equipped with Technological knowledge in horticultural activities implementation.
- Establishment of ward/community level horticultural plan, so that as to make strong and clear plans on modern methods and technique effective use.
- District/Ward Agriculture and Extension officers should emphasize good utilization of the few resources available in community development implementation is very important as a start. Though resources are not enough compared to number of user, both agriculture/extension officers cannot wait any longer if we desire progress in community, there is a need for plans and clear objectives to use even the few infrastructure in the meantime.

### **6.3.2 To Ministry of agriculture**

Equal budget allocation on Agricultural implements in District councils as other important matters in Agriculture, there is need for more investment in infrastructure, seminars and courses for agriculture/extension officers and horticulture entrepreneurs on community development. Cost studies should be done on different types of horticultural matters so as to make proper investments on horticultural activities in community to replace the old infrastructure system. We cannot continue to depend on donors. Government and particularly associate ministry of agriculture should think on allocating budget enough fund in District councils.

There should be proper implementation, monitoring and evaluation of the horticultural project in district councils. The available agricultural implements in district councils should be effectively monitored and evaluated so as to support community development in Mvomero district and other parts of Tanzanians' district councils.

Ministry of Agriculture should emphasis on pre-service training and preparation only equip agricultural/extension officers with basic computer knowledge; it's high time to figure out how pre-service agriculture/extension officers can be equipped with technical knowledge to be able to direct their job performance through modern techniques and Methods. Ongoing professional development for in-services officers is also crucial in empowering horticulture entrepreneurs not only for horticultural matters but also for other innovation and improvement in entrepreneurial activities.

### **6.3.3 To policy makers**

There is a need to review National Agricultural Policy of (2013) in order for them to go with time and changes that are occurring everywhere in the world. For instance, issues like Public Private Partnership (PPP), Privatization, the role of NGOs and many others of this kind are some of the key issues which should be reflected in NAP. NAP should be clearly monitored and evaluated systematically. Therefore, the government should put proper horticultural policy in entrepreneurship in order to make effective contributions to the development of local community.

### **6.3.4 Direction for Further Study**

The study was conducted in Mvomero district in Morogoro Region, focusing on one ward of Mvomero district council. The findings of this study were limited to exploratory research that it was confined to Mvomero district. Considering the importance of horticulture entrepreneurs to the development of local community.

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## APPENDICES

### Appendix 1: Questionnaire

#### *A Questionnaire for Research on: Contributions of Horticulture Entrepreneurs to the Local Community Development a Case of Mvomero District*

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##### **Particulars:**

Date of interview .....

Ward.....

Questioner No.....

Name of respondents (optional).....

##### **Section A: General Information/ demographic information**

1. Age: ..... years
2. Sex (Tick ✓)
  1. Male [ ] 2. Female [ ]
3. Education level (Tick ✓)
  01. Informal [ ], 02. Primary [ ], 03. Secondary [ ]
  04. Colleges [ ], 05. Degree holder [ ]
  05. Postgraduate [ ] 06. Others (specify).....
4. What is your occupation? (Tick ✓)
  01. Peasant [ ] 02. Business [ ] 03. Civil servant [ ] 04. Private sectors [ ]
  05. Others (specify) .....
5. What is your marital status (Tick ✓)
  01. Single [ ] 02. Married [ ]
  03. Divorced [ ] 04. Widowed [ ]
  05. Others (specify) .....

## Section B: Contribution of horticulture entrepreneur in community development

1. How long are you in this activity? (Experience, years) [    ]
2. Why did you engage in this activity?
  01. Is my hobby [    ], 02. Is source of household income [    ]
  03. Is a source of food [    ], 04. Is our culture [    ]
  05. Others (specify).....
3. What is done to income generated?
  01. Home consumption [    ] 02. Injected of other activities [    ] 03. Others (specify) .....
4. Some horticulture entrepreneurs have explained benefits obtained from horticulture entrepreneurship. In the following list tick (✓) all that you are benefited

| Statement                              | Responses |    |
|----------------------------------------|-----------|----|
|                                        | Yes       | No |
| Taking my children to school           |           |    |
| Generating income for my household     |           |    |
| Afford medical services                |           |    |
| Diversification of agriculture         |           |    |
| Business channel                       |           |    |
| Food and security in the family        |           |    |
| I get social network                   |           |    |
| Source of capital                      |           |    |
| Income generated for agriculture input |           |    |
| Building my own house                  |           |    |

5. What is the size of the land you hold (Land holding, acreage) [    ]
6. Did you have access to the following?
  01. Credit [    ] 02. Market information [    ]
  03. Extension services [    ] 04. Government subsidies [    ]

7. Did you save some earning from income generated from horticulture entrepreneurship?

01. Yes 02. No

8. If “Yes” in question 9 above how much did you save?

01. 10% to 40% [ ] 02. 50% to 80% [ ]

9. If “No” provide reasons

.....

10. Did have access to any farming information

01. Yes [ ] 02. No [ ]

11. If “Yes” What is the sources of information on farming? (Tick ✓)

01. Fellow farmers [ ] 02. Extension workers [ ] 03. Books [ ], 04. Radio [ ],

05. Newspapers [ ], 06. Others (specify).....

12. What do you need Government to support you to rise the production

01. Provision of start-up capital

02. Training of horticultural activities

03. Provide/strengthen extension service

04. Ensure price control of horticultural products.

### **Section C: Challenges faced by the Horticulture entrepreneurs**

3. Some horticulture entrepreneurs have explained challenges they face in horticultural activities. In the following list tick (✓) all that you know.

### **Section D: People's attitude towards horticulture entrepreneurial activities**

| Statement                                                                           | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|-------------------------------------------------------------------------------------|-------------------|----------|-----------|-------|----------------|
| Is entrepreneurship useful for strengthening and creating development to community? |                   |          |           |       |                |
| Horticulture Entrepreneurship practices is capable to alleviate the poverty?        |                   |          |           |       |                |
| It is very expensive to start entrepreneurial activities?                           |                   |          |           |       |                |

### **Section E. Mechanisms that can be used so ensure community development are achieved.**

What do you think could be the measures to taken by the government and the other development stalk holders to ensure community development is achieved.

\*\*\*\*\*Thank you very much\*\*\*\*\*

## Appendix II: Research Activities Time Frame

| WORK PHASES                                                                                                                                                                                   | APRIL -<br>AUGUST | SEPTEMBER<br>EMBER | DECEMBER | DECEMBER -<br>JANUARY | FEBRUARY | MARCH | APRIL |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|----------|-----------------------|----------|-------|-------|
| <b>Phase 1:Planning and Preparation</b>                                                                                                                                                       |                   |                    |          |                       |          |       |       |
| Selecting a research topic<br>Formulating research objectives/<br>Question /Hypothesis<br>Designing method<br>Literature review<br>Completion of research proposal<br>Submission of proposal. |                   |                    |          |                       |          |       |       |
| <b>Phase 2:Project Implementation</b>                                                                                                                                                         |                   |                    |          |                       |          |       |       |
| Ongoing Inquiry/ Consultation<br>Data collection                                                                                                                                              |                   |                    |          |                       |          |       |       |
| <b>Phase 3:Data analysis and interpretation</b>                                                                                                                                               |                   |                    |          |                       |          |       |       |
| Data analysis<br>Data interpretation<br>Write up first draft of results<br>Polish up first draft results                                                                                      |                   |                    |          |                       |          |       |       |
| <b>Phase 4:Report writing</b>                                                                                                                                                                 |                   |                    |          |                       |          |       |       |
| Sharpen up methods and results section<br>Write up draft of discussion                                                                                                                        |                   |                    |          |                       |          |       |       |
| <b>Phase 5:Finalizing report writing</b>                                                                                                                                                      |                   |                    |          |                       |          |       |       |
| Final overall draft<br>Submit theses to the department                                                                                                                                        |                   |                    |          |                       |          |       |       |
| <b>Phase 6:</b>                                                                                                                                                                               |                   |                    |          |                       |          |       |       |
| Internal and External Marking                                                                                                                                                                 |                   |                    |          |                       |          |       |       |
| Theses Defense                                                                                                                                                                                |                   |                    |          |                       |          |       |       |
| Grades Compilation                                                                                                                                                                            |                   |                    |          |                       |          |       |       |

### Appendix III: Estimated Research Budget

| PARTICULARS                      | TYPE(S)                    | QUANTITY                   | PRICE        | TOTAL              |
|----------------------------------|----------------------------|----------------------------|--------------|--------------------|
| TRAVEL AND<br>SUBSISTENCE        | Literature review          | 10 days                    | 5,000/=      | 50,000/=           |
|                                  | Data collection            | 03 times                   | 5,000/=      | 15,000/=           |
|                                  | Submission proposal        | 08 times                   | 100,000/=    | 800,000/=          |
|                                  | Submission final<br>draft  | 2 times                    | 100,000/=    | 200,000/=          |
|                                  | Defend                     | 1 times                    | 100,000/=    | 100,000/=          |
|                                  | Submission final<br>report | 1 times                    | 100,000/=    | 100,000/=          |
|                                  | Subsistence<br>allowance   | 10 days                    | 130,000/=    | 1,300,000/=        |
|                                  | Meal                       | 10 days                    | 10,000/=     | 100,000/=          |
| LABOUR PAYMENT                   | Editor                     | 1                          | 100,000/=    | 100,000/=          |
|                                  | Others                     |                            | 50,000/=     | 50,000/=           |
| STATIONARY                       | pens                       | 4                          | 500/=        | 20,000/=           |
|                                  | Pencil                     | 2                          | 300/=        | 600/=              |
|                                  | Reams                      | 2                          | 6,500/=      | 13,000/=           |
|                                  | Eraser                     | 1                          | 1,000/=      | 1,000/=            |
|                                  | Booklet                    | 2                          | 3,000/=      | 6,000/=            |
|                                  | photocopy                  | 10 x 70 (average<br>pages) | 30/=         | 21,000/=           |
| EXPENDITURE AND<br>MISCELLANEOUS | Clerical                   | 4 times                    | 40,000/=     | 160,000/=          |
|                                  | Data analytical            | 1 times                    | 50,000/=     | 50,000/=           |
|                                  |                            |                            | <b>TOTAL</b> | <b>3,086,600/=</b> |

## Appendix IV: Research Letter for Data Collection



### MZUMBE UNIVERSITY (CHUO KIKUU MZUMBE) SCHOOL OF BUSINESS

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P.O. BOX 6,  
MZUMBE,  
MOROGORO, TANZANIA

8<sup>th</sup> June, 2015

## TO WHOM IT MAY CONCERN

Re: Field Research for  
Dissertation/Thesis Proposal

**RAPHAEL SIMON SHELUKINGA**

Raphael Simon Shelukinga is our student pursuing a Degree of Master in Business Administration (**MBA - CORPORATE MANAGEMENT**). All our graduate students are required to write a thesis as part of their evaluation. In this respect they need to conduct field research in organizations within the country.

Raphael Simon Shelukinga's thesis topic is "**Contributions of Horticulture Entrepreneurs to the Development of Local Community: a Case of Mvomero District.**"

We kindly request you to provide him with the necessary information he may require from your organization in order to accomplish his study.

We wish to express our gratitude for your continued support to our graduate programmes.

Sincerely,

  
Dr. Emmanuel Chao  
For VICE CHANCELLOR

