

ASSOCIATION OF ENTREPRENEURIAL BEHAVIOUR WITH PERSONAL AND SOCIO-ECONOMIC CHARACTERISTICS OF RURAL WOMEN IN DAIRYING

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Abstract: The present paper aims at highlighting the association of entrepreneurial behaviour with personal and socio-economic characteristics of rural women in dairying. The study was conducted in Bikaner district of Rajasthan with a total sample of 100 rural women. The major findings reveal that Socio personal variables like education, land holding, livestock ownership, economic motivation, scientific orientation and market orientation were found to be associated with the entrepreneurial behaviour of the rural women in dairying.

Keywords: Entrepreneurial behaviour, dairying, rural women, associated factors.

Introduction

Rural women constitute an important component of Indian society. They besides being active participant in home and farm activities have been traditionally and predominantly engaged in dairying activities. Entrepreneurial behaviour has been defined as package of personality characteristics and environmental factors related to dynamic agent of change for transforming physical, natural and human resources into corresponding possibilities. The entrepreneurial behaviour is too complex phenomenon to be explained by a single factor. Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurial behaviour. However, it was also observed that the nature and the influence of such factors with appropriate structural interventions can make all these socio cultural attributes to play a favorable role for the growth of entrepreneurship in the society. And as women are the ones engaged in dairying activities, it becomes imperative to analyze their entrepreneurial behaviour, what are the associated factors that affect their behavior. Thus, the present paper aims at highlighting the Association of Entrepreneurial Behaviour with Personal and Socio-Economic Characteristics of Rural Women in Dairying.

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Methodology

The study was conducted in five villages viz. *Kharbara, Garabdesar, Dudiwali, Mahajan* and *Ladera* of randomly selected Lunkaransar Panchayat Samiti of Bikaner District, Rajasthan. A list of rural women involved in dairying and possessing at least three milch animals was prepared with the help of Patwari for all the five selected villages. From each list 20 rural women were then selected randomly, thereby making a total sample of 100 respondents. Data were collected with the help of personal interview schedule. Frequency, percentage, and chi square test were used for analysis of the data statistically.

Results and Discussion

An attempt was made to study the association of personal and socio economic characteristics of rural women in dairying with their entrepreneurial behaviour in order to see whether their entrepreneurial behaviour is affected by these characteristics or not. The overall entrepreneurial behavior which was chalked out after analyzing various components fell into three categories of low, medium and high, but findings reveal none of the respondents in high entrepreneurial behavior category.

The association of socio economic characteristics was worked out with two categories of entrepreneurial behavior i.e. low and medium as there were no respondents in high category. Expected frequencies in different categories of personal and socio-economic characteristics were found to be below five, so the categories were pooled for applying chi square test.

i) Age: On the basis of their age, the respondents were categorized in two i.e. below 45 years and above 45 years. As seen from Table 1 chi square value was worked out to be 1.052, which is non significant, indicating no association of age with entrepreneurial behaviour. The findings are in consonance with Jha (2012) who reported non significant association between age and entrepreneurial behaviour.

ii) Occupation: The respondents were categorized into two categories of wage earners and non wage earners. Table 1 reveals that chi square value is 1.704, thereby showing no association between occupation and entrepreneurial behaviour. This may be due to the reason that the respondents sold milk either in village or to cooperative societies irrespective of the occupation they do. The findings are in line with Ravi (2007) who reported that occupation is not associated with entrepreneurial behaviour of the respondents.

iii) Education: The association between entrepreneurial behaviour and education categories of literate and illiterate showed significant chi square value (5.403). It can be inferred that education is an important factor determining the entrepreneurial behaviour of an

individual as cited by Patel *et al.* (2003), Tamilselvi and Sudhakar (2007) and Jaiswal and Patel (2012). The respondents who were educated were more innovative and had higher self confidence, planning and coordinating abilities and better in taking decisions compared to the uneducated respondents who were seen apathetic, status quo-maintaining and feel happy in existing conditions. The results are in consonance with Shyamli and Saini (2011) who opined that education guides the thinking process of the individual and hence improves the entrepreneurial behaviour.

iv) **Land holding:** The respondents of the study fell into two categories of either landless or having land above 10 acres. It is evident from Table 1 that there was significant association between entrepreneurial behaviour and land holding of the respondents. Pandeti (2005), Nagesh (2006), Chaudhari (2006) reported alike that land holding was significantly associated with entrepreneurial behaviour.

Table 1: Association of Entrepreneurial Behaviour with Personal and Socio- economic variables

S. No.	Personal variables	Chi square Value
1	Age	1.052 NS
2	Occupation	1.704 NS
3	Education	5.403*
4	Land holding	7.392**
5	Family type	0.390 NS
6	Family size	0.626 NS
7	Livestock ownership	24.871**
8	Socio-economic status	2.105 NS
9	Scientific orientation	29.59**
10	Economic motivation	10.771**
11	Market orientation	9.36**

** Significant at 0.01 level of significance;

*Significant at 0.05 level of significance;

NS – Non significant.

v) **Family type:** The association between type of family was seen with their entrepreneurial behaviour which was found to be non significant with chi square value 0.390. Chaudhari (2006) reported alike for family type and entrepreneurial behaviour association.

vi) Family size: The respondents were categorized into two groups i.e. having family size up to 5 members and above 5 members. The data in Table 1 reveal that the association between entrepreneurial behaviour & family size was not found to be statistically significant. Anitha (2004) reported alike that family size of farmwomen did not have any significant relationship with their entrepreneurial behaviour.

vii) Livestock ownership: The association of small, medium and large herd size possessed by the respondents with their entrepreneurial behaviour came out to be highly significant with chi square value 24.71. The respondents, who possessed more number of dairy animals including cross-bred cows and buffaloes as compared to those who had lesser milch animals, ultimately were getting more milk yield and higher income by selling milk. This difference might be the reason of having significant relationship between the two.

viii) Socio economic status: On the basis of socio economic status, the respondents were categorized into two groups i.e. those having SES score below 35 and above 35 (Total score being 71). Data in Table 1 show non significant association between the two. Majority of the respondents had low socio economic status (63%) and medium entrepreneurial behaviour (69%) (Table 4.3 & 4.6) which can be a reason for lack of association. Jaiswal and Patel (2012) reported alike showing non significant association between socio economic status and entrepreneurial behaviour.

ix) Scientific Orientation: Data in Table 1 regarding scientific orientation show highly significant association with the entrepreneurial behaviour of the respondents with chi square value of 29.73. The probable reason might be that respondents who were more scientifically oriented were more receptive to new innovations and employed scientific methods in taking decisions. The findings were in line with Nagesh (2006) who reported positive and significant relationship between entrepreneurial behaviour and scientific orientation.

x) Economic motivation: It is quite apparent from Table 1 that economic motivation was significantly associated with entrepreneurial behaviour (χ^2 value 10.771). Dairying being a highly remunerative enterprise, one could set higher level of economic motivation. When one develops higher levels of economic motivation then to achieve it, she could strive hard and internalize different aspects of managing enterprise besides aiming profit maximization.

xi) Market orientation: As is evident from Table 1 that the market orientation of the respondents was significantly associated with their respective entrepreneurial behaviour. Probable reason might be that respondents, who were more cosmopolite, were more interested to know current market information, market trend, demand and supply of milk

products as compared to those who were less cosmopolite. Hence, better market orientation was the influencing factor for entrepreneurial behaviour as compared to lower market orientation.

The above findings are in conformity with findings of Lawrence and Ganguli (2012) who reported that entrepreneurial behaviour was positively and significantly related with education of the respondent, land holding, economic status, economic motivation, and marketing orientation.

Conclusion

Socio personal variables like education, land holding, livestock ownership, economic motivation, scientific orientation and market orientation were found to be associated with the entrepreneurial behaviour of the rural women in dairying. Variables such as age, occupation, family type, family size and socio economic status were not found to be associated with the respondent's entrepreneurial behaviour. The extension agencies should concentrate more on associated factors as revealed by the study and also aim at utilizing these variables to their great advantage, for promoting entrepreneurial behaviour among the dairywomen farmers.

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