

ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARM WOMEN IN DINDIGUL DISTRICT OF TAMIL NADU

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Abstract: Entrepreneurial behaviour of women dairy farmers was assessed using nine selected components namely innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behaviour, cosmopolitaness and self confidence in the Dindigul district of Tamil Nadu. A multistage sampling procedure was adopted for the investigation. Out of the 14 blocks, five blocks were selected based on dairy population. From each selected block, three villages were randomly selected based on dairy animal population. 20 women dairy farmers were selected randomly from each village constituted the sample of 300 women dairy farmers. Most of the women dairy farmers had high level of innovativeness, self confidence and good co-ordinating ability. They had medium level of achievement motivation, risk orientation, information seeking behavior, cosmopolitaness; and moderate decision making ability and planning ability. The overall entrepreneurial behavior of women dairy farmers was moderate.

Keywords: Women dairy farmers, entrepreneurial behavior.

Introduction

Entrepreneurship is one of the most important factors contributing to the economic development of the society. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The development of entrepreneurship is directly related to the socio-economic development of the society.

Entrepreneurship is the capacity for innovations and caliber to introduce innovative techniques in business operations. Entrepreneurship contributes to multidimensional development in several ways, viz., assembling and harnessing various inputs; bearing the risks; innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity; expanding the horizons of the market; and co-ordinating and managing the manufacturing unit at various levels.

Entrepreneur is a person who has an urge to do or create something new, organize production, undertake risks and handle the economic uncertainty involved in running an enterprise. Whatever be the definition, entrepreneurs have been considered as instrumental in initiating and sustaining socio-economic development. There are evidences to believe that

countries which have proportionately higher percentage of entrepreneurs in their population have developed much faster as compared to countries which have lesser percentage of them in the society. Entrepreneurs perceive new opportunities and seize them with super normal will power and energy, essential to overcome the resistance that social environment offers. The activities of an individual decide adoption of certain enterprise to make profit is regarded as entrepreneurial behaviour (Tekala *et al.* 2013).

Dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of rural poor.

Dairy is increasingly being recognized and could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level. A sustainable and financially viable dairy farming, which will generate income and self employment through entrepreneurship, is the need of the day (Gamit *et al.* 2015).

India is one of the most populated countries in the world. Poverty and unemployment are the major problems of rural India. Human resource is one of the most strategic and critical determinants of growth. It is the contribution of people with entrepreneurial urge that makes a nation to march ahead in the process of development. Livestock sector plays an important role in Indian economy and is an important subsector of Indian agriculture.

Tamil Nadu is a state with more agricultural orientation and majority of the farmers are engaged in dairying. The future dairy industry lies in promoting maximum participation of dairy entrepreneurs. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairying. In view of this, the present study was taken up with the objective to study the entrepreneurial components and entrepreneurial behavioral index of dairy farm women in Tamil Nadu.

Methodology

Dindigul district of Tamil Nadu was purposively selected for the study. Dindigul district comprises of 14 blocks. A multistage sampling procedure was adopted for the investigation. Out of the 14 blocks, five blocks were selected based on dairy population. From each selected block, three villages were randomly selected based on dairy animal population. A list of livestock farmwomen in each selected village was prepared in consultation with field level extension personnel. From the list, 20 women dairy farmers were selected randomly from each village. Thus, a total of 300 women dairy farmers from 15 village panchayats constituted the respondents for this study.

Entrepreneurial behaviour of dairy farmers is operationally assessed as cumulative outcome of nine selected components namely innovativeness, achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behaviour, cosmopolitanism and self confidence. The scale developed by Chaudhari *et al.* (2007) was used to measure the entrepreneurial behaviour of dairy farm women in this study.

Results and discussion

Components of entrepreneurial behavior of dairy farmers

The entrepreneurial behavior of women dairy farmers was calculated and presented in Table 1.

Innovativeness

More than half (55.33 per cent) of the women dairy farmers had high level of innovativeness followed by medium (29.00 per cent) and low (15.67 per cent) levels of innovativeness. Age, literacy level, high level of experience, extension agency contact, scientific oriented and information seeking behavior of the respondents made them to adopt innovative technologies much earlier and this might be the reason for high innovativeness. This finding is not in accordance with the findings of Bhosale *et al.* (2014), Patel *et al.* (2014), Ahuja *et al.* (2016) reported that majority of the dairy farmers had medium level of innovativeness.

Achievement motivation

More than half (52.00 per cent) of the women dairy farmers had medium achievement motivation, whereas 34.67 per cent and 13.33 per cent had high and low achievement motivation respectively. Majority of the respondents attended dairy related training and they had high level of economic motivation and market orientation. These might have motivated them to earn more profit and fix a goal to become a dairy entrepreneur. It could be understood that people with high achievement motive seek out, enjoy and do well at jobs that are entrepreneurial in nature. These findings are in agreement with findings of Mehta and Sonawane (2012), Tekale *et al.* (2013) and Ahuja *et al.* (2016) stated that more than half of the women dairy farmers had medium achievement motivation.

Decision making ability

Nearly three-fifth (58.33 per cent) of the women dairy farmers had moderate decision making ability, 21.00 per cent had poor and 20.67 per cent had good decision making ability. Decision making plays a major role in the management of an enterprise. Decision making

ability is based on the foresight and confidence of the individual. The reason for majority of the respondents having moderate to good level of decision making ability was due to active involvement of women in day-to-day activities of the enterprise. Further, trained farmers have full of confidence in running the enterprise successfully which might have facilitated them to select good among the several alternatives available in the dairy enterprise. Similar trend was also reported by Tekale *et al.* (2013), Patel *et al.* (2014), but Baidha *et al.* (2011) and Ahuja *et al.* (2016) stated that the decision making ability was medium to high.

Risk orientation

More than two-fifth (43.33 per cent) of the women dairy farmers possessed medium and high (42.67 per cent) risk orientation. Only 14.00 per cent had low risk orientation. High innovativeness and scientific orientation of the respondents might have influenced them to take risk in the dairy enterprise. Risk is an unavoidable factor right from the very beginning of establishment of an enterprise, which poses great difficulties. This becomes the biggest challenge of an entrepreneur in taking up any business activity. However, risk orientation in the case of an entrepreneur indicates her readiness to face challenges whenever they occur aiming at probably for a better chance of success. Success depends not only on chance but on one's own efforts. An individual involved in any livestock enterprise will no doubt have mental toughness to take risks such as uncertain in disease outbreaks, natural calamities and market fluctuations. The livestock farmers have pledge their hard earning to chance not once but for life. Hence, farmwomen are well acclimatized with the risk taking ability. This is in accordance with the result of Baidha *et al.* (2011) and Mehta and Sonawane (2012). It contradicts with the reports of Tekale *et al.* (2013) and Ahuja *et al.* (2016)

Co-ordinating ability

Nearly three-fifth (58.67 per cent) of the women dairy farmers had good co-ordinating ability followed by moderate (31.00 per cent) and poor (10.33 per cent) co-ordinating abilities. High level of extension participation of the respondents in training, group meetings, exhibition, demonstration and field visits might have inculcated the spirit of co-ordination by sharing the experiences among farm women. The other factors such as age, education and social participation might have also helped them to undertake the different dairy activities successfully. The above finding is in accordance with the findings of Tekale *et al.* (2013) and Ahuja *et al.* (2016).

Planning ability

Moderate planning ability was noticed among 58.00 per cent of the women dairy farmers, whereas 23.33 per cent and 18.67 per cent had good and poor planning ability respectively. Decision making ability and achievement motivation ability of the respondents might have contributed for their planning ability. This would help the women dairy farmers to estimate in advance about the future requirements to run the enterprise profitably. This is in conformity with the finding of Baidya *et al.* (2011) and Tekale *et al.* (2013).

Information seeking behaviour

More than three-fourth (77.33 per cent) of the women dairy farmers had medium level of information seeking behavior and almost an equal proportions had low (11.67 per cent) and high (11.00 per cent) levels of information seeking behavior. Education, extension agency contact, training attended and experience might have motivated them to contact extension scientists, extension personnel, progressive farmers in their area for getting dairy related information to make the enterprise as a profitable one. This trend is in line with the findings of Nirmala *et al.* (1995).

Cosmopolitaness

The level of cosmopolitaness was in the order of medium, low and high with 38.67 per cent, 37.00 per cent and 24.33 per cent respectively among the women dairy farmers. The women dairy farmers are getting information from the locally available sources and they are involved only in day-to-day dairy farm activities. The men are going outside the village for outdoor activities. These might be the reasons for medium to low level of cosmopolitaness. This result was supported by Patel *et al.* (2014) and Ahuja *et al.* (2016) who reported that the women dairy farmers had medium to low level of cosmopolitaness.

Self confidence

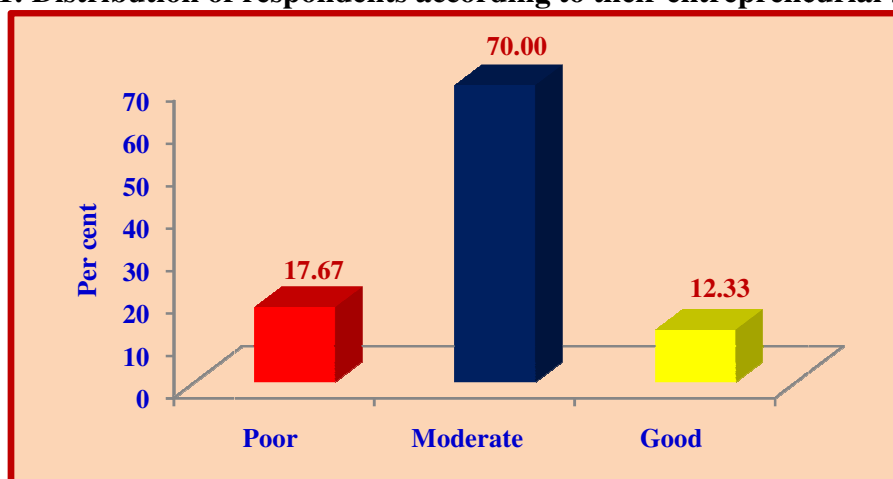
More than three-fifth (62.33 per cent) of the women dairy farmers had high self confidence, 33.00 per cent had medium self confidence and 4.67 per cent had low self confidence. Education, higher level of economic motivation, achievement motivation, decision making ability and risk orientation build the confidence of the dairy women to realize the fruits of hard work and attain benefit out of it. The same trend was reported by Lawrence and Ganguli (2012) and it contradicts with the report of Baidya *et al.* (2011), Tekale *et al.* (2013) and Patel *et al.* (2014) who reported that the women dairy farmers had medium level of self confidence.

Table 1
Distribution of the respondents based on components of entrepreneurial behavior
 (n=300)

Variable No.	Components	Frequency	Percentage
X1	Innovativeness		
	Low	47	15.67
	Medium	87	29.00
	High	166	55.33
X2	Achievement motivation		
	Low	40	13.33
	Medium	156	52.00
	High	104	34.67
X3	Decision making ability		
	Poor	63	21.00
	Moderate	175	58.33
	Good	62	20.67
X4	Risk orientation		
	Low	42	14.00
	Medium	130	43.33
	High	128	42.67
X5	Co-ordinating ability		
	Poor	31	10.33
	Moderate	93	31.00
	Good	176	58.67
X6	Planning ability		
	Poor	56	18.67
	Moderate	174	58.00
	Good	70	23.33
X7	Information seeking behaviour		
	Low	35	11.67
	Medium	232	77.33
	High	33	11.00
X8	Cosmopolitaness		
	Low	111	37.00
	Medium	116	38.67
	High	73	24.33
X9	Self confidence		
	Low	14	4.67
	Medium	99	33.00
	High	187	62.33

Overall entrepreneurial behavior of women dairy farmers

The overall entrepreneurial behavior of women dairy farmers were moderate (70.00 per cent) followed by poor (17.67 per cent) and good (12.33 per cent) (Figure 1). Since most of the farm women were literate and had medium to high level of mass media exposure, they

Figure 1: Distribution of respondents according to their entrepreneurial behavior

might have comprehended the abstract meaning provided by the mass media with regard to entrepreneurial development. The literacy coupled with medium income level and high self confidence might have made the entrepreneur to take risk. Majority of the women dairy farmers possessed high co-ordinating ability, innovativeness and medium to high level of achievement motivation, decision making ability, planning ability and experience. These components together contributed to achieve more from her enterprise. This result is in line with the study of Lawrence and Ganguli (2012), Porchezhiyan *et al.* (2016) and Sundaram and Sreedaya (2016).

Inter correlation among the components of entrepreneurial behaviour

Inter correlation was worked out among the nine components of entrepreneurial behaviour and presented in the Table 2.

It could be inferred that positive significant relationship was noticed between innovativeness and achievement motivation, decision making ability, risk orientation, co-ordinating ability, planning ability, information seeking behaviour and self confidence. Achievement motivation had highly significant positive relationship with decision making ability, risk orientation, co-ordinating ability, planning ability and cosmopolitaness. Decision making ability had significant positive relationship with all other components of entrepreneurial behaviour. Risk orientation had significant positive relationship with co-ordinating ability, planning ability, cosmopolitaness and self confidence. Co-ordinating ability had significant positive relationship with planning ability, information seeking behaviour and self confidence. Significant positive relationship was noticed in planning ability with information seeking behaviour; information seeking behaviour with cosmopolitaness and self confidence; and cosmopolitaness with self confidence.

Table 2: Inter correlation between components of entrepreneurial behaviour

	X1	X2	X3	X4	X5	X6	X7	X8	X9
X1	1								
X2	0.269**	1							
X3	0.585**	0.469**	1						
X4	0.385**	0.333**	0.135**	1					
X5	0.483**	0.122**	0.217**	0.188**	1				
X6	0.548**	0.345**	0.493**	0.503**	0.370**	1			
X7	0.273**	0.008 ^{NS}	0.138**	0.064 NS	0.652**	0.278**	1		
X8	0.057 ^{NS}	0.179**	0.329**	0.613**	0.029 NS	0.067 NS	0.144**	1	
X9	0.110*	0.039 ^{NS}	0.437**	0.476**	0.109*	0.037 NS	0.188**	0.693**	1

** - Significant at 1 per cent level
significant

* - Significant at 5 per cent level

NS – Non-

There was limited relationship between self-confidence and achievement motivation, self-confidence and planning ability. Information seeking behaviour had non-significant relationship with innovativeness; achievement motivation had non-significant relationship information seeking behaviour; risk orientation had non-significant relationship with information seeking behaviour; co-ordinating ability had non-significant relationship with cosmopolitanism and planning ability had non-significant relationship with cosmopolitanism and self confidence.

Conclusion

It could be concluded that most of the women dairy farmers had high level of innovativeness, self confidence and good co-ordinating ability. They had medium level of achievement motivation, risk orientation, information seeking behavior, cosmopolitanism; and moderate decision making ability and planning ability. The overall entrepreneurial behavior of women dairy farmers was moderate.

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