

## ENTREPRENEURIAL BEHAVIOUR OF FARM WOMEN TOWARDS DAIRY ENTERPRISE

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### **ABSTRACT**

A study was conducted by following ex-post facto research design and random sampling technique in Dindigul district of Tamil Nadu to know the level of entrepreneurial behaviour of women farmers in dairy enterprise. A sample of 120 women respondents comprising of 51 small, 45 medium and 24 large rural women farmers in dairying were selected by proportionate random sampling technique. Majority of the respondents possessed medium entrepreneurial behaviour followed by low and high level of entrepreneurial behaviour. The entrepreneurial behavior was significant at 1 per cent level with the independent variable, educational status. The independent variables like material possession, management orientation and value orientation were significantly correlated with entrepreneurial behaviour at 5 per cent level.

**Key words:** Entrepreneurial behaviour, Farm women, Dairy enterprise

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## Introduction

In India, concept of women dairy entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio economic conditions. The government of India report indicates that 85 per cent of rural women are engaged in livestock production (Viswanathan 1989). Various micro level studies highlight women's significant role in dairy production (Waghmare and Chaudari 1989; Jain and Verma 1992; Prakash Singh et al 2005). The future of dairy industry lies in regenerating the local ecology with maximum participation of women entrepreneurs. They are vital part of the Indian economy, constituting one third of the national labour force and forming a major contributor to the survival of family. Dairy in India plays a crucial role in the rural economy that has the highest potential of generating income and employment through augmenting productivity of milch animals. According to Amarnath and Samvel (2008) the emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors. Understanding the role of these factors is essential for creating an environment which can facilitate the development of women entrepreneurial behaviour. Considering the importance of dairy cattle farming in India and the need of development of women entrepreneurship in this sector the present study was undertaken to assess the status of entrepreneurial behaviour of the women farmers in Tamil Nadu and to identify the correlation between socio economic, socio psychological and communication variables with entrepreneurial behaviour.

## METHODOLOGY

The study was carried out in Dindigul district of Tamil Nadu state in India. Dindigul district was purposively selected for study, since this district have major population of Cattle (283715), Buffalo (88332) in Tamil Nadu, with 243 number of milk cooperative societies (Dindigul district Statistical Hand Book 2011-2012). Oddanchatram and Rediarchatram block of Dindigul district in Tamil Nadu were purposively selected for the present study as these two blocks were having highest milk production in this district. From each of selected two blocks, six villages were selected randomly. So, a total of 12 villages were selected for the present study. From each village, 10 Farm women engaged in dairy farming were selected randomly. Thus, about 120

women respondents were selected ultimately as a sample of the study. Scale developed by Chaudhari et al (2007) was used to measure the entrepreneurial behaviour of the farmer for this study. Scale values of components of entrepreneurial behaviour of dairy farmers i.e. innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitanism and self-confidence were 9.82, 3.39, 6.60, 8.01, 5.03, 6.91, 5.22, 1.65 and 3.89, respectively. To measure the entrepreneurial behaviour of the farmers an index was developed. Data were collected through pretested interview schedule and the statistical analysis used in this study included percentage, spearman's co-efficient of correlation, and regression analysis.

Where,

$$\text{Entrepreneurial Behaviour Index} = \frac{\sum_{n=1}^9 \frac{\text{Total obtained score of nine Components}}{\text{Maximum obtained score of nine components}} \times \text{scale value of nine components}}{\sum_{n=1}^9 \text{Scale value of nine components}} \times 100$$

## RESULTS AND DISCUSSION

### Level of entrepreneurial behaviour among the three categories of farm women

Most of the farm women(51.67%) engaged in dairy was found to have medium entrepreneurial behaviour (Table.1). This finding is similar to the finding reported by Chandramouli et al (2007) and Subrahmanyeswari et al (2007). The data revealed that in small and medium category farm women, majority of them had medium entrepreneurial behaviour followed by low level. In case of large farm women category, majority of them had high entrepreneurial behaviour followed by medium level. The large farmers were having higher level of entrepreneurial behavior because of their higher resourcefulness, innovativeness and high risk taking capacity than that of the small and medium farm women category.

**Table.1. Level of entrepreneurial behaviour among the three categories of farm women (n=120)**

Level of Entrepreneurial behaviour	Category of farmers			Total	
	Small	Medium	Large	Number	%
Low(6.77-8.0)	22	14	07	43	35.83
Medium(8.01-9.24)	26	28	08	62	51.67
High(9.25-10.48)	03	03	09	15	12.50
Total	51	45	24	120	100.00

### **Ranking of components according to their relative contribution to entrepreneurial behaviour among the farm women engaged in dairy:**

The result indicates (Table.2) that 'achievement motivation', 'self-confidence' and 'decision making ability' were among the first three ranks, whereas 'cosmopolitaness', 'innovativeness', and 'risk orientation' got the least importance among small dairy women farmers category. The finding of Subrahmanyeswari et al (2007) was also in same line with this result. Achievement motivation is the desire or need to excel in reaching a certain goal. Naturally women farmers with small herd size and a small landholding will have the desire to extend their farm and to increase their economic levels, which might be the reason for the achievement motivation being occupied first position out of nine components. Farm women with good rational decision making ability naturally possess more self-confidence, so these two occupied 3rd and 2<sup>nd</sup> position respectively. Low level of literacy, limited social participation, lack of awareness, small herd size and low level of knowledge might be the reasons for showing least importance to 'cosmopolitaness', 'innovativeness', and 'risk orientation' out of nine components.

In case of medium categorized women farmers, 'decision making ability', 'achievement motivation' and 'self-confidence' were among the first three ranks; whereas, 'innovativeness', 'cosmopolitaness' and 'risk orientation' got the least importance among them. Similar findings were reported by Lawrence et al (2012). The result indicates that women farmers were having more desire to reach their goal to increase their economic status, which might be the reason for 'decision making ability' being occupied first position followed by 'achievement motivation' and 'self-confidence'. Low level of literacy, limited social participation, lack of awareness and limited financial status might be the reasons for showing least importance to 'innovativeness', 'cosmopolitaness' and 'risk orientation'. Small and medium category women farmers could not venture to take risks for the fear of incurring losses in their enterprise, which might be the reason

for the component ‘risk orientation’ to be in the last position in relative contribution towards entrepreneurial behaviour.

Among the large women farmers category, ‘self-confidence’, innovativeness’ and ‘decision making ability’ were among the first three ranks, whereas ‘cosmopolitaness’, ‘achievement motivation’ and ‘co-ordinating ability’ got the least importance among them. The observation of Subrahmanyeswari et al (2007) was also in same line with this result. Self-confidence, innovativeness and decision making ability occupied top three position. Possible reasons might be that the large categorized women farmers were with good herd size and landholding could venture to take risks and can withstand uncertainties of risks taken as compared to small and medium categories of dairywomen farmers. These farm women might have developed positive attitude towards the technology generated due to satisfaction with the technologies adopted earlier with the result being the innovativeness is 2<sup>nd</sup> position contributing towards their entrepreneurial behaviour.

**Table.2. Ranking of components according to their relative contribution to entrepreneurial behaviour among the farm women engaged in dairy**

Sl.No	Components	Categories of dairy women farmers					
		Small farmer (51)		Medium farmer(45)		Large farmer(24)	
		%	Rank	%	Rank	%	Rank
1.	Innovativeness	15 (29.41)	VIII	15(33.33)	VII	20(83.33)	II
2.	Achievement motivation	47(92.16)	I	37(82.22)	II	6(25.00)	VII
3.	Decision making ability	39 (76.47)	III	42(93.33)	I	17(70.83)	III
4.	Risk orientation	12(23.53)	IX	13(28.89)	IX	12(50.00)	IV
5.	Co-ordinating ability	24(47.06)	VI	25(55.56)	V	4(16.67)	IX
6.	Planning ability	35(68.63)	IV	30(66.67)	IV	8(33.33)	VI
7.	Information seeking behaviour	30(58.82)	V	17(37.78)	VI	9(37.50)	V
8.	Cosmopolitaness	19(37.25)	VII	14(31.11)	VIII	5(20.83)	VIII

9.	Self confidence	42(82.35)	II	34(75.56)	III	23(95.83)	I
<b>Note: Figures in parentheses indicate percentages</b>							

### Components of entrepreneurial behaviour and distribution of farm women respondents

Nine components of entrepreneurial behaviour of the women farmers were measured and the result is presented in Table 3.

**Innovativeness:** It can be noticed from the Table 3 that nearly half of the women respondents had medium level of innovativeness, whereas 35.83 per cent had high level of innovativeness and the rest had low level of innovativeness. Low level of literacy, lack of awareness and low level of social participation might be the reasons for low innovativeness among the respondents.

**Achievement motivation:** More than half of the respondents (51.67 %) had medium level of achievement motivation followed by 20 and 28.33 per cent had high level and low level of achievement motivation, respectively. This finding is in line with the findings of Lawrence et al (2012), who reported that majority of farmers were having medium level of achievement motivation.

**Table.3. Distribution of Farm women respondents as per different components of entrepreneurial behaviour (n=120)**

S. No.	Components/Level	Number	%
<b>1.</b>	<b>Innovativeness</b>		
	Low(12-15)	43	35.83
	Medium(16-19)	59	49.17
	High (>19)	18	15.00
<b>2.</b>	<b>Achievement motivation</b>		
	Low(<2)	34	28.33
	Medium (2-3)	62	51.67
	High (>3 )	24	20.00
<b>3.</b>	<b>Decision making ability</b>		
	Low(5-8)	42	35.00
	Medium(9-11)	56	46.67
	High (>11)	22	18.33
<b>4.</b>	<b>Risk orientation</b>		
	Low(3-4)	34	28.33
	Medium (5-6)	66	55.00
	High (>6)	20	16.67
<b>5.</b>	<b>Coordinating ability</b>		
	Low(3-5)	26	21.67
	Medium (6-8)	30	25.00

	High (>8)	64	53.33
<b>6.</b>	<b>Planning ability</b>		
	Low(>2)	32	26.67
	Medium (2-3 )	66	55.00
	High (>3)	22	18.33
<b>7.</b>	<b>Information seeking behaviour</b>		
	Low(11-14)	31	25.83
	Medium(15-18)	67	55.84
	High (>18)	22	18.33
<b>8.</b>	<b>Cosmopoliteness</b>		
	Low(5-6)	32	26.67
	Medium (7-8)	62	51.67
	High (>8)	26	21.66
<b>9.</b>	<b>Self confidence</b>		
	Low(<2)	24	20.00
	Medium (2-3)	28	23.33
	High (>3)	68	56.67

**Decision making ability:** From the Table.3 we can depict that 46.67 per cent of the women respondents had medium level of decision making ability whereas nearly 18.33 percent had high level and the rest (35%) had low level of decision making ability. This finding is in line with the findings of Jha (2008), who reported that majority of the respondents had medium level of decision making ability.

**Risk orientation:** Majority of the women respondents (55%) had medium level of risk orientation and remaining 28.33 and 16.67 per cent had low level and high level of risk orientation, respectively. This finding is in line with the findings of Jha (2008).

**Co-ordinating ability:** About 53.33 per cent of the farm women had high level of co-ordinating ability followed by 25 and 21.67 per cent had medium level and low level of co-ordinating ability, respectively. This finding is in line with the findings of Seeralan and Singh (2009).

**Planning ability:** Majority (55%) of the women respondents had medium level of planning ability whereas 26.67 per cent had low level of planning ability and the rest (18.33%) had high level of planning ability.

**Information seeking behaviour:** From the Table.3, it is evident that majority (55.84 %) of the respondents had medium level of information seeking behaviour and the remaining 25.83 and 18.33 per cent had low level and high level of information seeking behaviour, respectively.

**Cosmopoliteness:** About 51.67 per cent of the farm women respondents had medium level of cosmopoliteness whereas 26.67 per cent had low level of cosmopoliteness and the rest (21.66%) had high level of cosmopoliteness.

**Self-confidence:** Majority (56.67%) of the respondents had high level of self-confidence followed by medium (23.33%) and low (20%) level of self-confidence, respectively. This finding is in line with the findings of Vashisth et al (2007) who reported that majority of respondents among Self Help Group (SHG) had high level of self-confidence.

**Relationship between entrepreneurial behavior of farm women and independent variables:**

Table.4 depicts significant relationship between the dependent variable (entrepreneurial behaviour) and independent variables like age, dairy farming experience, educational status, social participation, land holding, material possession, management orientation, value orientation, training on dairy farming, dairy income and adoption of dairy practices, with three categorized women farmers group.

**Table.4. Correlation between the entrepreneurial behavior of farm women in dairy and independent variables. (n=120)**

Sl.No.	Variables	Correlation coefficient				Overall
		Category of rural dairy women				
		Small farmer (51)	Medium farmer(45)	Large farmer(24)		
1.	Age	0.06	0.06	0.10	0.03	
2.	Dairy farming experience	0.26*	0.34*	0.46	0.03	
3.	Educational status	0.15	0.04	0.42*	0.20*	
4.	Social participation	0.08	0.06	0.49*	0.17	
5.	Land holding	-0.34**	0.09	-0.46*	0.34	
6.	Material possession	0.18	0.17	0.25	0.32**	
7.	Management orientation	0.26*	0.37*	0.62**	0.30**	
8.	Value orientation	0.04	0.62**	0.24	0.42**	
9.	Training on dairy farming	0.27*	0.02	0.22	0.01	
10.	Dairy income	0.01	0.16	0.69**	0.74**	



11.	Adoption of dairy practices	0.04	0.02	0.06	0.24
**Significant at <0.01			* Significant < 0.05		

In case of small farmers, independent variable viz., dairy farming experience, management orientation and training of dairy farming were significant at 1 per cent level. The variable, land holding was negatively correlated with entrepreneurial behaviour at 5 per cent level of significance.

In case of medium farmers, independent variable viz., dairy farming experience and management orientation were significant at 1 per cent level. The variable, value orientation was correlated with entrepreneurial behaviour at 5 per cent level of significance.

Likewise in large women farmers' category, independent variable viz., education status and social participation were at 1 per cent level of significance. Whereas the independent variable land holding was negatively significant at 1 per cent level. The variables, management orientation and dairy income were significantly correlated with entrepreneurial behaviour at 5 per cent level of significance.

In over all, the independent variable, educational status was significant at 1 per cent level and the variables, material possession, management orientation and value orientation were significantly correlated with entrepreneurial behaviour at 5 per cent level.

Small and medium farmers with small herd size might have concentrated more on dairy farming activities and rely more on their experience to do their job successfully with a good entrepreneurial behavior. Social participation and value orientation and might have enabled large and medium dairywomen farmers respectively and training in case of small category dairywomen farmers to access to a number of information sources to become richer in knowledge and skills thereby better entrepreneurial behavior. Land holding found to have negative significance with the entrepreneurial behavior (Table 4) reason might be that farmers with small land holdings were able to concentrate more on dairy enterprise to meet their family requirements as well as to increase their socio-economic status.

## CONCLUSION

The study has clearly shown that majority of the farmers had a medium level of entrepreneurial behaviour. In case of small and medium farmers, majority of them had medium entrepreneurial behaviour; while among large farmers, majority of them had high entrepreneurial behavior followed by medium level. Nearly half of the respondents had medium level of innovativeness and more than half of the respondents had medium level of achievement motivation, risk orientation, coordinating ability, planning ability, information seeking behavior and cosmopolitanism. More than half of the respondents had high level of self-confidence.

Regarding relationship between entrepreneurial behavior of farm women with independent variables, the independent variable, educational status was significant at 1 per cent level and the variables like material possession, management orientation and value orientation were significantly correlated with entrepreneurial behaviour at 5 per cent level.

Based on the findings it is suggested that, it is endeavor of all those departments like animal husbandry, extension agencies and other non-governmental organizations who are involved in promoting dairy enterprise and rural women farmers to give more emphasis on women education and social participation to make them more aware of day to day technological developments and the impact of adoption of those scientific practices on their enterprises and livelihood, through mass awareness campaigns on a large scale which in turn makes them more knowledgeable and there by better entrepreneurial behavior.

The extension agencies should concentrate more on contributing factors as revealed by the study i.e. social participation, management orientation, value orientation and role of training in dairying and also aim at manipulating these variables to their great advantage, for promoting entrepreneurial behavior among the dairywomen farmers.

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