Entrepreneurial Behaviour of Rural Women- A Critical Analysis

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ABSTRACT

The study was conducted in purposively selected mandals of Srikakulam district of Andhra Pradesh inorder to know the entrepreneurial behaviour of rural women in terms of their socio-economic, psychological attributes with a sample size of 120 rural women entrepreneurs. The results of the study revealed that majority of the respondents exhibited medium to high level of entrepreneurial behaviour, while very few of them exhibited low level of entrepreneurial behaviour. The study further revealed that educational status, credit orientation, scientific orientation, self-reliance, trainings undergone, managerial ability and decision making behaviour had shown positive significant association with entrepreneurial behaviour. Further multiple regression analysis revealed that educational status, trainings undergone and managerial ability had exhibited a positive and significant influence on the entrepreneurial ability at one per cent level of probability.

The women folk can easily be considered as backbone of any nation and better half of the men in almost all spheres of community development. India, with a population of 1.22 billion, is the world's second most populous country. Women accounted for 591.40 million constituting 48.46 per cent of the country's total population as per census 2011. Out of the total population, 833.10 million (68.83%) live in rural areas. Rural women accounted for 360.90 million and constituted 72.80 per cent of the total female population in India (FAO, 2011). They are the vital part of the Indian economy constituting 30.98 per cent of the national labour force and a major contributor to the survival of the family.

In recent years the entrepreneurship has gained wide popularity in the whole nation. The development or underdevelopment of the economy and its different sectors like agriculture, trade or industry is the reflection of the level of development of entrepreneurship in the society, because entrepreneurs constitute the generating force of economic development. The inhibiting factor for accelerating the process of industrialization in our country is the inadequacy of entrepreneurship. Entrepreneurship promotes national production, balanced regional development, dispersal of economic power and provide better employment opportunities.

A women as entrepreneur is economically more powerful than as a mere worker because ownership not only confers control over assets (and liabilities) but also gives her the freedom to take decisions. Through entrepreneurship development a women can generate employment for other women in the locality. This will have a multiplier effect in the generation of income and poverty alleviation. Taking into account of these factors, the present study had been conducted with the following objectives.

1) To measure the entrepreneurial behaviour of rural women entrepreneurs

2) To bring out the association and contribution of profile characteristics of rural women entrepreneurs with their entrepreneurial behaviour.

METHODOLOGY

The research was carried out in Srikakulam district of Andhra Pradesh using *expost facto* research design during 2012-13. Srikakulam district was selected purposively as the rural women entrepreneurial population was highest. Out of 38 mandals in Srikakulam district, 5 mandals were selected based on enquiry with field level functionaries. Three enterprises viz., vermicompost, mushroom and handicrafts have been identified as there were more involvement of women in entrepreneurial activities based on pilot survey conducted in the district. A fixed sample of 40 respondents from each of three enterprises has been randomly selected by using simple random sampling method. Thus the total sample size is 120. The Vermicompost and Mushroom are operated from Department of Agriculture and DRDA, while the handicrafts are monitored by NGO.

FINDINGS AND DISCUSSION

The respondents were categorized into three groups viz. low, medium and high using cumulative frequency method and the distribution of respondents were presented in Table 1.

Table 1.
Entrepreneurial Behaviour of Rural Women

Sl. No.	Category	Vermicompost (n=40)		Mushroom (n=40)		Handicrafts (n=40)		Total (n=120)	
		No	%	No	%	No	%	No	%
1.	Low	18	45.00	-	-	-	-	18	15.00
2.	Medium	19	47.50	28	70.00	36	90.00	83	69.17
3.	High	3	7.50	12	30.00	4	10.00	19	15.83
	Total	40	100.00	40	100.00	40	100.00	120	100.00

It is clear from the table that, 47.50 per cent of the vermicompost respondents had medium level of entrepreneurial behaviour followed by low (45.00 %) and high levels (7.50 %). In mushroom enterprise majority (70.00 %) of the respondents had medium level of entrepreneurial behaviour followed by high level (30.00 %). In handicrafts making, 90.00 per cent of the respondents had medium level of entrepreneurial behaviour followed by high level (10.00 %).

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The overall analysis depicted that medium level of entrepreneurial behaviour was observed among the majority of the respondents (69.17 %) followed by high (15.83 %) and low levels (15.00 %). This is supported by the findings of Thilagam (2012) who reported that 52.00 per cent of the entrepreneurs had medium level of entrepreneurial behaviour.

The low entrepreneurial behaviour prevailing among vermicompost respondents could be due to the low level of income adequacy and most of the farmers have found usage of readymade inputs more easy and simplicity in the use of fertilizers than vermicompost. Moreover the result of the vermicompost showed slow effect, during the urgent needed time.

The association and contribution of profile characteristics of rural women entrepreneurs towards entrepreneurial behaviour

The profile characteristics of rural women entrepreneurs determine their Entrepreneurial behaviour. Hence, it was felt important to assess the association and contribution of profile of rural women entrepreneurs towards entrepreneurial behaviour. Correlation and regression analysis had come out the following results.

From the Table 2 , it could be inferred that out of fifteen profile variables, six variables viz., credit orientation (X_5), scientific orientation (X_6), self - reliance (X_8), trainings undergone (X_{11}), managerial ability (X_{13}) and decision making behaviour (X_{15}) had shown positive significant association with entrepreneurial behaviour at one per cent level of probability.

Educational status (X_2) had shown positive significant association with entrepreneurial behaviour at five per cent level of probability where as economic motivation (X_7), achievement motivation (X_9) and marketing behaviour (X_{12}) had shown negative significant association with entrepreneurial behaviour at five per cent level of probability.

The variables namely age (X_1), previous work experience (X_3), mass media exposure (X_4), attitude towards self employment (X_{10}) and risk preference (X_{14}) had exhibited a non-significant association with entrepreneurial behaviour.

Further the multiple regression analysis was performed to find out the extent of contribution of each variable towards the overall entrepreneurial behaviour.

The regression results indicated that all the selected fifteen variables acted as a cause to bring 78.00 per cent variation in entrepreneurial behaviour of rural women entrepreneurs. The 'F' value was significant at one per cent level of probability.

It could be seen from the table that out of the fifteen variables selected for the study, the variables viz., educational status (X_2), trainings undergone (X_{11}) and managerial ability (X_{13}) had exhibited a positive and significant influence on the entrepreneurial behaviour at one per cent level of probability.

It could also be seen that the variable self reliance (X_8) had exhibited a positive and significant influence on the entrepreneurial behaviour, whereas economic motivation (X_7), achievement motivation (X_9) and marketing behaviour (X_{12}) had showed negative significant contribution towards the entrepreneurial behaviour at five per cent level of probability. All other independent variables showed a non-significant contribution towards the entrepreneurial behaviour.

This indicated that an unit increase, ceteris paribus, in independent variables viz., educational status (X_2), self-reliance (X_8), trainings undergone (X_{11}) and managerial ability (X_{13}) would cause to increase the level of entrepreneurial behaviour of rural women entrepreneurs by 5.738, 1.937, 3.867 and 8.343 units respectively.

This finding is in conformity with the findings of Aparna (2012).

It could be observed from the table that among the 15 variables, trainings undergone (X_{11}) and managerial ability (X_{13}) were found to contribute significantly on entrepreneurial behaviour of rural women entrepreneurs. In general, training was a key element to develop entrepreneurial behaviour of an individual. It

Table 2.
Association and Contribution of Profile Characteristics of Rural Women Entrepreneurs Towards Entrepreneurial Behaviour (n=120)

Sl. No.	Profile Characteristics	Entrepreneurs			
		Correlation r	Regression ('b' value) Coefficient	SE of b	't' value
1.	(X_1) Age	0.103^{NS}	0.814	0.651	1.252^{NS}
2.	(X_2) Educational status	0.221*	1.820	0.317	5.738**
3.	(X_3) Previous work experience	0.122^{NS}	-0.643	0.625	-1.028^{NS}
4.	(X_4) Mass media exposure	-0.021^{NS}	0.296	0.192	1.541^{NS}
5.	(X_5) Credit orientation	0.597**	-0.027	1.115	-0.024^{NS}
6.	(X_6) Scientific orientation	0.451**	-0.031	0.106	-0.298^{NS}
7.	(X_7) Economic motivation	-0.201*	-0.247	0.114	2.164*
8.	(X_8) Self - reliance	0.427**	0.975	0.503	1.937*
9.	(X_9) Achievement motivation	0.206*	-0.464	0.268	-1.730*
10.	(X_{10}) Attitude towards self employment	0.118^{NS}	-0.162	0.150	-1.083^{NS}
11.	(X_{11}) Trainings undergone	0.071**	4.173	1.079	3.867**
12.	(X_{12}) Marketing behaviour	-0.209*	-1.653	0.643	-2.587*
13.	(X_{13}) Managerial ability	0.387**	2.327	0.279	8.343**
14.	(X_{14}) Risk preference	-0.104^{NS}	-0.431	0.362	-1.192^{NS}
15.	(X_{15}) Decision making behaviour	0.508**	0.391	0.409	0.958^{NS}

R^2 = 0.780   F = 24.579**   NS- Non Significant
** - Significant at 0.01 level   * -Significant at 0.05 level

further needed proper managerial ability to run their business successfully.

It also showed that educational status (X_2) and self-reliance (X_3) were also important variables contributed towards entrepreneurial behaviour of rural women entrepreneurs. Education helped to broaden the knowledge of entrepreneur in various agro based enterprises which in turn tuned to start business.

CONCLUSION

The present study revealed that, rural women entrepreneurs possessed medium to high entrepreneurial behaviour. As entrepreneurship enhanced income and employment generation and as source of independent livelihood, many of the rural women entrepreneurs had medium women entrepreneurial behaviour. Comparision of the contribution of the profile of rural women entrepreneurs with entrepreneurial behaviour

revealed that, educational status, self-reliance, trainings undergone and managerial ability had positive and significant contribution towards entrepreneurial behaviour. Hence, due consideration need to be given with respect to educational status, self-reliance, trainings undergone and managerial ability while framing special programmes and shall be considered in selection of beneficiaries so as to impregnate positiveness towards entrepreneurial behaviour.

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Training Needs of Cotton Growers in Dindigul District

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ABSTRACT

The study was aimed to assess the training needs and to reveal the problems encountered by the cotton growers in adopting the recommended technologies. The study was conducted in five villages of Reddiarchattram block of Dindigul district. A sample of 120 farmers cultivating cotton was selected from five villages using proportionate random sampling method. The training needs of the cotton growers were assessed and the training strategies preferred by them were recorded. It was assessed that maximum level of training need were with regard to complex and high cost technologies.

Training makes a person to sharpen his skills and his performance. Under such condition trainings are more important to improve the competency and assure their income from cotton cultivation. With this in view, the training needs of members of the farm families in improved cotton cultivation are to be assessed. Based on the training needs, different organisation and institutions can organize, reorient and conduct appropriate and need based training programmes to the family members.

The study was aimed to bring out the characteristics of cotton growers and to assess their knowledge and adoption level of latest technologies and also to find out the relations between characteristics of farmers with knowledge and adoption. Further it aimed to assess the training needs and to reveal the problems encountered by the cotton growers in adopting the recommended latest technologies.

METHODOLOGY

The study was conducted in five villages of Reddiarchattram block of Dindigul district. A sample of 120 farmers cultivating cotton was selected from five villages using proportionate random sampling method. Data were collected through pre tested interview schedule. The data were statistically analysed using percentage analysis, mean, cumulative frequency, simple correlation, multiple regression, path analysis and Garrett ranking.

Training needs of each major subject matter area were assessed over a three point continuum such as Most needed, Needed and Not needed and they were quantified by assigning scores 3,2 and 1 respectively. Index was computed for different items for each subject matter areas. The obtained score for each respondent was worked out by multiplying the number of respondents with their corresponding scores given (i.e. most needed 3, needed 2, and not needed 1). The

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