



## Factors Influencing Entrepreneurial Behavior of Women Participants in Vocational Training by Krishi Vigyan Kendra

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### ABSTRACT

*Krishi Vigyan Kendra's provide skill training which aims at stimulating employment opportunities among women of various socio-economic levels and different age groups in areas related to home science and agricultural Sciences. The present study was conducted to assess the factors influencing entrepreneurial behavior of women who had undergone vocational training programmes from home science discipline. Regarding the dimensions of entrepreneurial behavior frequency of respondents were more in high category for self confidence, leadership, decision making ability, innovation proneness, achievement motivation, management orientation, risk orientation, competition orientation and economic motivation. The study indicated that majority of the trainees possessed medium entrepreneurial behavior. Significant difference was noticed with the training groups of GKVK and NGO KVK. Correlation analysis revealed that except or age and occupation the other variables have positive association with entrepreneurial behavior of the trainees. Educational status, annual income, mass media exposure and information seeking behavior were found to be positively significant and contributed to entrepreneurial behavior.*

**Key words :** Entrepreneurial behavior; Empowerment; Vocational training; Krishi Vigyan Kendra.

**T**he long-term solution to end gender disparity lies in educating women, creating awareness and confidence in them and involving them in income generating activities of the society. It is essential for women in rural areas to go for additional income and improve their quality of life using simple adaptive local technologies. Entrepreneurship is considered to be an answer for women who seek career opportunities in their middle age and for those who have to share their time between home and career. Entrepreneurship has been conceived in many ways, viz.; personality attributes, innovative activities and managerial abilities. Entrepreneurship doesn't emerge or grow spontaneously; rather it is dependent upon several

factors such as economic, social, political, psychological etc. that may vary with individual, place and time (Jha, 2012). Training is the most important device for developing an individual and improving his/her work efficiency. Women's Vocational Training Programme was launched by different extension agencies to mainstream women into economic activities. Krishi Vigyan Kendra conducts many training programmes exclusively for rural women with the aim to make them competent in performing various activities related to home science and agricultural sciences. Therefore, the present study was undertaken with the specific objectives of measuring the factors influencing entrepreneurial behavior of women who attended

vocational training programme in home science discipline and determining the co-relationship between the personal, socio-psychological characteristics of trainees with the entrepreneurial behaviour.

**METHODOLOGY**

The study was conducted in the State of Kerala. Among the KVKs in the state, one KVK hosted by State Agricultural University (GKVK) and one KVK hosted by Non-Governmental organization (NGO KVK) active in Home science training for the past five years were chosen purposively for the study. To assess the factors influencing entrepreneurial behavior of women two vocational training programmes from home science discipline were selected from each institution based on frequency of training and number of women participants for in-depth study. Respondents comprised a randomly selected 300 women who had undergone fruit preservation training, bakery training and soap making from the two KVKs selected. The data were collected through the personal contact to elicit true first-hand information on different aspects of the study.

The variables identified for the study were grouped into personal variables and socio-psychological variables. Personal variables studied were age, caste, educational status of respondent, educational status of respondent’s family, land holding, annual income and occupation of respondent. Socio-psychological variable selected were social participation, contact with extension agency, mass media exposure, information seeking behavior, level of aspiration and attitude towards training.

The nine dimensions identified for the study of entrepreneurial behavior were self confidence, leadership, decision-making ability, innovation proneness, achievement motivation, management orientation, risk orientation, competition orientation and economic motivation. Entrepreneurial Index was worked out from these dimensions as follows

$$Y = W_1X_1 + W_2X_2 + \dots + W_9X_9 \text{ where } W_1 = 1/S_1^2$$

$i=1, 2, \dots, 9$  is the weight assigned to the  $i^{\text{th}}$  component character and  $S_i^2$ , the estimate of variance for this character.

The recorded data were tabulated and analyzed with the help of appropriate statistical tools.

**RESULTS AND DISCUSSION**

A cursory view of Table 1 depicting data related to entrepreneurial behavior of the respondents reveals that only 17 per cent of trainees have high entrepreneurial behaviour. Majority of trainees (65%) had medium entrepreneurial behavior followed by 18 percent having low entrepreneurial behavior. The results obtained in the study confirm the findings of *Devapriya et al. (2020)*.

It may be said that there is sufficient scope for improving the entrepreneurial characteristics of trainees as a disturbingly low percentage of trainees were found to be in high category. Through giving vocational training, women get increased participation, which gives them a sense of belongingness, satisfaction and partnership in development process. It also increases the sense of self-worth, which promotes the aptitude for productive activity of women and call for greater output in vocational training programmes.

**Table 2. Comparison of selected groups with respect to entrepreneurial Index**

Groups	Entrepreneurial index	F value	CD value
Bakery	27.00 <sup>ab</sup>		
Preservation (G KVK)	27.61 <sup>b</sup>	4.51**	0.667
Preservation (NGO KVK)	26.82 <sup>a</sup>		
Soap Making	26.38 <sup>a</sup>		

Significant at 1 per cent level

Values with same alphabets are on par.

*Comparison of selected groups with respect to entrepreneurial index* : The analysis of variance (ANOVA) was resorted to compare the entrepreneurial index of selected training groups. The F value with respect to entrepreneurial index of trainees, which is

**Table 1. Classification and distribution of respondents according to entrepreneurial behavior**

Category	Bakery (n=75)		Preservation GKVK (N=75)		Preservation NGOKVK (n=75)		Soap making (n=75)		Total (N=300)	
	No.	%	No.	%	No.	%	No.	%	No.	%
Low <24.83	15	20	6	8	17	22.66	17	22.66	55	18.33
Medium 24.84-29.07	48	64	51	68	47	62.66	48	64	194	64.66
High >29.07	12	16	18	24	11	14.66	10	13.33	51	17

significant at 5 per cent level, indicates that the respondents differ significantly. It could be observed that preservation group of GKVK scored the highest mean score followed by bakery, preservation group of NGO KVK and soap making.

Significant difference was noticed with the training groups of GKVK and NGO KVK. The mean scores evidently show that trainees of preservation group of KVK had high entrepreneurial behavior when compared to other groups. Soap making trainees, bakery trainees and preservation trainees of NGO KVK were similar and preservation trainees from GKVK and bakery trainees were on par. The relationship between characteristics of trainees with their entrepreneurial behavior was ascertained by computing zero order correlation coefficients and presented in Table 3.

**Table 3. Relationship between socio-personal variables and entrepreneurial behavior.**

Characteristics	r'
Age	-0.1524**
Caste	0.0070
Educational status of respondent	0.2136**
Educational status of family	0.0106
Land holding	0.0163
Occupation	-0.1481**
Annual income	0.1211*
Social participation	0.0428
Contact with extension agency	0.0994
Mass media exposure	0.1329*
Information seeking behavior	0.2599**
Level of aspiration	0.0886
Attitude towards training by KVK	0.0145

\*\* Significant at 1 percent level

\* Significant at 5 percent level

It could be observed that except for age and occupation the other variables have positive association with entrepreneurial behavior of trainees. Educational status, annual income, mass media exposure, and information seeking behavior found to be positively significant and contributed to entrepreneurial behaviour. Of all the significant correlation values, the value of annual income and mass media exposure were significant at 5 per cent level, while all the remaining values were significant at 1 per cent level.

The findings presented in Table 3 reveals that age was negatively and significantly associated with

entrepreneurial behavior of trained women. The probable reason that could be attributed to this observation is women in higher age group might have strong attitudes based on previous experiences. They are more skeptical, more tradition bound and conservative in outlook. Changing ones attitude is a slow process, there by old women might not have responded quickly to the training. Whereas, the younger generation, have more interest, desire and enthusiasm to try new practices. They might be interested to develop their personality as they are not burdened with more responsibilities and very much eager to utilize their leisure time and fetch more income to family. The findings are in line with *Swati Khandave et al. (2019)*.

It was observed that education level of trained women had positive and significant relationship with their innovative proneness. Education is the way to cure most of the blind beliefs and traditional outlook of the individuals. Schooling facilitates learning, which in turn is presumed to instill favourable towards adopting trained practices. Similar findings were reported by *Savitha et al. (2014)*

Occupation showed negative and significant relationship with entrepreneurial behavior. The respondents without any occupation will be keener to know about self-employment training programmes as compared to occupied ones. They will explore all opportunities to get employment and become economically independent. Hence if one is employed his aptitude for self-employment and his entrepreneurial behaviour naturally becomes lower. This might have resulted in negative significant relationship.

The correlation value showed a positive and significant relationship between annual income and entrepreneurial behavior. The possible reasons for present finding might be the people with low income are unable to bear the risk of cost involvement. The women having high annual income are ready to bear the risk even if it fails, and they may again try it because of their better economic status. But this may reverse in case of women with low income that are not in position to invest at first, if they invest and fail, naturally they will develop unfavourable attitude towards a particular vocation, hence their entrepreneurial behavior comes down. These findings are in conformity with the findings of *Thakur and Barman, (2014)*.

Mass media exposure was found to be highly significant in forming entrepreneurial behavior. These are entities, which influence the communication behavior of farm women, how they receive and pass on information and ideas. So person with high exposure to different media will definitely have more favourable attitude towards starting self employment. Only through these sources, women can realize the various opportunities and avenues for starting enterprises and also understand the latest technologies. The study conducted by *Thakor et al. (2018)* has shown similar results.

Information seeking behavior was found to be significantly associated with entrepreneurial behavior. Increased utilization of information sources will help trainees to know more about the training and use them in a better way. The findings related to utilization of information sources was in line with the findings of *Lawrence and Debasis (2012)*.

## CONCLUSION

Training programme helps in capacity building of rural women by creating awareness, increasing the knowledge about innovative technologies and practicing improved skills which will help in the empowerment of rural women. Regarding the dimensions of

entrepreneurial behavior, frequency of respondents was more in high category for self confidence, leadership, decision making ability, innovation proneness, achievement motivation, management orientation, risk orientation, competition orientation and economic motivation. The study indicated that majority of the trainees possessed medium entrepreneurial behavior. Significant difference was noticed with the training groups of GKVK and NGO KVK Hence, special consideration is required to enhance entrepreneurship among farm women. Correlation analysis revealed that except or age and occupation the other variables have positive association with entrepreneurial behaviour of the trainees. Educational status, annual income, mass media exposure and information seeking behavior were found to be positively significant and contributed to entrepreneurial behavior. Of all the significant correlation values, the value of annual income and mass media exposure were significant at 5 per cent level, while all the remaining values were significant at 1 percent level. Therefore, extension personnel should aim at manipulating the variables which have positively correlation for promoting entrepreneurial behavior for development of suitable policies and strategies that can motivate the participants.

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