

Entrepreneurial Behaviour in Rural Women of Sultanpur District of Uttar Pradesh

Kiran¹, Dipak De², B. K. Gupta³, D. K. Pandey⁴

1. SRF, Division of Agril. Ext., I.A.R.I, Pusa, New Delhi, 2. Prof. 3. Ex Res. Scholar, Dept. of Ext. Edu, I Ag.Sc. B.H.U., Varanasi, 4. Asso.Prof. (Ext.Edu.), College of Fisheries, CAU (I), Tripura
Corresponding author e-mail:dkpextension@gmail.com

ABSTRACT

This study was conducted by following ex-post facto research design and random sampling technique in Sultanpur district of Uttar Pradesh with specific objective to study the entrepreneurial behavior of rural women. A sample of 200 women respondents comprising of 91 SC, 54 OBC and 55 General Category were selected by using stratified random sampling technique and selection of the respondents in each category was proportionate to their size in population. The results of the study revealed that maximum respondents in General caste were found in low level of farm decision making. Majority of all category of respondents (74.50 %) were found medium category of achievement motivation level and in 22 per cent case achievement motivation level is low. However only in 3.50 per cent cases high achievement motivation level were recorded. The 75 per cent respondents were observed in medium category of entrepreneurial behaviour followed by low (15.50 %) and high (9.50 %) category of entrepreneurial behaviour, respectively. The study also shows that socio-economic attributes like age, caste, education, family size, socio-political participation, ability to coordinate farming activities, sources of information utilized, value orientation, annual family income, farm activities performed by women and decision making pattern having close association with entrepreneurial behaviour of women in study area. The regression analysis indicates that the socio-political participation, sources of information utilized, ability to coordinate farming activities and farm activities performed by women, annual income, value orientation were significantly influenced entrepreneurial behaviour of the respondent. Hence it is concluded that the extension agencies should aimed to manipulate these socioeconomic parameters in order to promote entrepreneurial behaviour of rural women.

Key words: Entrepreneurial behavior; Decision making; Achievement motivation; Self-confidence;

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognised during the last decade as an important untapped source of economic

growth. Women entrepreneurs create new jobs for themselves and others and also by being different. They also provide the society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. To study the entrepreneurial behaviour of women entrepreneurs; specifically, measuring their core behavior at the start of their entrepreneurship will help to understand the behavior of these entrepreneurs at their later stages of

development. Therefore, the study was undertaken with twin objectives, viz., to study the entrepreneurial behaviour of the rural women and to study the factors affecting the entrepreneurial behaviour of the respondents.

METHODOLOGY

This study was conducted in two blocks viz., Dhanpatganj and Baidirai blocks of Sultanpur district, Uttar Pradesh. The sampling frame which includes list of villages in both Community Development blocks was prepared and then ten per cent villages were selected randomly. At the second stage of sampling, a list of all women in different caste categories viz. Schedule Caste (SC), Other Backward Caste (OBC) and General Caste, those participating in farm activities were prepared. A sample of 200 women respondents comprising of SC (91), OBC (54) and General Category (55) women were selected by using stratified random sampling technique and selection of the respondents in each category was proportionate to their size of population. Farm decision making, Achievement motivation and Self-confidence that are main components of entrepreneurial behaviour and these were considered as the main parameters for the study. The scales developed by Nandapurkar (1980), scale of Supe (1969), and scale of Basavanna (1971) were used to measure Farm decision making, Achievement motivation and Self-confidence respectively employed in the study. Finally respondents were categorised on the basis of total scores as follows-

Low = below (Mean - S.D),
 Medium = in between (Mean ± S.D),
 High = above (Mean + S.D).

Further, to study factor affecting entrepreneurial behaviour of the respondents, correlation and regression analysis was performed.

RESULTS AND DISCUSSION

Entrepreneurial behaviour of rural women: In the present study, three dimensions, viz., farm decision making, achievement motivation and self-confidence were included in the scale to measure entrepreneurial behaviour of the women farmers. The findings of each of three dimensions are presented in Tables 1 to 3.

Farm decision making: Farm decision making is the degree to which an individual justifies his/her selection of most efficient mean from available alternatives on the basis of scientific criteria for achieving maximum

economic profits. The decisions that have been included in farm decision making are adoption of new crop varieties, borrow money for the farm management, purchase of farm equipments, choosing and using of fertilizers and pesticides, to attend agricultural meetings, subscribe to farm publications, hire farm labours, adoption of improved farm practices, to increase or decrease acreage under a crop and to switch over to new cropping plan.

The results in Table 1 revealed that the maximum respondents (57 per cent) had medium level of farm decision making followed by 28 per cent had low and 15 per cent had high level of farm decision making. The overall mean score was estimated 4.97 with the range minimum 0 and maximum 14 scores. The table further revealed that maximum respondents had low level of farm decision making in General caste. This may be because of women of general caste had lower participation in farm activities as they do not allowed to work outside or on field as in case of men. They had no more knowledge about agriculture because of no active participation in farm activities. This is also a reason for low farm decision making in General caste women.

Table 1. Distribution of the respondents according to farm decision making

Categories	SC	OBC	General	Total
Low (Below mean - S.D.)	21 (23.08)	12 (22.22)	23 (41.82)	56 (28.00)
Medium (In between mean ± S.D.)	62 (68.13)	31 (57.41)	21 (38.18)	114 (57.00)
High (Above mean + S.D.)	8 (8.79)	11 (20.37)	11 (20.00)	30 (15.00)
Total	91 (100.0)	54 (100.0)	55 (100.0)	200 (100.0)
Mean	6.1978	4.9445	2.7091	4.9652
S.D.	3.8505	3.5417	3.6599	4.1673

Range: Minimum = 0, Maximum = 14

Figure in parentheses indicates percentage.

Achievement motivation: Achievement motivation is defined as the value instilled in an individual through the sociological process in which the individual feels need or desire to excel in reaching certain goals only for the satisfaction of reaching goals and not for rewards of the goals or ends involved.

The results given in the Table 2 indicates that majority of the respondents (74.50%) had medium category of achievement motivation followed by low (22 %) and high (3.50 %) respectively. The mean of

Table 2. Distribution of the respondents according to achievement motivation

Categories	SC	OBC	General	Total
Low (Below mean –S.D.)	21 (23.08)	17 (31.48)	6 (10.91)	44 (22.00)
Medium (In between mean±S.D.)	68 (74.73)	35 (64.81)	46 (83.64)	149 (74.50)
High (Above mean+S.D.)	2 (2.20)	2 (3.70)	3 (5.45)	7 (3.50)
Total	91 (100.00)	54 (100.00)	55 (100.00)	200 (100.00)
Mean	13.9120	14.07	14.20	14.100
S.D.	1.7298	1.564	1.789	1.893

Range: Minimum = 8, Maximum = 17
Figure in parentheses indicates percentage.

scores was observed 14.10 and standard deviation 1.893. It is further revealed that the maximum respondents (31.48 per cent) had low category of achievement motivation of OBC followed by SC (23.08 %) and General caste (10.91 %), respectively. The results indicated that medium achievement motivation trend may be due to reasons that it motivates the individual mentally to act upon and compel them to move forward and achieve goals. This inner drive of farmers will be helpful in research the goals set by the group regarding their entrepreneurial behaviour. This finding is supported by Vijay Kumar (2001) and Suresh (2004).

Self confidence : Self confidence indicates that extent of feeling of one’s own ability and resourcefulness in carrying out any activity which an individual desires to undertake. The results in Table 3 reveals that the maximum respondents (57.50 %) had medium level of self-confidence followed by low (31 %) and high (11.50%) level of self-confidence. The mean score obtained by the respondents was observed 18.2 and S.D. 1.443 with a range of 14 to 21 scores.

Thus, it may be concluded that most of the respondents were having medium level of self-confidence and decreasing towards the low level. This might be due to illiteracy, unawareness and poor willingness about information and needs. So, there is a need to provide education facilities and make them aware towards their needs and goals.

Entrepreneurial behaviour : Entrepreneurial behaviour has been defined as package of personality characteristics and environmental factors related to

Table 3. Distribution of the respondents according to self confidence

Categories	SC	OBC	General	Total
Low (Below mean –S.D.)	27 (29.67)	18 (33.33)	17 (30.91)	62 (31.00)
Medium (In between mean ± S.D.)	52 (57.14)	30 (55.56)	33 (60.00)	115 (57.50)
High (Above mean + S.D.)	12 (13.19)	6 (11.11)	5 (9.09)	23 (11.50)
Total	91 (100.0)	54 (100.0)	55 (100.0)	200 (100.0)
Mean	18.1100	18.13	18.33	18.200
S.D.	1.2863	1.289	1.389	1.443

Range: Minimum = 14, Maximum = 21
Figure in parentheses indicates percentage.

dynamic agent of change for transforming physical, natural and human resources in to corresponding production possibilities. Hence the entrepreneurial behaviour maybe studied on varied dimensions, viz, farm decision making, achievement motivation and self-confidence.

The data presented in Table 4 indicates that 75 per cent of the respondents had medium level of entrepreneurial behaviour followed by low (15.50%) and high (9.50%) level of entrepreneurial behaviour, respectively. It is seen from the above table that maximum respondents in all three caste categories possessed medium level of entrepreneurial behaviour and the level of entrepreneurial behaviour decreased

Table 4. Distribution of the respondents according to their entrepreneurial behaviour

Categories	SC	OBC	General	Total
Low (Below mean –S.D.)	14 (15.38)	4 (7.41)	13 (23.64)	31 (15.50)
Medium (In between mean ± S.D.)	67 (73.63)	48 (88.89)	35 (63.64)	150 (75.00)
High (Above mean + S.D.)	10 (10.99)	2 (3.70)	7 (12.73)	19 (9.50)
Total	91 (100.00)	54 (100.00)	55 (100.00)	200 (100.00)
Mean	106.0500	104.400	102.80	104.300
S.D.	6.5303	9.659	6.121	9.207

Range: Minimum = 88, Maximum = 121
Figure in parentheses indicates percentage.

towards low level. Thus, it can be concluded that the respondents selected for the study were not having very good entrepreneurial behaviour. This might be due to the illiteracy and lack of market facilities, lack of technical skill, lack of business know-how. Hence, there is a need to educate the rural women and give a training that help in the development of creative thinking. Similar findings were also reported by *Rao and Dipak De (2003)* and *Anitha (2004)*.

Factors affecting the entrepreneurial behaviour of the respondents : Further an attempt has also been made to elucidate the association of selected socio-economic variables with entrepreneurial behaviour. The correlation coefficients between the selected socio-economic variables and entrepreneurial behaviour are presented in Table 5.

The results of correlation analysis indicates that

Table 5. Correlation between socio-economic characteristics and entrepreneurial behaviour of the respondents

S. No.	Selected variables	Correlation coefficient (r)
1.	Age (X1)	0.198*
2.	Caste (X2)	-0.196*
3.	Education (X3)	0.199*
4.	Marital status (X4)	0.002 ^{NS}
5.	Family Type (X5)	0.98 ^{NS}
6.	Family Size (X6)	0.194*
7.	Land holding (X7)	0.043 ^{NS}
8.	Material possession (X8)	0.027 ^{NS}
9.	Housing pattern (X9)	0.064 ^{NS}
10.	Position in the family (X10)	0.027 ^{NS}
11.	Socio-politico participation (X11)	0.276**
12.	Socio-economic status (X12)	0.194*
13.	Occupation (X13)	0.077 ^{NS}
14.	Annual family income (X14)	0.201*
15.	Sources of information utilized (X15)	0.195*
16.	Marketing facilities (X16)	0.077 ^{NS}
17.	Value orientation (X17)	0.196*
18.	Ability to coordinate farming activities (X18)	0.198*
19.	Farm activities performed by women (X19)	0.381**
20.	Decision making pattern (X20)	0.198*

* Significant at 0.05 level of significance

** Significant at 0.01 level of significance

NS = Non significant

age, caste, education, family size, socio-politico participation, ability to coordinate farming activities, sources of information utilized, value orientation, annual family income, farm activities performed by women and decision making pattern were found significantly associated with entrepreneurial behaviour of women. This means that these variables may exert their influence on entrepreneurial behaviour of women. However, the correlation coefficient between marital status, family type, land holding, material possession, housing pattern, position in the family, occupation, marketing facilities and entrepreneurial behaviour of women were turned out to be insignificant. This indicates that these variables

Table 6. Regression coefficients of selected independent variables with dependent variable entrepreneurial behaviour

S. No.	Variables	Regression coefficient ('b')	SE of regression coefficient (b)
1.	Age	0.101 ^{NS}	0.060
2.	Caste	-1.090 ^{NS}	0.761
3.	Education	0.309 ^{NS}	0.466
4.	Marital Status	1.426 ^{NS}	3.223
5.	Family type	0.136 ^{NS}	1.618
6.	Family size	0.468 ^{NS}	1.112
7.	Land holding	-0.294.468 ^{NS}	1.309
8.	Material possession	-0.331 ^{NS}	0.904
9.	Housing pattern	1.290 ^{NS}	1.335
10.	Position in the family	-1.336 ^{NS}	2.154
11.	Socio-politico participation	-4.967**	1.663
12.	Socio-economic status	.187 ^{NS}	0.904
13.	Occupation	-9.331 ^{NS}	0.208
14.	Annual income	1.530*	0.000
15.	Sources of Information Utilized	1.187**	0.364
16.	Marketing facilities	-1.490 ^{NS}	0.061
17.	Value orientation	0.330*	0.257
18.	Ability to coordinate farming activities	0.670**	0.284
19.	Farm activities performed by women	0.619**	0.131
20.	Decision making pattern	5.133 ^{NS}	(0.008)
	No. of observation (n)	200	
	R ²	0.347	

* Significant at 5% level of significance;

** Significant at 1% level of significance;

NS = Non-significant.

are not correlated with entrepreneurial behaviour of women.

Determinants of entrepreneurial behaviour: Further to confirm cause and effects relationship between variables related to socio-economic profile and entrepreneurial behaviour of respondents, regression analysis was performed and results are presented in Table 6.

It is apparent from value coefficient of multiple determinations R^2 (0.347) given Table 6 that the twenty independent variables put together, contributed a significant amount of variation 34.70 per cent in the overall entrepreneurial behaviour of the respondents. Further it is also indicated by the table that the independent variables viz., socio-political participation, sources of information utilized, ability to coordinate farming activities and farm activities performed by women were significant at 1 per cent level of probability whereas the variables namely annual income, value orientation were significant at 5 per cent probability level. It signifies that these independent variables are important predictors of the entrepreneurial behaviour of women.

CONCLUSION

Findings of this study indicate that majority of rural women had medium entrepreneurial behaviour which is a clear indication of the progressiveness and

empowerment of the women farmers. Therefore, it calls for intensification of educational efforts and policy support to the farmers by the field extension workers of the development departments, NGOs and private organizations. Based on the findings it is suggested that, it is endeavor of all the line departments like agriculture, horticulture, animal husbandry, extension agencies and other non-governmental organizations who are involved in promoting agri enterprise and rural women farmers have to give more emphasis on women education and social participation. This will make them to get aware of day to day technological developments and the impact of adoption of those scientific practices on their enterprises and livelihood. This can be achieved through mass awareness campaigns on a large scale which in turn makes them more knowledgeable and thereby better entrepreneurial behavior. The study also revealed that education, family size, socio-political participation, ability to coordinate farming activities, sources of information utilized, value orientation, annual family income, farm activities performed by women and decision making pattern were significantly related with entrepreneurial behaviour of women. The extension agencies should be aimed to manipulate these socioeconomic parameters in order to promote entrepreneurial behaviour of rural women.

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