

ENTREPRENEURIAL BEHAVIOR OF RURAL WOMEN IN DAIRYING

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ABSTRACT

Women play a very important role in the economic development. A woman as an entrepreneur is economically more powerful than a mere worker, because ownership not only confers control over assets but also gives her the freedom to take decision. Studying entrepreneurial behavior would help to determine how far rural women are progressive, forward looking and willing to diversify their occupation. The present study aims to study the personal and socio economic characteristics and entrepreneurial behavior of rural women in dairying. The study was conducted in Lunkaransar panchayat samiti of Bikaner district on 100 rural women. The Findings revealed that majority of the rural women were middle aged, belonged to upper middle class, illiterate with joint families, medium family size and possessing large herd size with predominantly Rathi breed cows. Majority of the respondents (69%) had medium entrepreneurial behavior.

INTRODUCTION

Rural women constitute an important component of Indian society. They besides being active participant in home and farm activities have been traditionally and predominantly engaged in dairying activities. A higher proportion of women (16 %) relative to men (3 %) are involved in farming of animals. They have a high stake in dairying accounting 93 per cent of total employment in dairy production (Saxena, 2012). We have not yet recognized that the progress of any rural enterprise, even dairying in the case depends also on the entrepreneurial behavior of the rural women involved. We have seldom thought of them as entrepreneurs. The entrepreneurial behavior is too complex phenomenon to be explained by a single factor and is affected by several factors. It is a combination of factors like Innovativeness, Achievement motivation, Decision making ability, Risk orientation, Information seeking behavior, Cosmo-politeness, Coordinating ability, Planning ability, and Self confidence. The combined contribution of the above nine factors is expressed in terms of entrepreneurial behavior. Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurial behavior. In the present study an attempt

has been made to study the personal and socio economic characteristics and entrepreneurial behavior of rural women in dairying.

RESEARCH METHODOLOGY

The study was conducted in five villages of randomly selected Lunkaransar panchayat samiti namely Kharbara, Garabdesar, Dudiwali, Mahajan and Ladera in Bikaner District of Rajasthan state. A list of rural women involved in dairying was prepared for all the five selected villages. From each list 20 rural women were then selected randomly, thereby making a total sample of 100 respondents. Data were collected with the help of personal interview schedule. Frequency and percentage were used for analysis of the data.

RESULTS AND DISCUSSION

Background Information of the respondents

Data in Table 1 reveal that about one fourth of the respondents (28%) belonged to the age group of 18-30 years, whereas 39 per cent belonged to the age group 31- 45 and one fourth respondents (25%) to the 46-60 years of age group. On the basis of caste 40 percent of the respondents belonged to upper middle caste, 27 and 25 percent belonged to OBC

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and Upper caste respectively and only 8 percent of the respondents were from SC/ST category. Further data reveal that majority of the respondents (75 %) were from joint family and rest (25%) belonged to nuclear family. With regard to the size of the family Table 1 reveals that 54 percent of the respondents had medium size family and 40 percent had large family while the rest 6 per cent were from small family.

Education is one of the most important determinants of a person's social status. Regarding educational level of the respondents, Table 1 indicates that majority of the respondents (64 %) were illiterate. Out of the literate ones 20 per cent were able to read and write, 12 per cent were educated up to primary school and only 4 per cent were educated up to middle school.

Regarding livestock ownership Table 1 shows that half of the respondents (50%) had large herd size with 30 percent and 20 percent of the respondents owned medium and small herd size respectively. Local breed Rathi (cow) was common to the area and was possessed by most of the respondents (96%). Local buffaloes (Murrah) were possessed by nearly 21 percent of the respondents. On contrary, only 17 per cent of the respondents had cross breed cows namely Holstein Friesian.

Table 1: Distribution of the respondents on the basis of their Personal and Socio- Economic Characteristics n = 100

S.No.	Personal variables	f/ %
A	Age	
	1. 18-30 yrs	28
	2. 31-45 yrs	39
	3. 46-60 yrs	25
	4. Above 60 yrs	8
B	Caste	
	1. SC/ST	8
	2. OBC	27
	3. Upper middle class	40
	4. Upper caste	25
C	Education	
	1. Illiterate	64
	2. Read/write	20

	3. Primary school	12
	4. Middle School	4
D	Family Type	
	1. Nuclear	25
	2. Joint	75
E	Family size	
	1. Small (upto 4)	6
	2. Medium (upto 5-8)	54
	3. Large (8 and above)	40
F	Livestock Ownership	
	1. Small herd (1-3)	20
	2. Medium herd (4-6)	30
	3. Large herd (more than 6)	50
G	Livestock Possession1.	
	1. Local cows (Rathi)	96
	2. Cross/Improved cows (HF)	17
	3. Local buffaloes (Murrah)	21
	4. Cross/ Improved buffaloes	-

Entrepreneurial Behavior of the respondents

The entrepreneurial behavior of the respondents was measured with the help of scale developed by Chaudhari (2006) in terms of nine dimensions namely, innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness and self confidence. A critical perusal of the data furnished in Table 2 portrays that majority of the respondents (69%) had medium entrepreneurial behavior whereas nearly one third of the respondents (31%) had low levels of entrepreneurial behavior and none had high entrepreneurial behavior.

Table 2: Distribution of respondents on the basis of their Entrepreneurial behavior n = 100

S.No.	Categories	f/ %
	Low	31
	Medium	69
	High	0

The probable reason for medium entrepreneurial behavior could be medium levels of the components such as achievement motivation, co-ordinating ability, cosmopolitanism and decision making ability of the respondents. It was even seen that none of the respondents had high innovativeness reason being feeding balance concentrate mixture, using of sterilized scapel for cutting naval cord and applying iodine tinctures on the cut end were some practices that were new to them and were not adopted by most of the respondents. The respondents hardly contacted any formal sources such as scientist, veterinary doctors and KVK personnel as a result informal sources such as family, friends and relatives were their source of any information related to dairying contributing to low information seeking behavior. Not planning dairy activities well in advance and doing everything at nick of time resulted in low planning ability with only meager having medium coordinating ability which could also be a possible reason for not having high entrepreneurial behavior. The respondents were found to have low self confidence and risk orientation. Thus, it is clearly seen that none of the respondents have high entrepreneurial behavior too. The findings are in line with Rathod (2009) who reported that majority of dairy farmers (75.34%) in his study were found to have medium entrepreneurial behavior.

Jaiswal and Patel (2012) reported alike where majority of the rural women exhibited medium to low level of entrepreneurial behavior. Even study by Ram et al (2012) support the findings where entrepreneurship behavior of majority of women entrepreneurs (58.67%) in Imphal of Manipur was found be of medium extent with a very few having high entrepreneurial behavior.

CONCLUSION

The results revealed that majority of the respondents had medium entrepreneurial behavior. In order to improve their entrepreneurial behavior skill oriented and managerial trainings through entrepreneurship development programme should be provided so as to transform rural women into entrepreneurs from mere milk sellers. Animal Husbandry Department, Farmer's Training Centers, Krishi Vigyan Kendra and NGO's should consider 'entrepreneurship development' as a core subject while giving training on dairying, laying emphasis on value addition, processing and preservation of milk. Cooperatives and SHG approach can be adopted by the rural women rather than selling individually, organizing cattle fairs particularly for the women to provide good exposure etc. will boost their self confidence and develop planning and co-ordinating abilities.

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Received : March, 2014

Accepted : April, 2014