

Entrepreneurial Behaviours of Farm Women from Baghpat District, Uttar Pradesh

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ABSTRACT

Providing food security has been focus of the Government's planning and policy. Food security means availability of sufficient foodgrains to meet the domestic demand as well as access, at the individual level, to adequate quantities of food at affordable prices. Attainment of self-sufficiency in foodgrains production at the national level has been one of the major achievements of the country. Addressing food security cannot only be done by creating awareness about nutrition and healthy food, capacity building interventions but to take it to another level an entrepreneurial approach is highly recommended. Global changes have created economic opportunities and women entrepreneurs have emerged as a distinct class. Their contribution to national economy is now substantial. Women entrepreneurship directly or indirectly decides the Nation's economy and its growth, In India the development in women entrepreneurs had come a long way since it was systematically initiated in early 80s. To understand the attitude and acceptance of farm women this inline study was conducted in Mukari and Lehchhoda villages of Baghpat district Uttar Pradesh with 60 farm women. The results revealed that two third (58.33%) of farm women belongs to medium entrepreneurial behavior. Socio economic factors such as : Education, land holding, annual income, economic motivation and attitude towards value addition of agricultural produce and business aspect in agri-nutri food products shows positive and only information found negatively significant relationship with entrepreneurial behaviour. Whereas other variables like interest in learning and soci-economic status has been studied.

Keywords: Entrepreneurial Behaviour, farm women and nutripeneur.

INTRODUCTION

Women are integral part of the farming system in India, since the remote past. Agri-nutri business in India is destined to become the next big thing in the surging Indian economy. An entrepreneur may start agri-nutri business or be involved in an innovative activity in agricultural produce value addition. Entrepreneurship is the capacity for innovations and caliber to introduce innovative techniques in business operations. Global changes have created economic opportunities and women entrepreneurs have emerged as a distinct class. Their contribution to national economy is now substantial. Women

entrepreneurship directly or indirectly decides the Nation's economy and its growth, In India the development in women entrepreneurship had come a long way since it was systematically initiated in 1979. It was estimated that presently women entrepreneurs comprise about 11 per cent of the total entrepreneurs in India (Singh, 2014).

Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who take the major risks in terms of equity, time and career commitment of providing value to some product or service (Rosario *et al*, 2016). In developed countries, entrepreneurship has gained

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attention in the last century. But in developing countries, it has gained original consideration only in the recent decades. In these countries, entrepreneurship development is considered as the way to promote self-employment, the panacea not only for chronic unemployment among the educated youth but also to sustain economic development and to augment the competitiveness of industries in the eve of globalization and liberalization. Entrepreneurship has now been recognized as concept, not only for starting industries but also in the development of agriculture and allied sector. Since, nutrition security is the biggest concern of the country right now a holistic and completely innovative approach towards entrepreneurship is needed. Nutri products or value added agri-nutri produce will not only make country nutritionally secure but the farm women interested in business will be developed as nutripreneurs.

Keeping above points in mind, this study was taken up in Baghpat district to analyze the entrepreneurial behaviors of women involved in farming. The specific objectives of the study were to study entrepreneurial behavior of selected farm women and to study the relationship of the characteristics of the targeted groups with entrepreneurial behavior.

METHODOLOGY

The study was conducted in Mukari and Lehchhoda villages of of Baghpat district in Uttar Pradesh state during 2017-18. From each village 30 farm women having interest in nutrition related information and value addition in agriculture produce were selected randomly as respondent. Thus, 60 farm women constituted the sample for this study. The data were collected by personally interviewing the respondents with help of pretested structured schedule. The entrepreneurial behavior was studied under nine components *i.e.* innovativeness, achievement motivation, decision making ability, risk orientation, co-coordination ability, planning ability information seeking behavior, cosmopolitaness, and

self-confidence with the help of scale developed by Chaudhari *et al.*, (2007). Percentage analysis and frequency of respondents were the statistical tools used in the study.

RESULTS AND DISCUSSION

Socio-economic profile of the women respondents: To understand the psychology behind the entrepreneurial approach it becomes necessary to know the influencing factors. Analysis of the socio economic characteristics helps determine financial living status as well need for earnings. Basic thoughtfulness behind the attitude can be particularly interesting and helpful to policymakers trying to increase entrepreneurial interest mainly in housewives. The interference and impact of socio economic factors has been studied extensively in many different settings (Behrman and Deolalikar 1987, Deaton and Dreze 2002).

Hence, in this study, the socio-economic factors influencing the perception and attitude of the respondents have been analyzed and shown in table 1. Majority of the women respondents (63.33%) of the sample size belonged to young age category and had education up to high school (41.67%). Monthly expenditure of income over food is approximately 75 per cent where, average income is Rs. 5000 per month. About 63.33 per cent of their families were nuclear families. Majority of them (88.33%) had their family occupation as farming followed by agricultural laborers only (5.00%). The average family size of the sample size was 7.8. The average family composition was dominated by male members (4) followed by female members (3).

Overall entrepreneurial approach of the respondents: The results on the distribution of respondents according to overall entrepreneurial behavior are presented in Table 2.

The data in Table 2 revealed that about two third (58.33%) of farm women belongs to medium entrepreneurial behaviour, followed by 41.67 per cent of farm women belonged to high level of

Table 1: Socio-economic profile of the women respondents

Characteristics	Respondents (n=60)	
	f	%
Age		
Young	38	63.33
Middle	18	30.00
Old	4	6.67
Education		
Illiterate	14	23.33
Primary	3	5.00
High school	25	41.67
Higher secondary	10	16.67
College	8	13.33
Marital status		
Married	46	76.67
Unmarried	14	23.33
Age at marriage	Men	Women
Average	20.81	14.28
Family size	7.8	
Family composition		
Male	4.7	
Female	3.1	
	f	%
Family type		
Nuclear	38	63.33
Joint family	22	36.67
Occupation		
Unemployment	1	1.67
Farming	53	88.33
Farming+service	3	5.00
Self-employment	1	1.67
Labour	2	3.33
Land holding size (ac)		
Men	0.4	
Women	0.16	
Average income per month	Rs.5000/-	

Table 2: Distribution of respondents according to their overall entrepreneurial behavior

Category	Frequency (n=60)	Percentage
Medium	35	58.33
HighLow	25	41.67
Total	60	100.00

entrepreneurial behaviour (67 %) whereas, none of the respondents were observed in low level of entrepreneurial behaviour. The credible reasons of medium followed by, high entrepreneurial behaviour

might be due to their sound knowledge towards the independent status of women involved in business, higher land holding, better knowledge of nutrition as compared to male members and higher interest in value addition of food products.

Gears of entrepreneurial behaviour: The entrepreneurial components selected to study the entrepreneurial behaviour of respondents were innovativeness, achievement motivation, and decision making ability, risk orientation, coordinating ability, and planning ability, information seeking behavior, cosmopolitaness, and self-confidence.

The results pertaining to distribution of respondents according to their entrepreneurial behaviour components is depicted in table 3.

The data in table 3 revealed that a majority of the respondents (50.00%) had high level of innovativeness and achievement motivation. These results are in accordance with the findings Mappigau et al (2012). More than half of the respondents fell in to low category of decision making ability (43.33%) and risk orientation (46.67%). These findings are in line with the findings reported by Vijaykumar (2001) and Bhagyalaxmi et al. (2003). More than half of the respondents (58.33%) had high level co-ordination ability. These findings of the present study are in line with the findings of (Edwards, 1957). 68.33 per cent of the respondents had medium planning ability. The similar results have reported by Chauhan and Patel (2003) who concluded that a majority of the entrepreneurs had medium planning orientation. More than three fourth of the respondents (55.00%) had low level of information seeking behavior. A majority of (63.33%) respondents belonged to medium category of cosmopolitaness. These results go to corroborate (Fitzsimmons and Douglas, 2005). More than half of respondents (50.00%) had medium level of self confidence. Findings are in line with the findings of Wankhade *et al.*, (2011).

Progress and acceptance outcome of farm women with entrepreneurial attitude: The results of the study were in line with Kokate and Tyagi (1988) who

Table 3: Distribution of respondents according to their entrepreneurial behaviour gears

Gears of Nutripreneurial behaviours	Low		Medium		High		Total respondents (n=60)	
	<i>f</i>	%	<i>f</i>	%	<i>F</i>	%	<i>f</i>	%
Innovativeness	14	23.33	16	26.67	30	50.00	60	100.00
Achievement motivation	12	20.00	20	33.33	28	46.67	60	100.00
Decision making ability	26	43.33	12	20.00	22	36.67	60	100.00
Risk orientation	29	46.67	19	31.67	12	20.00	60	100.00
Co-ordination ability	11	18.33	5	8.33	44	73.33	60	100.00
Planning ability	7	11.67	41	68.33	12	20.00	60	100.00
Information seeking behavior	33	55.00	17	28.33	10	16.67	60	100.00
Cosmopolitaness	22	36.67	38	63.33	0	0.00	60	100.00
Self confidence	15	25.00	30	50.00	15	25.00	60	100.00

reported that there was positive and significant relationship between attitude towards entrepreneurship and business significance in agri-nutri products. Market orientation of farm women had positive and non-significant relationship with their entrepreneurial behavior because of no visible linkages as such to reach market easily or connect with the retailers.

CONCLUSION

The results of the study point to the need for policy interventions to enhance the entrepreneurial abilities and skills along with the capacity intervention practices for women farmers so as to improve their overall entrepreneurial behaviour and success rate in business. The positive and significant relationship observed with knowledgeable orientation of the respondents and their entrepreneurial behavior. The plausible reasons might be that the farm women are aware about entrepreneurship and their significant response is visible towards being socially and economically more robust and stable. This ultimately reflects on higher economic profits. Other the probable reasons for above findings might be due to improved exposure levels and awareness about nutrition security because of initiatives and projects run by government time to time. These findings were in line with the findings of Chaudhari (2006). Attitude towards targeted respondents of farmers had positive and significant relationship with their entrepreneurial

behaviour. The reasons might be that younger age farm women with higher level of enthusiasm. Other probable reasons might be younger farm women had good vision about future than old age ones. Hence, attitude was influencing factor of entrepreneurial behavior of respondents. The probable reason for above findings might be, low income status, lack of self-identity and non-significant role in farming. So farm women preferred to move towards entrepreneurship and not to work in farming only. This is an initial approach to encourage the rural farm women towards a better future but a gradual focus on training on entrepreneurial skills could also be included when one considers the fact that business environments are highly volatile.

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