

## **Entrepreneurial Behaviour Components of Rural Women of Podupu Laxmi Ikya Sangam**

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### **ABSTRACT**

*The position of women and their status in any society is an index of its civilization; entrepreneurship has been considered as the backbone of economic development the contribution of women entrepreneurs to economic activity and employment has increased over time. Women entrepreneurs have created a variety of new ventures and contributed to the development of a range of services and products; they are not only employed but are also one of the reasons for others employment by providing them job. Present study was taken up to study the various components on entrepreneurial behaviour of rural women of Podupu Laxmi Ikya Sangam of Kurnool district of Andhra Pradesh. The results showed that majority of the respondents possessed medium decision making ability, innovativeness, achievement motivation, coordination ability, risk taking ability, information seeking behaviour, cosmopoliteness, leadership ability, knowledge of the enterprise followed by high managerial assistance*

**Key words:** Entrepreneurial behaviour, entrepreneurs, women entrepreneurship

### **INTRODUCTION**

Women entrepreneurship is an important challenge in modern societies, and at the same time it's a complex phenomenon. On the one hand, a distinctive economic context is noticeable as far as women entrepreneurship is concerned, on the other hand, starting own business activity by women and becoming owners of their companies is strongly determined by culture. The countries which enable all entrepreneurial citizens to show their potential, experience rapid economic growth. Thus, using the entrepreneurial potential, which is deeply rooted in women,

constitutes a source of prosperity and growth for many societies.

It needs to be studied separately for two main reasons. The first reason is that women 's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities.

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However, they still represent a minority of all entrepreneurs. Thus, there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs in the state. With the changing socio-cultural environment and increasing educational opportunities, women became aware of their potential to develop entrepreneurial skills. Keeping the above facts in view, the study was designed to critically analyze the entrepreneurial behaviour of rural women of Podupu Laxmi Ikya Sangam.

## MATERIAL AND METHODS

The study was conducted in Kurnool district of Andhra Pradesh during the year 2016-17. Ex-post facto research design was followed. Three mandals and two villages from each mandal viz., Hussainapuram and Nannuru villages

from Orvakallu mandal, Bramhanakotkur and Bollavaram villages from Nandikotkur mandal and Lakshmipuram and Pandipadu villages from Kallur mandal were selected by using simple random sampling method from which 120 women entrepreneurs as sample was selected. Pre tested interview schedule was used to collect the primary data and statistical techniques like Arithmetic mean, Standard deviation, Frequencies and percentage were used. Here, the entrepreneurial behaviour of the respondents was calculated as summation of the scores of ten selected components of entrepreneurial behaviour.

## RESULTS AND DISCUSSION

The results of entrepreneurial behaviour of rural women of Podupu Laxmi Ikya Sangam were presented in table 1.

**Table 1: Distribution of respondents according to their level of entrepreneurial behavior (n=120)**

| S. No.       | Category | Frequency   | Percentage    |
|--------------|----------|-------------|---------------|
| 1.           | Low      | 21          | 17.50         |
| 2.           | Medium   | 69          | 57.50         |
| 3.           | High     | 30          | 25.00         |
| <b>Total</b> |          | <b>120</b>  | <b>100.00</b> |
|              |          | Mean=176.28 | SD=44.10      |

It is evident from Table 1 that (57.50%) of the respondents had medium entrepreneurial behaviour followed by high (25.00%) and low (17.50%) levels of entrepreneurial behaviour respectively.

The possible reason for the above result might be that majority of the women were middle aged with matured minds. They had medium extension contact, mass media exposure, training received, making them aware of the benefits involved. Moreover, majority of the respondents were of medium income group enthusiastic in improving their standard of living and taking up new enterprises. However, there is a need to improve the market facilities and education level of women so that they can be more justified in their decisions regarding their activities and get more benefits from their enterprises. All of the respondents agreed that the Podupu Laxmi Ikya Sangam programme has flourished their entrepreneurial behaviour, like making them initiative, knowledgeable,

diligent, industrious and nurtured their cooperative behaviour.

The obtained result is in conformity with the findings of Chidananda<sup>1</sup> and Kiran *et al*<sup>4</sup>.

The results of entrepreneurial behaviour components of rural women of Podupu Laxmi Ikya Sangam were presented in Table 2.

### Decision making ability

It is clear from table 2 that (59.16%) of the respondents had medium level of decision making ability followed by high (21.68%) and low (19.16%) categories. This trend might be due to the fact that they might be having the quality of choosing the best alternative of course of action. In majority of cases they might not be frightened for failures rather than desperately anticipated for accomplishment of their ambition. Group decision have been found to be better than those that would be reached by the average individual. In terms of accuracy, group decisions were more accurate.

The obtained result is in conformity with the findings of Obaiah<sup>6</sup>.

### Innovativeness

It is evident from table 2 that (69.16%) of the respondents had medium level of innovativeness followed by low (18.34%) and high (12.50%) levels of innovativeness respectively. The possible reason for the above trend might be that the members avoided making a change, since they were not prepared to take any risk and they did not made effort to introduce new products in the market because of their low educational and economic status. The result is similar to the findings of Naidu<sup>5</sup>.

### Managerial assistance

Table 2 indicated that (35.84%) of the respondents had high level of managerial assistance followed by low (32.50%) and medium (31.66%) levels of managerial assistance respectively. The possible reason for the above trend might be that in order to run enterprise unit, enterprise owners need assistance in many endeavours, including getting loan and subsidy, availing infrastructure facilities and help in marketing the farm produce. The result is similar to the findings of Hema<sup>2</sup>.

**Achievement motivation** Majority (78.30%) of the respondents had medium level of achievement motivation followed by low (20.83%) and high (0.87%) levels of achievement motivation respectively. The possible reason for the above trend might be that the competition made members work harder for getting sustainable profit in order to lead a comfortable life and they took up those enterprises which could bring good profit and regular demand. The result is similar to the findings of Shashivashisth<sup>7</sup>.

### Coordination ability

It could be observed that (71.66%) of the respondents had medium level of coordination ability followed by low (19.16%) and high (9.18%) levels coordination ability respectively. The possible reason for the above trend might be that they prepare plan of work, estimate capital to be required to purchase raw materials, maintenance of enterprise well in advance. They develop a good network with other persons or agencies or organizations for purchasing input and selling outputs in wholesale. The result is similar to the findings of Jayasreedatta<sup>3</sup>.

**Table 2: Entrepreneurial behaviour components of rural women of PLIS**

| S.No. | Entrepreneurial behaviour components                       | Category | Respondents |            |
|-------|--|----------|-------------|------------|
|       |  |          | Frequency   | Percentage |
| 1     | <b>Decision making ability</b><br>Mean=8.94<br>SD=3.48     | Low      | 23          | 19.16      |
|       |  | Medium   | 71          | 59.16      |
|       |  | High     | 26          | 21.68      |
| 2     | <b>Innovativeness</b><br>Mean=29.80<br>SD=10.43            | Low      | 22          | 18.34      |
|       |  | Medium   | 83          | 69.16      |
|       |  | High     | 15          | 12.50      |
| 3     | <b>Managerial assistance</b><br>Mean=6.00<br>SD=2.94       | Low      | 39          | 32.50      |
|       |  | Medium   | 38          | 31.66      |
|       |  | High     | 43          | 35.84      |
| 4     | <b>Achievement motivation</b><br>Mean=22.36<br>SD=6.86     | Low      | 25          | 20.83      |
|       |  | Medium   | 94          | 78.30      |
|       |  | High     | 1           | 0.87       |
| 5     | <b>Coordination ability</b><br>Mean=5.64<br>SD=2.18        | Low      | 23          | 19.16      |
|       |  | Medium   | 86          | 71.66      |
|       |  | High     | 11          | 9.18       |
| 6     | <b>Risk taking ability</b><br>Mean=2.71<br>SD=1.43         | Low      | 32          | 26.66      |
|       |  | Medium   | 88          | 73.34      |
|       |  | High     | 0           | 0          |
| 7     | <b>Information seeking</b><br>Mean=10.58<br>SD=3.86        | Low      | 23          | 19.16      |
|       |  | Medium   | 96          | 80.00      |
|       |  | High     | 1           | 0.84       |
| 8     | <b>Cosmopoliteness</b><br>Mean=1.6<br>SD=0.99              | Low      | 25          | 20.83      |
|       |  | Medium   | 75          | 62.50      |
|       |  | High     | 20          | 16.67      |
| 9     | <b>Leadership ability</b><br>Mean=6.16<br>SD=2.31          | Low      | 24          | 20.00      |
|       |  | Medium   | 83          | 69.16      |
|       |  | High     | 13          | 10.84      |
| 10    | <b>Knowledge of the enterprise</b><br>Mean=3.25<br>SD=1.47 | Low      | 25          | 20.83      |
|       |  | Medium   | 72          | 60.00      |
|       |  | High     | 23          | 19.17      |

### Risk taking ability

A perusal of data from table 2 revealed that (73.34%) of the respondents had medium level of risk taking ability followed by low (26.66%) level of risk taking ability respectively. The possible reason for the above trend might be that the members had low socio economic profile they thought that risk taking would lead to low economic gain and did not take risk to introduce a transformation or change unless others tried and used them. The result is similar to the findings of Shashivashisth<sup>7</sup>.

### Information seeking behaviour

Majority (80.00%) of the respondents had medium level of information seeking behaviour followed by low (19.16%) and high (0.84%) levels of information seeking behaviour respectively. The possible reason for the above trend might be that due to their low literacy level, inaccessibility to newspapers, magazines, television, etc in the rural areas and low paying capacity of the rural people made them unable to have a better contact with information channels. The result is similar to the findings of Subodhkumar<sup>8</sup>.

### Cosmopoliteness

The data furnished in table 2 indicated that (62.50%) of the respondents had medium level of cosmopoliteness followed by low (20.83%) and high (16.67%) levels of cosmopoliteness respectively. The possible reason for the above trend might be that they always keep contact with agencies of their own village or SHGs for selling their products. Through those organizations they sell their products, so they need not go much outside of their village or town. But they participate in training, exhibition, trade fair, etc. The result is similar to the findings of Jayasreedatta<sup>3</sup>.

### Leadership ability

It is evident from Table 2 that (69.16%) of the respondents had medium level of leadership ability followed by low (20.00%) and high (10.84%) levels of leadership ability respectively. The possible reason for the above trend might be that they can influence, help, guide and support the members in solving their problems the group leaders usually play a

major role in identifying the members and forming the group and play important role in keeping all the members together for its smooth functioning and all groups need a formal leader who can play an important role in the group's success in terms of achieving high group satisfaction and participatory leadership to be more effective than autocratic style. The result is similar to the findings of Subodhkumar<sup>8</sup>.

### Knowledge of the enterprise

It could be inferred from the table 2 that (60.00%) of the respondents had medium level of knowledge of the enterprise followed by low (20.83%) and high (19.17%) levels of knowledge of the enterprise respectively. The possible reason for the above trend might be that higher the knowledge of related tasks and enterprise leads to higher adoption, which in turn results into higher employment and income generation through enterprises.

## CONCLUSION

The possible reason for the above result might be that majority of the women were middle aged with matured minds. They had medium extension contact, mass media exposure, training received, making them aware of the benefits involved. Moreover, majority of the respondents were of medium income group enthusiastic in improving their standard of living and taking up new enterprises. However, there is a need to improve the market facilities and education level of women so that they can be more justified in their decisions regarding their activities and get more benefits from their enterprises. All of the respondents agreed that the Podupu Laxmi Ikya Sangam programme has flourished their entrepreneurial behavior, like making them initiative, knowledgeable, diligent, industrious and nurtured their cooperative behaviour.

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