



ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARM WOMEN IN JASRA BLOCK OF PRAYAGRAJ DISTRICT, U.P

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ABSTRACT

The empowerment of women is fundamental for the progress of the country. Women play an important role in the socio-economic development of the country. In India their dual role constitutes of producers of goods and services as well as their domestic chores, wives and mothers--yet their contribution to economic development has been neglected. The present study aims to analyse the entrepreneurial behaviour of dairy farm women. The study was conducted in Prayagraj district of Uttar Pradesh which was selected purposively based on maximum area covered under dairy entrepreneurs. A total number of 120 respondents were selected randomly from ten villages under Jasra block because of the maximum area covered under dairy entrepreneurs. The data were collected by personnel interview method by using pre structured interview schedule and descriptive research design was used for this study. The findings of the study revealed that 51.67 per cent of the women respondents belong to middle age group, most of the respondents 35.00 per cent are up to middle school education status. 48.33 per cent of the respondents are doing dairy as their occupation. Majority of the respondents 60.00 per cent had annual income of ten thousand one rupee to fifty thousand rupees in which 49.17 per cent had land holding of 1- 2 hectare. The findings also revealed that majority 62.50 per cent of the respondents has medium level of entrepreneurial behaviour.

KEYWORDS: Entrepreneurial Behaviour, Dairy, Farm Women

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