

ENTREPRENEURIAL BEHAVIOUR OF RURAL WOMEN IN AGRICULTURE OF DARBHANGA DISTRICT IN BIHAR

Aradhana¹ & Jahanara²

¹Research Scholar, Department of Agriculture Extension & Communication, SHUATS, Prayagraj, India

²Professor, Department of Agriculture Extension & Communication, SHUATS, Prayagraj, India

ABSTRACT

The Study was conducted entrepreneurial behaviour of rural women involved in Agriculture in Dharbhanga district of Bihar. Total no of 120 respondents were selected randomly, because most number of women were found to be maximum data the data were collected by personal interview method by using pre structure interview schedule and letter appropriate statistical analysis was done to find out the meaningful results. The finding of study related that 65 percent of the respondents belongs to medium level aged group. 28.33 percent respondents having high school education and majority of the respondents (62.50 percent) have doing business as their occupation and majority of the respondents found one to two hectare of land and majority of the respondents 55.83 percent respondents were having medium level of income. The finding also revealed that majority 52.50 percent of respondents were having medium level of entrepreneurial behaviour.

KEYWORDS: Agriculture Activities, Entrepreneurial Behaviour of Rural Women

Article History

Received: 09 Jun 2022 | Revised: 10 Jun 2022 | Accepted: 14 Jun 2022

INTRODUCTION

Across the world, the main deterrent to women entrepreneurship is the lack of confidence and skills and difficulty in accessing entrepreneurial knowledge. But now with proper education and awareness women have shifted from household, rural traditional industries to non-traditional higher level of activities. Many women prefer to get into salaried jobs/preferring the steady working hours, income and perks like health insurance and paid leaves. Most women entrepreneurs through that this is not true, they cite flexible working hours and being in control of their schedules as a key reason for becoming entrepreneurs. Female entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market creating a sizeable employment for others, and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated the potential, the fact remains that they are capable of contributing much more than what they already are.

Now women joining the entrepreneur business are creating job opportunities for themselves as well as other women candidates too. Putting their household activities abilities into spotlight they are providing our society and community different solutions like management, organization and solutions to business problems as well as the exploitation of entrepreneurial opportunities. Women's direct or indirect vital role in home making or child caring is often neglected as that's considered as their job in major parts of our country. They are often neglected in giving the praise that they deserve for the undivided job they do for their families. Even the rural women were not properly guided to develop

their skills and to enable them to make them more effective and productive. They lack adequate knowledge and skills on the latest technologies of farm related operations.

In most countries, regions and sectors, the majority of business owner managers are male (from 65% to 75%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. In addition, rates of self employment among women are increasing in several EU countries. Although there are no official statistics relating businesses to the gender of their owner manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship According to the Women's Financial Network, women start businesses at two times the rate of men. While women are starting the businesses than Men, they find it harder at the outset to grow their businesses and access venture capital Women entrepreneur constitute 10% of the number of entrepreneurs in our country. But the times are changing and soon India and the whole world will see more number of female entrepreneurs.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in Darbhanga district of Bihar. Out of 18 blocks in Darbhanga district, Sadar block is selected purposively based on maximum area covered under entrepreneurial behaviour of rural women. From the selected block, four villages were selected purposively based on the maximum area covered under entrepreneurial behaviour of rural women.

Objectives of the Study

- To ascertain the socio-economic profile of the respondents.
- To analyse entrepreneurial behaviour of rural women in agriculture.

RESULTS AND DISCUSSION

Table 1: Socio-Economic Profile of the Respondents

Sl. No	Independent Variables	Category	Frequency	Percentage
1.	Age	Young (Upto 35 years)	30	25.00
		Middle(36-55 years)	78	65.00
		Old (above 55 years)	12	10.00
2.	Education	Literate	17	14.17
		Primary Education	21	17.50
		High Education	32	26.67
		Intermediate	34	28.33
		Graduate & above	16	13.33
3	Occupation	Business	75	62.50
		Business + Agriculture	25	20.83
		Business + services	20	16.67
4	Land holding	Up to 2 hectares	73	60.83
		2 – 4 hectares	27	22.50
		> 4 hectares	20	16.67
5	Type of house	Mud house	9	7.50
		Semi – cemented	53	44.17
		Cemented	58	48.33
6	Annual income	<Rs. 1,00,000	36	30.00
		Rs. 1,00,001 - Rs.2,00,000	67	55.83
		>Rs. 2,00,000	17	14.16

Table 1 Contd.,

7	Family size	Small (3-4)	54	45.00
		Medium (5-7)	45	37.50
		Large (> 7)	21	17.50
8	Mass media exposure	Low(10-13)	28	23.33
		Medium(14-16)	72	60.00
		High(17-19)	20	16.67
9	Social participation	Low (9-12)	56	46.67
		Medium(13-15)	45	37.50
		High(16-18)	19	15.83
10	Extension contact	Low (9-12)	32	26.67
		Medium(13-15)	48	40.00
		High(16-18)	40	33.33

From the table – 1, it shows that 65.00 per cent of the respondents belongs to the middle age group. In the survey we find that the 28.33 per cent of the respondents has intermediate of their education status. Find out that 62.50 per cent of the respondents has business as their occupation. In terms of annual income 55.83 per cent of the respondents has medium level of income in which 60.83 per cent of the respondents has up to 2 hectares of land holding. Therefore 48.33 per cent of the respondents has cemented house and 45.00 per cent of the respondents has small family size. It is also evident that 60.00 per cent of the respondents has medium level of mass media exposure. It is seen that term of social participation 46.67 per cent of the respondents belongs to medium level. Finally 40.00 per cent of the respondents has medium level of extension agent contact. Similar finding is also reported by (Sharma and Badodiya, 2016)

Table 2: Overall knowledge Level of the Respondents Regarding Entrepreneurial Behaviour of Rural Women

(N=120)

S. No.	Over-All Knowledge Level	Frequency	Percentage
1	Low	27	22.50
2	Medium	63	52.50
3	High	30	25.00
	Total	120	100.00

From table 4.2.2, it can be seen that the respondents 22.50 per cent had low level of knowledge regarding the entrepreneurial behaviour of rural women, followed by medium (52.50%), and 25.00 per cent of the respondents have high level of knowledge. These findings were found similar to the findings in Harisha *et.al.*, Kumar and Ray *et.al.*,

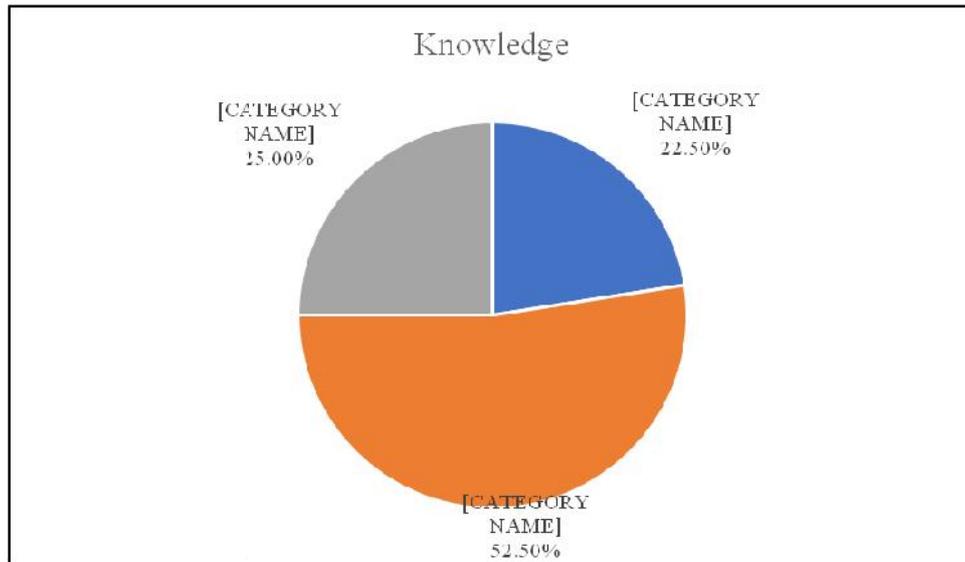


Figure1: Overall knowledge Level of Respondents Regarding Entrepreneurial Behaviour of Rural Women.

Table 3: To Assess the Relationship between Selected Independent Variables with dependent Variables i.e. Knowledge Level of the Respondents

Sl. No.	Variables	Correlation Coefficient ®
1	Age	0.942*
2	Education	0.624*
3	Occupation	-0.493*
4	Land holding	-0.459*
5	Type of House	0.484*
6	Annual income	0.895*
7	Family size	0.180*
8	Mass media exposure	0.976*
9	Social participation	0.154*
10	Extension contact	0.901*

*=Correlation is significant at the 0.01% level of probability

From above the table- 3 analyzed that the variables namely Age, education, family size, Annual income, land holding, Social participation, Mass media exposure and extension contact were positively and significantly correlated with knowledge at 0.01% of probability. whereas occupation and land holding was negatively and significantly correlated with knowledge at 0.05% of probability. Therefore, the null hypothesis was accepted for these variables.

CONCLUSION

It is concluded that the age of the majority respondents was at middle age group and their annual income is also medium. The low level of respondents were showing interest in social participation. The overall knowledge of entrepreneurial behaviour of the respondents are found under medium level. The independent variables of the respondents are age, education, family size, annual income, farming experience, mass media exposure, social participation and extension contact were positively significant correlated with the knowledge of entrepreneurial behaviour at 0.01% of probability. The independent variables of the respondents are occupation, land holding were negatively significantly correlated with 0.05% of probability. The study inferred that the majority of the rural women were expressed major constraints such as Poor knowledge on financial management, Non – availability of skilled labour, Inadequate working capital. It is suggested that the government should support rural women in the form of loans, subsidies, providing minimum knowledge about new technologies etc.

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