

## Entrepreneurial behavior among Trainee Rural Girls in Madhya Pradesh

Chandrajiit Singh<sup>1</sup>, Kinjulck C. Singh<sup>2</sup>, Manohar Saryam<sup>3</sup>, Ajay Kumar Pandey<sup>4</sup> and Manju Shukla<sup>5</sup>

1.,2.,4.,5. Krishi Vigyan Kendra, Rewa, JNKVV and 3. Faculty of Agriculture, RNTU, Bhopal

1.,2. Scientist, 3. Assistant Professor, 4. Senior Scientist and Head 5. Observer

Corresponding author's email: [chandar30@gmail.com](mailto:chandar30@gmail.com)

### ABSTRACT

*This study was conducted during 2018-2020 in the Rewa district of Madhya Pradesh to find the level of entrepreneurial behaviour of trainee rural girls. A sample of 110 respondents from 3 different batches was selected for present study. The nine components of behaviour were undertaken to evaluate the status of entrepreneurial behaviour such as, innovativeness, achievement motivation, decision-making ability, risk-orientation, information-seeking behaviour, Cosmo politeness, self-confidence, economic motivation and management orientation. The results revealed that majority of the respondents possessed high level (61.81 %) followed by medium (24.54 %) and low entrepreneurial behaviour (13.65 %). Therefore, to promote women entrepreneurship and improve their socio-economic condition adequate institutional and financial support should be given by the Government and other institutions including family and friends.*

*Keywords: Entrepreneurial Skill, Entrepreneurial behaviour, Vocational Training, components of Entrepreneurial behaviour etc.*

### INTRODUCTION

Vocational trainings are considered to be effective tool to engage rural youth in primary and secondary agriculture. In order to fulfill mandates of KVK vocational trainings of more than one week are organized on the basis of observations of participatory rural appraisal, HH survey and other methods. These trainings helped to develop entrepreneurial and leadership characters amongst rural youth. Generally, the entrepreneur is considered as a person who initiates, organizes the activities, manages and controls the affairs of business unit combining the factors of production to supply goods and services. Entrepreneurship as a form of human behaviour, is indispensable for the growth and development of any society.

Data provided by the National Sample Survey (NSS) indicates unemployment in the rural areas has increased from 7.2 per cent in the rural areas in 2000 has increased to 8.1 per cent in 2010. The unemployment rate among youth between 15 and 29 years has risen sharply since 2011-12. Among rural males and females, the unemployment rate is almost three times since 2011-12. Present status of employment has worsened due to many factors

including pandemic effect. Not only in India but every developing country hit by Tsunami of pandemic. So are the rural and urban economies. Rural economy maintains its pace due to Agriculture and allied vocations. Rural girls are an important contributor of rural economy but limited to physical labour and passive roles. Decision making in general is considered to be a patriarchal trait. Understanding of entrepreneur behaviour is essential to improve the quality of extension services offered by the institutional and non institutional agencies in the favor of rural economy in general and women force in particular. This study was conducted to study the entrepreneurial behaviour of selected rural trainees.

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 notice-able 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. Favourable entrepreneurial atmosphere enable rural youth to exhibit their potential and 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.

While providing the ground for growth and development, entrepreneurship can eliminate widespread problems such as poverty and unemployment. Entrepreneurship is the only solution to the growing employment among rural youth. In addition, it helps to generate jobs for some people within their social system. Entrepreneurship is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their farm, home, and livestock-centered tasks (Sidhu and Kaur 2006).

In a developing country like India, the growth of women entrepreneurship was very crucial as half of the population being women. It was concerned for not only economic but also for the social upliftment of the country, women empowerment. India secured 70<sup>th</sup> rank out of 77 countries in the Female Entrepreneurship Index, a report by Global Entrepreneurship and Development Institute (Garg and Agarwal, 2017). This report revealed that, in India there exists unfriendly environment for women entrepreneurship development and growth. Despite the unfavorable situation, women entrepreneurs were succeeding in their sector. Hence there was a need to study the entrepreneurial behavior of women entrepreneurs, to understand their entrepreneurial traits. Studies about women entrepreneurship in different sectors and aspects were present. Nevertheless, there was a lack of findings regarding entrepreneurial behavior of women agripreneur and their determinants.

These eight days training on preservation and processing of fruits and vegetables were organized by Krishi Vigyan Kendra, Rewa to serve the purpose from 2018-2020. Commercial buying, processing and preservation by natural and artificial preservatives, drying and dehydration technique, aseptic packaging, labeling, obtaining license, project preparation and securing loan from bank along with marketing strategies were the major topics which were covered during the training.

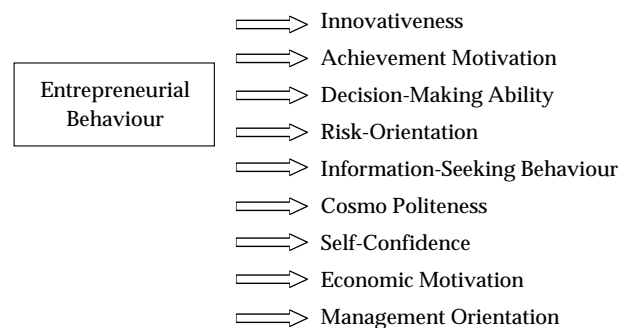
Processing of locally available fruits like amla, guava, papaya, potato, lemon, white pumpkin etc. was done.

### Framework for the Study

Factors were operationalized on the basis of the previous studies (Subramanyeswari and Reddy, 2003). The variables were constructed on the basis of the literature and the expert opinion. Apart from the experts' consultation, a study of relevant literature in the field of agricultural production and agricultural extension, discussion with the officials of Farmers welfare and Agricultural Development Department of Madhya Pradesh in Rewa district has directed us with 8 components which are normally considered as components in entrepreneurial behavior such as, innovativeness, achievement motivation, decision-making ability, risk-orientation, information-seeking behaviour, Cosmo politeness, self-confidence, economic motivation and management orientation. This study was conducted keeping the following objectives in view-

1. To know the entrepreneurial behavior of trainee rural girls
2. To find out the relationship between entrepreneurial behavior of trainee girls with their socio-economic characteristics
3. To find out constraints perceived by trainees in Entrepreneurship Development.

Figure 1: Model of Entrepreneurial Behaviour of Rural Girls Trainees



## RESEARCH METHODOLOGY

The present study was conducted in the Rewa District of Madhya Pradesh. Krishi Vigyan Kendra, Rewa is working in this district since 2004. Out of nine blocks of Rewa district, Rewa block was purposively selected. Rural Girls from adopted Villages of KVK, Rewa and students of Home Science Department, Girls Degree College Rewa were selected purposively. After completion of eight days vocational training, these girls were interviewed to study their entrepreneurial behaviour. The entrepreneurial behaviour of rural girls was measured in terms of nine dimensions namely, innovativeness, achievement motivation, decision-making ability, risk-orientation, information-seeking behaviour, cosmopolitanness, self-confidence, economic motivation and management orientation. The scale developed by

Chaudhari *et al.* (2007) was used to measure first seven dimensions and Supe and Singh (1969) for last two dimensions.

The primary data was collected from rural girl's trainees with the help of pre-tested interview schedule. The collected data was analyzed through the suitable statistical methods like Frequency, percentage, mean and ranking. Caste, family size, annual income of the family, extent of awareness regarding cottage industry, contact with development agencies, Source of information, training received and mass media used were considered as independent variable of the study. Appropriate statistical tools were used to analyze the data to draw findings from the study.

## RESULTS AND DISCUSSION

*Table 1*  
*Distribution of respondents according to their overall entrepreneurial behaviour* (n = 110)

Sl.No.	Category	Frequency	Per cent
1	Low entrepreneurial behaviour	15	13.65
2	Medium entrepreneurial behaviour	27	24.54
3	High entrepreneurial behaviour	68	61.81
Total		110	100

The data presented in Table 1 showed that most of the trainee rural girls (61.81%) had high level, followed by medium (24.54%) and low level (13.65%) of entrepreneurial behavior. Rural women had high innovativeness, innovativeness, achievement motivation, decision-making ability, risk-orientation, information-seeking behavior,

Cosmopolitanness, self-confidence, economic motivation and management orientation. But in study of Sowmya (2009) it was found that with respect to entrepreneurial behavior, majority of the women respondents belonged to medium entrepreneurial behavior category.

### Components of Entrepreneurial Behaviour

*Table 2*  
*Distribution of respondents on components of entrepreneurial behaviour of respondents* (n = 110)

Sl.No.	Variables	Categories	Frequency	Per cent
1	Innovativeness	Low	17	15.45
		Medium	22	20.00
		High	71	64.55
2	Achievement Motivation	Low	18	16.36
		Medium	29	26.36
		High	63	57.28
3	Decision Making Ability	Low	22	20.00
		Medium	14	12.73
		High	74	67.27

4	Risk Orientation	Low	14	12.73
		Medium	37	33.63
		High	59	53.64
5	Information Seeking Behaviour	Low	17	15.45
		Medium	16	14.54
		High	77	70.00
6	Cosmopolitaness	Low	08	07.27
		Medium	19	17.27
		High	83	75.45
7	Self Confidence	Low	11	10.00
		Medium	40	36.37
		High	59	53.63
8	Economic Motivation	Low	09	08.18
		Medium	38	34.54
		High	63	57.28
9	Management Orientation	Low	19	17.27
		Medium	28	25.45
		High	63	57.28

Data in Table 2 presents following nine components of entrepreneurial behaviour of the respondents.

#### 1. Innovativeness

Innovativeness is described in the Merriam-Webster dictionary as “the skill and imagination to create new things”. It is the degree to which an individual perceives himself to act in a manner so as to extend his venture in to new areas, product or service. Majority of respondents had high level of innovativeness (64.55%), followed by respondents belonged to medium (20.00%) while remaining 15.45 per cent respondents belonged to low innovativeness category. The possible reasons might be due to their exposure to social media and all girls are from Home Science Department and college students also. This results are in accordance with the findings of Mappigau and Hastan (2012).

#### 2. Achievement motivation

Achievement motivation is the urge to improve one self and excels in relation to a goal. It is evident from Table 2 that respondents (57.28%) had high achievement motivation followed by respondents who belonged to medium (26.36%) and low category of achievement motivation (16.36%). More than respondents (50%) high achievement motivation as most of them want to be better and

successful women entrepreneur than others and also like to earn more profit from agriculture and their allied sectors. These results are in sync with the findings Mappigau and Hastan (2012).

#### 3. Decision-making ability

Decision-making ability denotes one's proficiency in choosing between two or more alternatives. It represents that 67.27 per cent respondents had high decision making ability followed by 20.00 per cent respondents who had low and medium (12.73%) decision making ability. This finding is different with the results reported by Vijaykumar (2001) and Bhagyalaxmi *et al.* (2003).

#### 4. Risk-orientation

Risk orientation is defined as the expression of a preference for a risky versus certain outcome and depends upon the probabilistic framing of gains and losses as well as an individual's status-quo position relative to expected gains and losses (Kahneman and Tversky, 1979). It is evident from table 2 that majority of respondents (53.64%) were having high risk orientation followed by medium (33.63%) and low (12.73%) risk orientation. They always try to adopt new innovative ideas and make new products and they do not have fear of losses of their agricultural products as their products have always more market demand.

### 5. Information-seeking behaviour

Information-seeking behavior is the act of actively seeking information in order to answer a specific query. Majority of respondents (70.00%) had high whereas (15.46%) had medium followed by 14.54 per cent respondents with low level of information seeking behavior. They have regular contact with grassroots level officers, SHG, TV, Newspaper, magazines, different organization like State Agricultural University, Krishi Vigyan Kendra and other financial institutions etc.

### 6. Cosmopolitaness

Cosmopolitaness or the extent to which one possesses cosmopolitan traits, is a characteristic long associated with innovation. It was found that respondents (75.45%) had high level of cosmopolitaness followed by medium (17.27%) and low (7.27%) level of cosmopolitaness. 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 and Farmer fair etc.

### 7. Self-confidence

It is the degree to which an individual

expresses confidence in his own ability to complete a task or meet a challenge. It is evident from Table 2 that 53.63 per cent of respondents had high followed by medium (36.37%) and low (10.00%) self-confidence. The respondents were not enough confident about their abilities to improve their dairy enterprise and were not so much success for running dairy enterprise. However, these findings are not in line with the findings of Wankhade and Brinkman, (2011) where he found medium level of self confidence among more than half of the respondents.

### 8. Economic motivation

It refers to occupational success in terms of profit maximization and their relative value an individual place on economic ends. It could be inferred from the Table 2 that majority respondents (57.28%) had high, whereas 34.54 per cent respondents had medium, followed by 8.18 per cent who had low economic motivation.

### 9. Management orientation

It could be inferred from the Table 2 that more than half of respondents (57.28%) had high, whereas 25.45 per cent had medium followed by 17.27 per cent respondents had low management orientation.

*Table 3*  
*Association between Profile of Rural Girls with their Entrepreneurial Behaviour*

Sl. No.	Variables	X <sup>2</sup> value
1	Caste	4.82 <sup>NS</sup>
2	Family Size	9.17*
3	Size of Land Holdings	11.36*
4	Annual Income of The Family	12.71*
5	Source of Information	16.82*
6	Contact With Development Agencies	2.45 <sup>NS</sup>
7	Extent of Awareness Regarding Cottage Industry	7.39*
8	Training Received	9.27*
9	Mass Media Used	11.44*

\* = Significant at 0.05 probability level

NS = Non-significant

Table 3 depicts the  $X^2$  value indicating the relationship between profile of the respondents with Entrepreneurial behavior. The characteristics namely, family size, size of land holding, Annual Income of the Family, Source of Information, Contact with Development Agencies, Training Received and exposure to mass media had significant relationship with their entrepreneurial behavior. The result also depicts that caste and

contact with development agencies are not significantly associated with Entrepreneurial behaviour of trainee rural girls. The results on size of land holding and mass media exposure are in sync with findings of Jaiswal *et al.* (2020). However, finding of caste variable was found different from the findings of the same. Whereas trainings received was found similar to findings of Tamilselvi and Vasanthakumar (2008).

Table 4  
Constraints perceived by trainees in Entrepreneurship Development

Sl.No.	Constraints	Frequency	Rank
1	Lack of Finance	81	I
2	Lack of Skill	62	VII
3	Gender Restrictions in the family	80	II
4	Lack of trust among family members	69	V
5	Fear of Failure	45	IX
6	Pressure of marriage	79	III
7	Problem of commutation	77	IV
8	Lack of market awareness	65	VI
9	Household Responsibilities after marriage	53	VIII

Data in Table 4 presents Constraints perceived by trainee rural girls in Entrepreneurship development. Among all constraints Lack of finance ranked first followed by Gender Restrictions (Rank II) in the family and Pressure of marriage (Rank III). Other constraints include problem of commutation from village to city or town (Rank IV) followed by Lack of trust among family members (Rank V) and Lack of market awareness (Rank VI). Many girls perceived, Lack of Skill (Rank VII), Household Responsibilities after marriage (Rank VIII) and fear of failure (Rank IX) as their constraints. Some of constraints are in sync with findings of Jaiswal and Patel (2012). Repeated exposure to working environment, effective trainings and motivation may help to reduce many constraints however social constraints will certainly require a fairly long time to fade off.

#### CONCLUSION

Out of 110 participants, majority (61.81%)

showed high entrepreneurial behavior followed by medium entrepreneurial behavior and low entrepreneurial behavior after completion of training. It may be concluded that irrespective of their rural background entrepreneurial behavior of trainee girls was found to be surprisingly good because of their education and exposure to social media. However, those who were less interested to start a vocation on their own expressed that they have learned fairly good tips for home management and skill for preservation. Majority i.e. 81.00 per cent respondents stated that their decisions regarding vocation and credit arrangement are largely dependent on elders of their family. To promote rural girls' entrepreneurship Government should take initiative through providing financial assistance, impart various vocational training programmes, marketing support etc. to make their more involvement in development, improving participation and their socio-economic conditions.

Paper received on 18.11.21

Accepted on 24.11.21

## REFERENCES

- Bhagyalaxmi K., V. Gopalakrishna Rao and M. Sudarshanreddy, 2003. Profile of the rural women micro-entrepreneurs. *J. of Research* 31(4): 51-4.
- Chaudhari R. R., L.V. Hirevenkanagoudar, S. N. Hanchinal, A. N. Mokashi, P. A. Katharki and B. Banakar, 2007. A scale for measurement of entrepreneurial behaviour of dairy farmers. *Karnataka J Agric. Sci.*; 20 (4): 792-796.
- Garg Sonu and Agarwal, Parul, 2017. Problems and Prospects of Woman Entrepreneurship – A Review of Literature. *J. of Business and Management*, (19)(1):55-60. <https://www.downtoearth.org.in/news/economy/it-is-official-unemployment-rate-in-rural-urban-india-highest-in-47-years-64902> <https://www.mapsofindia.com/my-india/government/rural-employment-in-india>
- Jaiswal Aparna and M. M. Patel, 2012. Entrepreneurial Behavior of Rural Women: *Indian Res. J. Ext. Edu.* 12 (1),:55-59
- Jaiswal Vishal Singh, C. Kinjulck, Kurmi Jyoti and Singh Shivpal, 2020. Entrepreneurial behavior of vegetable growers at Gangeo block of Rewa District (M.P.)JPP; 9(3): 1688-1690
- Kahneman D. and A. Tversky, 1979. On the interpretation of intuitive probability: A reply to Jonathan Cohen. *Cognition*, 7(4), 409-411. [https://doi.org/10.1016/0010-0277\(79\)90024-6](https://doi.org/10.1016/0010-0277(79)90024-6)
- Mappigau P. and Hastan, 2012. Core competence and sustainable competitive advantage of small silk weaving industries (SIs) in Wajo district, South Sulawesi. *Procedia Economics and Finance*, 4, 160- 167.
- Sidhu Kiranjot, and Sukhjeet Kaur, 2006. "Development of Entrepreneurship among Rural Women." *J. of Social Sciences* 13 (2): 147-149. doi:10.1080/09718923.2006.11892543.
- Sowmya T.M., 2009. A study on Entrepreneurial Behavior of Rural Women in Mandya District of Karnataka, *M.Sc. (Agri.) Thesis (Unpub.)*, University of Agricultural Sciences, GKVK, Bangalore.
- Subramanyeswari and Veeraraghava Reddy, 2003. Entrepreneurial Behavior of rural dairy women. *Madras Agri. J.*30(1-3): 173-175. <https://sites.google.com/site/majmasu/90-1-3/90-1-3-173-175.pdf>.
- Supre S. V. and S. N. Singh, 1969. Dynamics of Rational Behavior of Indian Farmers. New Heights Publishers and Distributors, New Delhi
- Wankhade P. and J. Brinkman, 2011. Dilemmas of ambulance professionals in attending an emergency in eight minutes: the ethics of target setting. In *From Critique to Action: The Practical Ethics of the Organizational World*, Edited by: Weir, D. and Sultan, N. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Tamilselvi G. and J. Vasanthakumar, 2008. Entrepreneurship Development among Rural Women. *Int. J. Ext. Educ.* IV: 79-84. [www.inseeworld.com](http://www.inseeworld.com) ABSTRACTS 2005-2019.
- Vijaykumar K., 2001. Entrepreneurship behavior of floriculture farmers in Ranga Reddy district of Andhra Pradesh. *M.Sc. (Agri.) Thesis (Unpub.)* Acharya N.G. Ranga Agriculture University, Hyderabad 2001.

.....