

**ENTREPRENEURIAL BEHAVIOUR OF RURAL WOMEN  
IN THIRUVANANTHAPURAM DISTRICT**

**BY**

**JAYALEKSHMI G.**

**THESIS**

submitted in partial fulfilment of the requirement  
for the degree

**MASTER OF SCIENCE IN AGRICULTURE**

Faculty of Agriculture

Kerala Agricultural University

Department of Agricultural Extension

**COLLEGE OF AGRICULTURE**

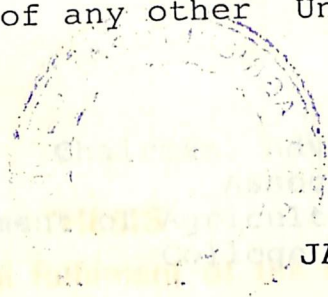
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IN THIRUVANANTHAPURAM DISTRICT  
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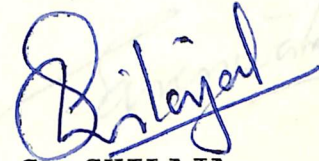
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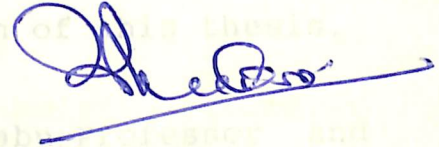
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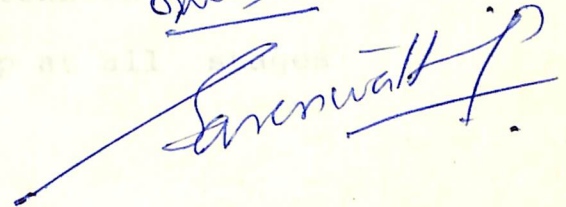
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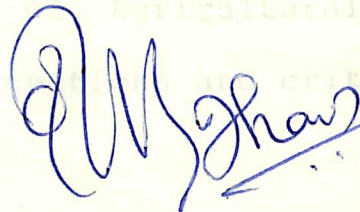
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# ***INTRODUCTION***



## CHAPTER I

### INTRODUCTION

"The new industrial organisation made women an integral part of the new economic order and an important part of its manpower resource".

Klein (1982)

Women occupy an important place in the evolution of human society. Being always looked down with regard to the position enjoyed by men in society there had always been a point of doubt on the nature of the real status that women enjoyed in the society.

Gustar Geigor the Swedish sociologist wrote that the position of women in society provides an exact measure of the development of society. In India, as in any other country, the problems a woman faces have specific colouring depending on the socio economic milieu in which she has been nurtured and moulded. Her problems are influenced by various social considerations. Further more, she and her life necessarily determine the welfare of the home, family and society.

Jawaharlal Nehru said "To awaken the people it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves.

Twentieth century witnessed the entry of women into professions due to expansion of educational facilities for them. A large number of women were able to engage in gainful employment. Though participation of women in the economic activities was confined to a very few occupations and to a very small section of female population, it was a great breakthrough as traditional Indian society was very much rigid about the extension of women's activities outside home. Many factors of change such as industrialization, urbanisation, higher education and new value system have greatly affected women's position.

Entrepreneurship development among women may be looked at from two angles. One is to create the environment needed for healthy and sound entrepreneurship, and the other is to organise more and more national motivational campaigns for the women entrepreneur when she takes on this challenging roles and wants to

adjust her personality needs, family and social life and economic independence. To a large majority of Indian women the highest motivation for work is indeed sheer economic necessity. Among the educated and highly" educated the strongest motivation for starting their own business is the desire for independence, satisfaction and achievement rather than economic and social compulsion. (Singh & Singh 1971).

#### Need of the study

In developing countries it is observed that unemployment and under employment are greater among women than among men. Men move out of the agricultural employment more easily than women. Moreover increasing the efficiency of agriculture has widely shown to have adverse effect on the employment of women due to realignment of tasks in the sexual division of labour. Most rural women's work remain outside the cash sector which so far has debarred their economic activities from being quantified and included in national income statistics.

Lack of entrepreneurship and training is the main cause for poor progress in the economic activities in the right lines. The need for entrepreneurship development was first felt in 1950. Efforts to promote small industries in rural areas have until now been directed towards men only. Women are equally endowed with motivation and managerial capabilities in starting and running small enterprises located in their own homes or communities. Promoting and developing such entrepreneurship among rural women will require initiative, encouragement and support from the development agencies. The results of the present study will help in evolving strategies which in turn will improve entrepreneurial abilities of rural women.

#### Scope of the study

Entrepreneurs play a key role in the economic development of a country. In our country where human resources are found to be plenty we can identify individuals in all segments of population who have the requisite entrepreneurial skills. It has been suggested that the upgrading of women's productive



activities by the provision of income generating employment outside the home may break the cycle of rural poverty. The employment of women is expected to function as a significant prong in strategies to increase productivity and alleviate poverty.

In India, several policy measures and development programmes are undertaken to improve the socioeconomic condition of rural poor, some of which are gender neutral and some are exclusively targetted to development of women. Innumerable trainings were given to rural women through various organisations under different programmes like Training of Rural Youth for Self Employment (TRYSEM), Development of Women and Children in Rural areas (DWCRA), Jawahar Rozgar Yojana(JRY), Indira Awas Yojana (IAY) etc. Even after this, majority of the trained rural women are yet to take up self employment. This shows that something is lacking in them for starting an enterprise. Therefore while training is given to rural women, training curriculum should be designed in such a way to inculcate and develop their entrepreneurial abilities. For this, it is

essential to have a fair idea about the entrepreneurial abilities of rural women. With this in view the present study was undertaken with the following specific objectives.

- 1) To assess the entrepreneurship of rural women
- 2) To study the personal and sociopsychological factors influencing entrepreneurial behaviour.
- 3) To identify the constraints experienced by the rural women while undertaking the enterprise.

#### Limitations of the study

The study was confined to Thiruvananthapuram district of Kerala State. Generalizations made based on the findings of the study may have only limited application in other areas. The present study was undertaken as a part of the requirement of post graduate programme of the researcher and only two enterprises were taken up. Further research in this line can be taken up including more enterprises that can be taken up by rural women. Therefore the concepts used in this study could

not be explored in greater depth and in comprehensive manner due to constraints of time and resources.

#### **Presentation of the study**

The study is presented in six chapters. The first chapter deals with introduction. The second chapter covers review of related studies. The methods and procedure employed in the third chapter followed by results in the fourth chapter. The findings of the study are discussed in the fifth chapter and chapter six gives a summary of the findings followed by references and appendices.

# ***THEORETICAL ORIENTATION***



## CHAPTER II

### THEORETICAL ORIENTATION

In this chapter an attempt is made to give an orientation to the concepts pertaining to the study and to link whatever research findings that exist in the area of study with the research problem. For the same, a probe into the past research study has been attempted. This helps to give a proper orientation to this study and also to locate the problem on a theoretical perspective. The literature that appeared relevant is presented under the following heads.

2.1. Concept and definition of entrepreneur and entrepreneurship.

2.2. Dimensions of entrepreneurial behaviour.

2.3. Personal and socio psychological factors influencing entrepreneurial behaviour.

2.1. Concept and definition of entrepreneur and entrepreneurship

2.1.1. Entrepreneur

The word entrepreneur appeared in the French language "Entreprendre" meaning to under

take. In France, in the sixteenth century a leader of the military expedition was termed as an entrepreneur.

Schumpeter (1934) defined entrepreneur as an innovator who works out new combinations of the factors of production and distribution. The innovations that he supposed to carry out are

- i) the introduction of new goods.
- ii) the introduction of new methods of production.
- iii) the opening of new markets.
- iv) the conquest of new sources of raw materials or half manufactured goods
- v) the carrying out of the new organisation as of any industry.

Gordon (1961) stated that the entrepreneurs were not simply innovators, they were the men with will to act, to assume risks and to bring about change through the organisation of human efforts.

McClelland (1961) described entrepreneur as one who likes to take reasonable risk, wants to know how they can turn as quickly as possible and has high degree of need for achievement motivation.

Haggen (1964) described the entrepreneur as an economic man who tries to maximise his profits by innovations. Innovations involve problem solving and he gets satisfaction from using his capabilities in attacking problems.

Joshi & Kapur (1973) described farm entrepreneur as the person who thinks, organises and operates the business and is responsible for the results, that is losses and gains from the business. He is a pioneer in organising and developing the farm.

Leeds and Stainton (1978) defined entrepreneur as a person who initiates production, takes decision, bears risk, involves and organises and co-ordinates the other factors.

Oxford English Dictionary (1987) defined an entrepreneur simply as the director or manager of a public musical institution and who gets up entertainments especially musical performance.

Patel (1987) defined entrepreneur as the person who catalyses resources, risks and manages them so as to establish a viable sustained employment generating entity.

Saimuddin (1987) defined entrepreneur as the one who detects and evaluates the new situation in his environment and directs the making of such adjustment in the economic system as he deems necessary.

Khan (1992) stated that "entrepreneurs are the man of skills, experience, dexterity, expertise and flair.

Oxford English Dictionary (1993) defined entrepreneur as "one who undertakes an enterprise especially contractor acting as intermediary between capital and labour".

Sarmah & Singh (1994) reported that entrepreneur is one who can transform raw materials into goods and services who can effectively utilize physical and financial resources for creating wealth, income and employment, who can innovate new products, standardise or upgrade existing products for creating new markets and new customers.

Desai (1995) reported that entrepreneur is one who can see possibilities in a given situation where others see none and has the patience to work out the idea into a scheme to which financial support can be provided.

2.1.2. Entrepreneurship

Agarwal (1975) explained entrepreneurship entails the ability to identify the resources, to perceive their economic potential, the ability and willingness to utilise these resources and to invest in their development deferring immediate rewards in favour of future investment.

Sharma (1975) stated that entrepreneurship refers to a set of attributes which the entrepreneurs possess and a set of activities which they perform in relation to expansion of their units.

According to Cole (1979) entrepreneurship is a purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain or organise a profit oriented business unit for the production or distribution of economic goods and services.

Watkins & Allen (1987) defined entrepreneurship qualitatively as "..... a characteristic or set of characteristics associated with persons who possess the drive, capabilities and organisational skills to obtain and manage the variety of inputs necessary to successfully undertake a venture.

Reddy (1989) stated that entrepreneurship is a mental urge to take risk in the face of uncertainties and intuition, and capacities of seeing things in a way which afterwards prove to be true.

According to Khan (1992) entrepreneurship is the basic business acumen of a successful entrepreneur.

Vijayalakshmi (1992) in her study reported that entrepreneurship is the ability to co-ordinate and organise, manage and maintain and reap the best out of even the worst situations.

Sarmah & Singh (1994) is of the opinion that entrepreneurship is essentially a function, creativity and behaviour manifestation of a person for shifting resources from areas of low productivity to higher productivity.

Sheela (1994) defined entrepreneurship is defined as the ability to discover an investment opportunity and to organise a money making enterprise contributing to real economic growth.

According to Desai (1995) entrepreneurship is the propensity of mind to take calculated risks with confidence to achieve a pre-determined business.

or industrial objective. In substance it is the risk taking ability of the individual broadly coupled with correct decision making.

In the present study entrepreneurship is defined as the ability of a rural women to take risk and management of resources towards maximise the profit with the urge to excel others.

## 2.2. Dimensions of entrepreneurial behaviour

Berna and Hazlehurst (1966) in their investigation about entrepreneurs discovered that the sociological factors such as caste, traditional occupation were less important in determining entry into entrepreneurial endeavour than economic factors such as access to capital and possession of business experience and technical knowledge.

Singh (1968) found that the successful agricultural entrepreneurs had a positive attitude towards modernisation and individual farming.

Christopher (1969) listed out the characteristics of entrepreneurs as perseverance

and hard work, risk taking ability, high aspiration, willingness to learn, dynamic and creative, adaptable, innovative, good salesmanship, ability to win friends and overcome crisis, initiative, self confidence, will power, determination to succeed, pleasing personality, composed and tactful, high integrity, responsible, excellence in work and perception of time.

Gaikwad and Tirupathi (1970) found that the socio-economic back ground and the economic factors of entrepreneurs had played important role in the process of entrepreneurship formation.

Singh (1970) reported that the business entrepreneurs were exposed to more economic opportunities than agricultural entrepreneurs.

Singh (1970) reported that the agricultural entrepreneurs had positive rating of their economic progress, liking for their present occupation preference for agriculture as a profession of their sons, if they so desired, a positive attitude towards modernization and



individual farming for the growth of agriculture in the country in contrast to the traditional and unsuccessful agricultural entrepreneurs, thus clearly indicating the role played by entrepreneurs in development activities of farmers.

Nandy (1973) in his comparative study of entrepreneurs and non - entrepreneurs from two subcultures showed that the need for achievement, power efficacy and overall modernity were positively correlated with entry into an enterprise, thus taking up an entrepreneurial role.

SIET (1974) study revealed that economic gain was the most important reason for starting an enterprise followed by ambition, social prestige and social responsibility in that order. Younger age, formal education, urban background, experience, high level of aspiration, risk taking and adoption propensity were some of the characteristics that were positively associated with the quality of entrepreneurship.

Gaikwad (1975) observed that all the entrepreneurs were persons with initiative, drive and hard work, though majority of the entrepreneurs had no technical knowledge.

Tandon (1975) stated that the entrepreneurs must possess the following important qualities. Capacity to assume risks, and possessing self confidence, technical knowledge, alertness to new opportunities, willingness to accept change and ability to initiate ability to marshal resources and ability of organisation and administration.

According to Mathai (1978) a rural entrepreneur faces the following risks namely technical risks, economic/financial risks, social risks, environmental risks. An entrepreneur would face them from time to time and situation to situation. He should be aware of them and willing to face them whenever necessary.

Rao & Mehta (1978) enlisted the psychological factors in entrepreneurship viz need for achievement, need for influencing others, sense of efficacy, risk taking, openness

to feed back and learning from experience, need for independence, hope of success, time orientation, competition and collaboration, flexible authority relationship, social consciousness and dignity of labour.

Singh (1978) enlisted a set of significant characteristics viz need for achievement, need for influence, high sense of efficacy, change proneness, degree of self perceived readiness, overall modernity and financial background.

Ramakrishnan (1979) enlisted the characteristics of entrepreneurs viz high level of aspiration, managerial competence, self - confidence, leadership qualities, risk taking ability and independence in thought and action.

Bhagat (1980) stated that unemployed rural women played a dominant role in decision making process especially on money and management of family.

Heggade (1982) stated that women's participation in economic decision making was a vital means by which their economic dependency and social inequality could be removed. Their

participation in decision making resulted in increasing the employment opportunity for women, increasing the produce and income level of the community, reducing the exploitative elements in the economic system, co-operativizing the production, marketing and distribution.

Nadkarni & Rao (1982) pointed out that the spirit of entrepreneurship could be nurtured to some extent by an appropriate pattern of education and training programme. A favourable environment in the family had contributed to the choice of entrepreneurial career.

Nandapurkar (1982) developed an objective instrument to measure the entrepreneurial behaviour of small farmers by taking ten components viz innovativeness, ability to co-ordinate farm activities, achievement motivation, decision making ability, information seeking, assistance of management services, cosmopolitaness, knowledge of farming enterprises risk taking ability and leadership ability and found that assistance of management services and achievement motivation as important factors influencing entrepreneurial behaviour of small farmers.

Sethy (1982) reported that variables like formal education, farm income, risk taking willingness, feed back, personal achievement and influence motives substantially contributed to the acquisition of knowledge of improved rice technology by the farm entrepreneurs.

Raghavacharyulu (1983) analysed the entrepreneurial behaviour of small farmers differed significantly with age and caste groups. Small farmers who had high formal education, high social participation, more farming experience, comparatively big farm size, high cropping intensity and high income had high entrepreneurial behaviour. Contact with extension agency, urban contact and media participation were found to influence the entrepreneurial behaviour of small farmers.

Devi & Reddy (1984) revealed that farm women of low economic category found to participate more in farm operations whereas farm women of high and medium category found to participate more in allied farm operations.

Sethy et al (1984) opined that the variables like social participation, agricultural implements, personal efficacy, risk taking willingness, feed back, psychological modernity, personal achievement motivation, influence motivation, knowledge about the technology and farm educational exposure were important entrepreneurial characteristics which promoted adoption of improved agricultural technology.

De (1986) opined that only three factors such as socio economic status, innovative orientation and entrepreneurship which had significantly contributed for the farmers progressiveness.

Deivasenapathy (1986) reported that educational level and family background of the entrepreneurs did not influence their career success whereas family support and previous job experience influenced their entrepreneurial success.

Singh and Sehgal (1986) listed out the characteristics of entrepreneurs viz high degree of achievement motivation, capability to take

calculated risk, a positive image of one's own abilities and achievements, realistic self assessment of one's strength and weakness, problem solving approach, initiative and drive, ability to think independently, resistance and ability to cope with set backs, imagination and creative ability and change proneness.

Dixit (1988) in his study reported that Indian entrepreneurs both at rural and urban centres with guts, skills and ambition did exist, but qualities like motivation, sense of commitment, business morality were invariably absent in small entrepreneurs.

Jaitely (1988) observed that diversification of agriculture is the best remedy for steady trend of agricultural production.

Murthy (1989) reported that, in most cases of entrepreneurs, the low level of education had not deterred them from taking to entrepreneurship. He further observed that a rapid and balanced economic growth is possible only through entrepreneurial skills.

Ganguly (1990) stated that agro-based industries provided an excellent nexus in promoting integrated development of agriculture and industry and in transferring a stagnant rural economy into a dynamic and buoyant economy. It provided local entrepreneurship, generated employment and also checked the concentration of economic power through diffusion of ownership of means of production.

Himachalam (1990) expressed that there should be suitable organisational arrangements for disseminating information about appropriate technology to the prospective entrepreneurs and the entrepreneurs should be given proper training in the technology to be adopted.

Muthayya & Loganathan (1990) reported that joint family seem to take to self employment than to those in single family probably because of the inbuilt security provided in the joint family in the event of any failure.

Nagpal (1990) expressed that to keep the entrepreneurs fed with the updated technology innovative financing methods like venture capital may be useful.



Perumal et al (1990) pointed out that high economic orientation coupled with reasonably high risk orientation were the factors responsible for the entrepreneurial venture. A considerable percentage of respondents had high level of experience, majority belonging to high income category, encouraging level of social participation, use of the mass media to a greater extent and majority of the farmwomen have attended specialised and skill oriented trainings.

Rao (1990) reported that the potentiality of women entrepreneurship, its strength lies in the fact that youthful members between 15 to 45 age group constitute 49 percent in rural areas and 52.83 percent in urban areas. Seventynine and 45 percent of women in rural and urban areas are classified as illeterates.

Shilaja (1990) found that management orientation of farm women in less progressive villages showed positive and significant relationship with mixed farming productivity.

Joy (1991) opined that the success of entrepreneurs showed that entrepreneurship was born out of a passion for creative activity that improved the quality of life of the entrepreneur himself and of members of the society in which he operated.

According to Paranjyothi & Sujatha (1991), the process of entrepreneurship development fall into three phases (i) Stimulatory phase (ii) Support phase and (iii) Sustaining phase. Training is necessary to co-ordinate the phases of entrepreneurship development at rural level, because it aims at provision of appropriate training, better integrated plan for resource mobilization, utilization and tieing up of institutional facilities for marketing of the products particularly with target groups.

Porchezian (1991) found that farmers who had more farming experience, annual income, social participation, scientific orientation, innovativeness and maintaining high self reliance, more economic motivation, high degree of credit orientation, overall modernity with diversified occupation were found to have more entrepreneurial behaviour.

Gopalan (1992) expressed that evaluation of training in determining that the women functionaries for specific tasks gone through training process have been effective in imparting knowledge and skills necessary to perform those tasks satisfactorily.

Gengaje & Setty (1992) expressed that the only meaningful approach to enhance the economic and social status of women is through enabling them and facilitating them through self employment and income generating activities.

Muthukrishnan (1993) expressed that entrepreneurial requisites are to be achieved primarily through motivation, skills acquired and workable planning and to know how in the area engaged and of course the strength to mobilise finance needed to sustain the growth.

Sarmah & Singh (1994) in their study on determinants of entrepreneurship in agriculture revealed that education, social participation, farm mechanisation and socio economic status of marginal farmers were significantly correlated with the level of knowledge and extent of adoption of recommended practices of rice cultivation.

Matani (1995) stated that farming entrepreneurship can bring socio economic salvation to Indian society.

Based on the above findings the dimensions namely decision making ability, economic motivation, risk taking ability, management orientation, self confidence, initiative, competition orientation, achievement motivation and innovativeness are included in the study.

### 2.3. Personal and socio psychological factors influencing entrepreneurial behaviour.

#### 2.3.1. Age

Singh & Chander (1983) reported that age was found to exercise non significant effect on women's participation in decision making.

Seema (1986) found that age is significantly related with the role performance of farm women in decision making.

Mohiuddin (1987) stated that in Kerala, women entrepreneurs emerge in the age group of 36 to 40 years from forward classes as well as backward classes.

Porchezian (1991) found that age was positively and significantly related with the entrepreneurial behaviour of farmers.

### 2.3.2 Caste

Dak et al (1980) revealed that the contribution of higher caste women in agriculture was significantly lower-than that of lower caste women.

Raghavacharyulu (1983) found that the entrepreneurial behaviour of small farmers differed significantly with caste.

### 2.3.3 Educational status of the respondent

Dean et al (1958) found that rationality in decision making is positively correlated with the amount of education.

Dubey et al (1982) concluded that participation of rural women in decision making regarding animal husbandry practices remained mostly the same irrespective of their educational level and herd size.

Ranganathan (1984) reported that educational level has positive and significant relationship with the aspiration of farm youth of both full time and part time farm families.

Seema (1986) found that educational status has contributed significantly to variation in role performance of farm women.

Balan (1987), Ahmed (1988), Himanthraju, (1988), Mann (1989) found a significant and positive relationship between education and extent of adoption of improved agricultural practices.

Porchezian (1991) found that educational status was non significantly related with the entrepreneurial behaviour of farmers.

Sarmah & Singh (1994) in their study on determinants of entrepreneurship in agriculture found that education was significantly related with the adoption of improved agricultural practices.

#### 2.3.4. Educational status of the family

Arya (1963) observed that families with high educational status took decisions consulting their wives.

Deepali (1979) found that family education profile was positively related with the degree of participation of rural women in agricultural operations.

Dak et al (1980) stated a significant influence of higher family education on all agricultural activities except tending cattle.

Seema (1986) found that family educational status contributed significantly to variation in role performance of farm women.

#### 2.3.5 Land holding

Dean et al (1958) found that rationality in decision making was positively correlated with the size of holding.

Sawer (1973) observed that women's participation in decision making was negatively associated with farm size.

Dubey et al (1982) concluded that participation of rural women in decision making regarding animal husbandry practices remained almost the same irrespective of land holding and herd size.

Aswathy (1983) reported that in large size farms, the task performed by women and their share in decision making regarding them vary from place to place and country to country.

#### 2.3.6 Annual Income

Deb et al (1968) revealed that rationality of farmers was related to farm income.

Sundararajan (1972) stated that farmers belonging to high income group consulted their family members in all major decisions.

Thangaraju (1979) while comparing the characteristics of trained and untrained sericulturists found that there was no significant difference between trained and untrained groups with respect to their annual income.



Singh & Chander (1983) reported that income was found to exercise non significant effect on womens participation in decision making.

Seema (1986) found that annual income is non significantly related with the role performance of farm women. ...

Viju (1985) Baadgaonkar (1987) Aziz (1988) found a positive and significant relationship with annual income and extent of adoption of improved agricultural practices.

Porchezian (1991) found a non significant relationship with annual income and entrepreneurial behaviour of farmers.

#### 2.3.7. Occupation of the respondent

Sengupta (1960) studied main occupation as a variable for adoption and concluded that adoption is correlated with efficiency in farming and main occupation is correlated with adoption in turn.

Das & Sarkar (1970) observed a direct relationship between primary occupation and adoption behaviour of farmers.

Seema (1986) found that occupation is non significantly related with the role performance of farm women.

#### 2.3.8 Information seeking behaviour

Supe (1971) indicated that written words had positive and significant association with rational behaviour in decision making process of improved practices.

Kaur (1982) found that majority of women found the lessons useful and liked the content 'Fruits and vegetable preservation' (60.40 per cent), 59 per cent liked 'Food science' and 56 per cent liked 'Home management printed lessons.

Subramaniam (1986) defined information seeking behaviour as the extent to which tribal farmers are seeking information from different communication sources.

#### 2.3.9 Mass media contact

Raghavacharyulu (1983) analysed that mass media contact influence the entrepreneurial behaviour of small farmers.

Saradamoni (1983) opined that women in land owning households are aware of the radio programmes for farmers and listen to them. But they would follow the suggestions only if they felt they were beneficial to them.

Renukaradhya (1983) found a significant relationship between media participation of trained farmers with their level of economic performance.

Bhagat & Mathur (1989) in their study on "Mass media and farm women" indicated that about 25 per cent of women had low media exposure whereas 26 per cent had high mass media exposure and rest were categorised as having medium mass media exposure.

Porchezian (1991) found that mass media contact is non significantly related with the entrepreneurial behaviour of farmers.

Pradeepkumar (1993) reported that mass media contact is positively and significantly related with the extent of participation in agriculture and allied fields.

### 2.3.10 Social participation

Sharma & Singh (1970) stated that social participation is not a discriminating factor in the extent of participation of women in farm operations.

Ferreira et al (1983) found that all farmers with high social participation tend to adopt more of the improved farm technology.

Renukaaradhya (1983) reported that majority of the trained farmers had high social participation.

Govind (1984) reported that social participation of farmwomen gave significant and negative association with the extent of involvement in farm activities.

Guruswamy (1987) found that majority of the farmwomen had low level of social participation (64.17 percent) followed by high level (34.16 percent) and only a very small portion (1.67 percent) had medium level of participation.

Porchezian (1991) found that social participation was significantly and positively related with the entrepreneurial behaviour of farmers.

Gangadharan (1993) found that social participation is positively and significantly related with the adoption of improved practices by pepper growers.

Sarmah & Singh (1994) in their study on determinants of entrepreneurship in agriculture found that social participation is significantly correlated with the level of knowledge and extent of adoption of recommended practices in rice cultivation.

#### 2.3.11. Cosmopolitaness

Ambastha & Singh (1975) found positive and significant correlation between cosmopolitaness and information input and output indices of farmers.

Vijayaraghavan & Subramaniam (1981) found that farmers cosmopolitaness had significant and positive correlation with information input and output and that it had significant association with information processing by farmers.

Ferreira et al (1982) in their study indicated that cosmopolite farmers were more inclined to adopt new technology.

Siddaramaiah & Rajanna (1984) found that farmers with high cosmopolitanness had significantly higher gain in knowledge about agricultural aspects.

#### 2.3.12 Level of aspiration

English & English (1958) defined level of aspiration as the standard by which a person judges his own performance as a success or failure or a being upto what he expects of himself.

Chauhan (1976) reported positive significant correlation between level of aspiration and adoption of scientific technology.

Sushama et al (1981) reported positive significant correlation between level of aspiration and adoption behaviour.

Sanoria & Sharma (1982) reported positive significant relationship between level of aspiration and adoption behaviour.

Seema (1986) found that level of aspiration had no significant relationship with the role performance of farm women.

### 2.3.13. Attitude towards self employment

Allport (1935) defined attitude as a mental and/ or neural state of readiness, organised through experience exerting a directive or dynamic influence upon the individuals response to all objects and situation with which it is related.

Thurstone (1946) attitude is the degree of positive or negative effect associated with some psychological object towards which people can differ in varying degrees.

Krech & Crutchfield (1948) defined attitude as an enduring organisation of motivational, emotional, perception and cognitive process with respect to some object of an individuals world.

Kuppuswamy (1964) stated that attitudes are learned in the course of life experience which makes the individual behave in characteristic ways towards persons, objects, issues to which they get related.

Dahama(1970) opined that attitudes are learned responses and since they are always found

in relation to objects, ideas and persons, they play an important role in determining human behaviour.

Dilic (1969) studied the general attitude of youth towards rural way of life and concluded that contrary to traditional views youth have considerable subjective attachment to agricultural profession.

Lekshminarayanan (1978) found that agricultural students had favourable attitude towards agriculture whereas non agricultural students had unfavourable attitude towards agriculture.

Shanmugham (1980) found that non school going rural boys had more favourable attitude towards agriculture than school going rural boys.

Nataraju & Vijayaraghavan (1991) reported that in general rural boys had a favourable attitude towards agriculture.

Shilaja (1990) reported that majority of the farmwomen possessed a favourable attitude towards mixed farming.



Pradeepkumar (1993) found that almost all the respondents had more favourable attitude towards self employment in agriculture and allied fields and this was shared almost equally by male and female category.

#### 2.3.14. Perceived knowledge of the technology

Deepali (1979) revealed that there was a positive relationship between level of knowledge of rural women in farm practices and their degree of participation in agricultural operations.

Devi & Reddy (1984) reported that knowledge in management and role expectation and role performance of rural women in farm activities have no relation.

Shilaja (1990) found that knowledge of crops of farm women in progressive village was positively and significantly related with mixed farming productivity.

Gangadharan (1993) found that majority of pepper growers have medium level of knowledge towards improved agricultural practices.

#### 2.4. Identification of constraints

Some of the closely related studies reviewed are as follows.

Kaleel (1978) studying the impact of intensive paddy development programme reported non availability of inputs in time as the most important constraints felt by farmers.

Waghmare & Pandit (1982) found lack of knowledge, lack of technical guidance and high cost of chemical fertilizers as the important constraints in adoption of wheat technology by tribal farmers of Madhya Pradesh.

Ramanathan et al (1987) reported that high cost of cultivation, non availability of planting material in time and better performance of local varieties under poor management were acting as constraints in the adoption of high yielding cassava varieties.

Syamala (1988) found that lack of follow up, lack of need based training and in appropriate way of conducting field trials were the most felt constraints by farmer demonstration.

Joseph et al (1991) reported that inadequacy of finance, Non availability of straw & problem of marketing as the major constraints of mushroom cultivation.

Pillai & Bhaskaran (1991) found that, 'marketing of produce', 'preservation of produce', and non - availability of spawn as the major constraints in adopting mushroom cultivation.

Rahiman et al (1991) reported that lack of market for mushrooms, difficulty in mother spawn preparation and lack of financial assistance as the major problems in mushroom cultivation.

# **METHODOLOGY**

## CHAPTER III

### METHODOLOGY

This chapter deals with the methodology employed in this study, which are presented under the following subheadings.

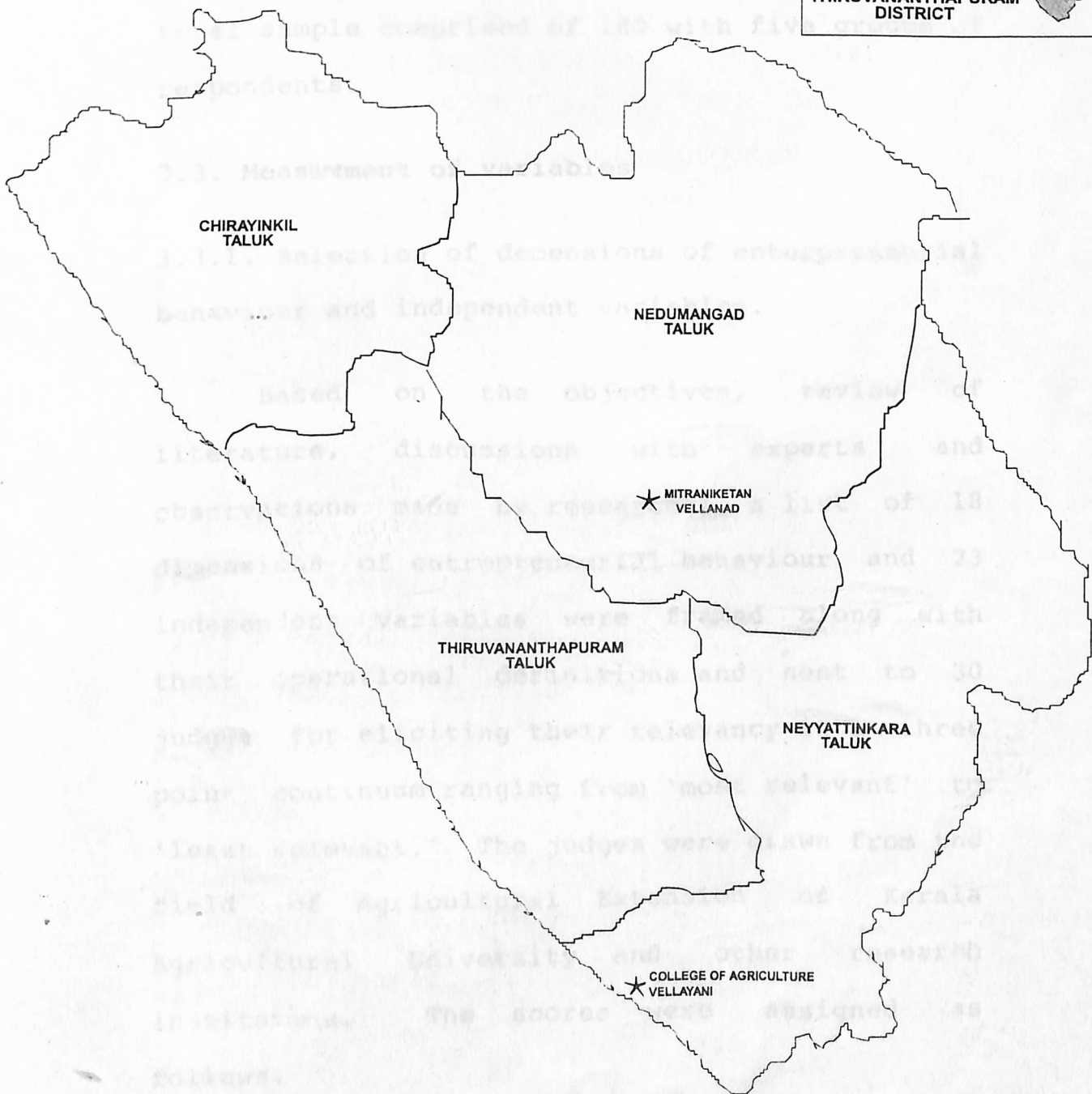
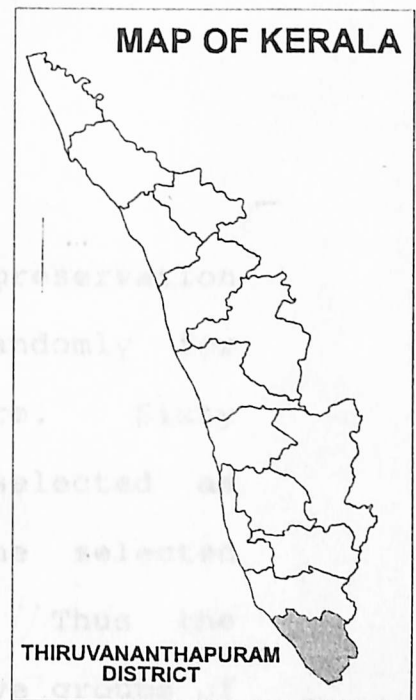
- 3.1 Locale of the study
- 3.2 Sampling procedure employed
- 3.3 Measurement of variables
- 3.4 Identification of constraints
- 3.5 Data collection procedure
- 3.6 Statistical tools used in the study
- 3.7 Conceptual model for the study

#### 3.1. Locale of the study

This study was confined to Thiruvananthapuram district in Kerala State. Two training centres, College of Agriculture Vellayani and Mitraniketan Vellanad were purposively selected for the study since trainings were given to rural women on mushroom cultivation and fruit and vegetable preservation by these two training centres.

#### 3.2. Sampling procedure employed

From the list of rural women undergone training in the two training centres on mushroom



**Fig. 1. Map showing the location of the study - Thiruvananthapuram District**

cultivation and fruit and vegetable preservation 30 rural women each were selected randomly for each enterprise & from each centre. Sixty untrained rural women were also selected as control from the nearby area of the selected trained rural women of each centre. Thus the total sample comprised of 180 with five groups of respondents.

### 3.3. Measurement of variables

#### 3.3.1. Selection of demensions of enterpreneurial behaviour and independent variables.

Based on the objectives, review of literature, discussions with experts and observations made by researcher, a list of 18 dimensions of entrepreneurial behaviour and 23 independent variables were framed along with their operational definitions and sent to 30 judges for eliciting their relevancy in a three point continuum ranging from 'most relevant' to 'least relevant.' The judges were drawn from the field of Agricultural Extension of Kerala Agricultural University and other research institutions. The scores were assigned as follows.

Response	Score
Most relevant	2
Relevant	1
Least relevant	0

The total score obtained for each variable were worked out. In the case of dimensions of entrepreneurial behaviour, the dimensions having score of 70 percent above were selected and in the case of independent variables, variables having score of 60 percent above were selected.

The dimensions selected are

1. Decision making ability
2. Economic motivation
3. Risk taking ability
4. Management orientation
5. Self confidence
6. Initiative
7. Competition orientation
8. Achievement motivation
9. Innovativeness



The variables selected are

A) Personal variables

1. Age
2. Caste
3. Educational status of the respondent
4. Educational status of the family
5. Land holding
6. Annual income
7. Occupation of the respondents.

B) Sociopsychological variables

1. Information seeking behaviour
2. Mass media contact
3. Social participation
4. Cosmopolitaness
5. Level of aspiration
6. Attitude towards self employment
7. Perceived knowledge of the technology

3.3.2. Operationalization and measurement of dimensions of entrepreneurial behaviour.

This part includes a review of methods of measurement of variables already used by different researchers and the empirical measures used in this study.

### 3.3.2.1. Decision making ability

In the present study, decision making ability is operationally defined as the degree to which a rural women justifies the selection of most effective means from among the available alternatives on the basis of scientific criteria for achieving maximum economic profit.

This dimension was measured using the decision making scale originally developed by Nandapurkar (1982) and modified by Porchezian (1991). The scale consists of seven items, response categories for each item were 'not considered', 'considered after consultation with others', and 'decision taken independently', for which scores given were 0,1 and 2 respectively. By summing up the scores, over the seven items the decision making score for the respondent was obtained. The score ranges from 0 to 14. (Appendix IIB).

### 3.3.2.2. Economic motivation

Economic motivation refers to the occupational excellence in terms of profit making and relative value placed on economic ends by a rural woman.

This dimension was measured using the economic motivation scale developed by Supe (1969), adopted by Gangadharan (1993). The scale consists of five statements (Appendix IIB). The responses were measured on a five point continuum as follows.

Response	Score
Strongly agree	7
Agree	5
Undecided	4
Disagree	3
Strongly disagree	1

The scores obtained for each statement were summed up to arrive at the individuals score on economic motivation. The score ranges from 0 to 35.

#### 3.3.2.3. Risk taking ability

Risk taking ability is operationally defined as the degree to which a rural woman is oriented towards risk and uncertainty and have courage to face the problems in starting an enterprise.

Risk taking ability was measured using the scale developed by Supe (1969), modified by Gangadharan (1993).

The scale consists of six statements of which fifth statement is negative. (Appendix IIB) the responses were measured on a five point continuum as follows.

Response	Score
Strongly agree	7
Agree	5
Undecided	4
Disagree	3
Strongly disagree	1

The scoring was reversed in the case of negative statement. The scores obtained for each statement were summed up to arrive at the individual's total score of risk taking ability. The score ranges from 0 to 42.

#### 3.3.2.4 Management orientation

Management orientation refers to the degree to which a rural woman is oriented towards

scientific management comprising of planning, production and marketing aspects of her enterprise.

Management orientation was measured using the scale developed by Samantha (1977) with slight modification in the statement. The scale consists of fifteen statements, five statements each for planning, production and marketing orientation. (Appendix IIB). In each group positive and negative statements were mixed retaining at the same time, a more or less psychological order of the statements. The respondents were asked to state their agreement or disagreement to each of the statements and scores of 1 and 0 were assigned respectively considering whether statement is positive or negative. Scores for each respondent was obtained by summation of scores for all the fifteen statements. The possible score range is 0-15.

#### 3.3.2.5 Self confidence

In the present study self confidence refers to the extent of feeling of a rural woman about

her own powers, abilities and resourcefulness to perform any activity which she desires to undertake.

This dimension was measured using the scale developed by Basavanna (1971) and modified by Prasad (1983). The scale consists of ten statements. The respondents were asked to state their agreement or disagreement to each of the statements and scores of 1 and 0 were assigned respectively considering whether the statement is positive or negative (Appendix II B). The summation of the scores obtained by an individual indicated her level of self confidence. The score ranges from 0 to 10.

#### 3.3.2.6 Initiative

Initiative is operationally defined as the capacity of a rural woman to come forward on her own to take up some activities or enterprises.

Initiative in this context was measured using an arbitrary scale developed for the purpose. The scale consists of six statements (Appendix II B). The respondents were asked to

state their agreement or disagreement to each of the statements and a score of 1 and 0 were assigned respectively for agreement and disagreement. In the case of negative statements the scoring pattern was reversed. Scores for each respondent was obtained by summation of the score for all the six statements. The score ranges from 0 to 6.

#### 3.3.2.7 Competition orientation

Competition orientation is defined as the degree to which a rural woman is oriented to place herself in a competitive situation in relation to other individuals for projecting her excellence in her business.

In the present study competition orientation was measured using the scale developed by Singh (1981) adopted by Shilaja (1990) with modifications in the statements. (Appendix II B). The respondents were asked to state their agreement or disagreement to each of the statements and a score 1 was assigned for agree and 0 for disagree in the case of positive statements and vice-versa for negative

statements. The scores on all the statement were summed up to arrive at the individuals total score on competition orientation. The score ranges from 0 to 4.

### 3.3.2.8 Achievement motivation

Achievement motivation refers to the desire for excellence of a rural woman to attain a sense of personal accomplishment.

Achievement motivation was measured using the scale developed by Singh (1970) and modified by Manohari (1988). The scale consists of seven statements (Appendix II B) The response were measured on a five point continuum as follows.

Response	Score
Strongly agree	5
Agree	4
Undecided	3
Disagree	2
Strongly disagree	1

Total score for each respondent was worked out by summing up the scores on all the items. The possible score range is 7 - 35.



### 3.3.2.9 Innovativeness.

Innovativeness is defined as the degree to which a rural woman is relatively earlier in adopting new ideas.

This variable was measured using the scale developed by Moulik (1965), with slight modification in the scoring procedure. The scale consists of three statements with scores 3, 2 and 1 respectively (Appendix II B). The respondents were asked to tick any one of the statement. The score obtained for each individual gives the innovativeness score of the individual.

### 3.3.3 Operationalization and measurement of independent variables.

The methods used to measure the independent variables are given below

#### 3.3.3.1 Age

In the present study, age is defined as the number of calendar years completed by the rural woman at the time of interview.

This was measured by directly asking the respondent the number of years she has completed at the time of investigation.

The categorisation is as follows

Category	Age group
Young	18-30
Middle	31-50
Old	Above 50

### 3.3.3.2 Caste

Caste refers to the caste hierarchy of a rural woman, whether belongs to upper/backward/scheduled caste.

The categorization followed in the Census report (1981) was followed. All the respondents in the sample were classified into following categories and scores were assigned as indicated against each.

Forward	- Nair, Brahmins, Christians	3
Backward	- Ezhava, Muslims, Nadars, Anglo Indians	2
Scheduled	- Parayar, Pulayar, Thandar Kuravas, Vedas	1

### 3.3.3.3 Educational status of the respondent

It is defined as the level of formal education attained by the respondent. Education

was measured using the scoring system followed by Trivedi (1963). The scoring system used was as follows.

Category	Score
Illiterate	0
Can read only	1
Can read & write	2
Primary level	3
Middle school	4
High school	5
College & above	5

#### 3.3.3.4 Educational status of the family

It refers to the level of formal education attained by the members of the family.

Trivedi (1963) measured the family educational status by averaging the total educational status with the effective family size. Here the effective family size refers to the size of the family excluding members below the age of five. The same procedure used by Ray (1967) was followed in this study. The scoring system used was as follows.

Category	Score
Illiterate	0
Can read only	1
Can read & write	2
Primary level	3
Middle school	4
High school	5
College & above	6

### 3.3.3.5 Land holding

In the present study, land holding refers to the total land owned by the rural women.

This variable was measured by directly asking the respondents the total land possessed by them.

The respondents were categorised as given below

Landholding	Score
15-20 cents	1
21-35 cents	2
36-50 cents	3
51-65 cents	4
65-80 cents	5

80-95 cents	6
Above 95 cents	7

---

### 3.3.3.6 Annual Income

Annual income is defined as the total earnings of the family for one year. This was obtained by adding the income earned by all adult members of the family and income from land for one year.

The scoring procedure adopted was as follows

Category	Score
Rs.10000-15000	1
Rs.15001-20000	2
Rs.20001-25000	3
Rs.25001-30000	4
Above 30000	5

---

### 3.3.3.7 Occupational status of the respondent.

Occupational status refers to the position of rural woman which provides a source of income and in which she spends major part of her time and attention.

The various categories and score assigned were as follows.

Category	Score
Self employed	6
Professional	5
Farming	4
Clerical	3
Agricultural Labourer	2

### 3.3.3.8 Information seeking behaviour

It is defined as the extent to which a rural woman is seeking information from different communication sources.

Information seeking behaviour in the present study was measured using the scale developed for the purpose. Here the respondents were asked to indicate the frequency with which they have contact with the various information sources and the following scoring pattern was adopted.

Always	3
Sometimes	2
Never	1

The sum of the scores obtained on various information sources gives the total information seeking behaviour score.

### 3.3.3.9 Mass media contact.

Mass media contact is defined as the extent to which a rural woman is exposed to different mass media communications such as Radio, Newspaper, Television.

In the present study, mass media contact was measured using an arbitrary scale developed for the study. The respondents were asked whether they have contact with the various mass media, and the following scoring procedure was adopted.

Yes - 1

No - 0

If yes, to indicate the frequency, the following scoring procedure was adopted.

Always - 2

Some times - 1

The score obtained for each item was summed up to arrive at the individuals total score for mass media contact.

### 3.3.3.10 Social participation

Social participation refers to the extent and nature of participation of a rural woman in various activities of social organisations.

The following scoring pattern was adopted.

	Score
Member in each organisation	1
Office bearer in each organisation	2

The score was multiplied by the number of organisations in which the respondents belongs to arrive at the total score.

### 3.3.3.11 Cosmopolitaness

Cosmopolitaness is operationalised as the degree to which a rural woman is oriented to her immediate outside social system.

In this study the respondents were asked whether they have visited the neighbouring village. The responses were collected on a dichotomous pattern 'Yes' or 'No' to which score of 1 and 0 were assigned respectively. To measure the frequency of visit the following scoring pattern was used.



Frequency	Score
Most frequently	3
Frequently	2
Sometimes	1
Never	0

The purpose of visit was also considered in measuring cosmopolitaness. If the visit is for agricultural purpose a score of 3, and for personal purpose a score of 2 and for entertainment a score of 1 was given. The individual score on cosmopolitaness was calculated by summing up the scores on all the three aspects explained above.

#### 3.3.3.12 Level of aspiration.

Level of aspiration refers to the rural woman's overall assessment of her concern for wishes and hopes for the future or for the fears and worries about the future in her own reality world.

Level of aspiration in the present study was measured using the scale developed by Muthayya (1971). The scale consists of twelve

statements with three alternatives provided for each item. Relative weights of 1,2,3 were assigned for the three alternatives. The scores obtained for each item were summated to get the score on level of aspiration. The possible score ranges from 12 - 45.

#### 3.3.3.13 Attitude towards self employment

Attitude towards self employment is defined as the degree of positive or negative feeling of rural woman towards self employment.

In the present study attitude towards self employment was measured using the scale developed by Pradeepkumar (1993). The scale consists of 10 statements. The respondents were asked to state their agreement or disagreement to each of the statements and a score of 1 and 0 were given respectively in the case of positive and negative statements. The scores obtained for each item were summed up to arrive at the individuals score on attitude towards self employment.

#### 3.3.3.14 Perceived knowledge of the technology.

It is defined as a thorough knowledge and understanding of the rural woman about the

technology so that she can put the technology into practice.

Shankariah & Singh (1967) measured knowledge of farmers on improved methods of vegetable cultivation based on teacher-made test as suggested by Anastasi (1961).

Nair (1969) also measured knowledge level of farmers on recommended package of practice using teacher made test with multiple choice questions.

In the present study a teacher-made test with multiple choice questions was used to measure the knowledge of rural woman on mushroom cultivation and fruit and vegetable preservation. A score of 1 was given to each correct answer and zero to each wrong answer. The score that can be scored by an individual is 10 and minimum is 0.

### 3.3.15 Entrepreneurial behaviour

In the present study entrepreneurial behaviour is defined as the ability of a rural woman to take risk and management of resources towards maximise the profit with the urge to excel others.

Entrepreneurial behaviour is measured using the nine dimensions selected in the study.

The respondents were categorised as high and low for the above variables based on the mean score

Score  $\geq$  mean - high group

Below mean - low group

### 3.4 Identification of constraints.

One of the objectives of the study was to identify the constraints experienced by the rural women in starting an enterprise.

Various researchers have used different methods to identify the constraints. Notable among them are given below.

Samad (1979) identified constraints in the proper functioning of the cocunut package programme using the cumulative index technique.

Ramanathan (1987) developed a 'constraint index' for measuring the constraints in the adoption of high yielding cassava varieties.

Sajeevchandran (1989) identified constraints in the adoption of recommended agricultural practices under the pepper development programme by asking the respondents to speak out the constraints on a priority basis and based on the frequencies of the pooled constraints they were numerically ranked.

In the present study constraint is operationalised as those items or difficulties or problems faced by a rural woman in starting and running an enterprise.

After discussion with a cross section of rural women in different parts of Thiruvananthapuram district and based on the experience and observations of the researcher, eight problems each affecting the rural women in starting mushroom cultivation and fruit and vegetable preservation were listed. The rural women were asked to rank these items from 1 to 8 by making an overall comparison with regard to the intensity of the constraints. Those items which the rural women did not consider as constraints were put in rank IX. A score of

8,7,6,5,4,3,2,1 and 0 were given to I, II, III, IV, V, VI, VII, VIII & IX ranks respectively. The frequencies of the respondents ranking each constraint in each ranks were found out and multiplied with the corresponding score values to obtain the total score value. The constraint with higher score value was considered as the most serious one followed by others in the order of decreasing score values.

### 3.5 Data collection procedure.

An interview schedule including all aspects mentioned above was prepared in English (AppendixIII) and translated to Malayalam for collecting data from the respondents.

The data collection was done during the months of June-July. All the 180 respondents were directly interviewed by the researcher. The respondents were contacted in their respective houses and rapport was established. The questions were put in a conversational manner and responses were transcribed in the schedule itself. In case of responses which were not clear, rechecking was done.

### 3.6 Statistical tools used in the study.

#### 3.6.1 Development of an index to assess entrepreneurial behaviour.

An index was developed to describe the entrepreneurial behaviour of rural women (Y) using the component characters viz decision making ability, economic motivation, risk taking ability, management orientation, self confidence, initiative, competition orientation achievement motivation and innovativeness as follows.

$$Y = W_1 X_1 + W_2 X_2 + \dots + W_9 X_9$$

Where  $W_i = \frac{1}{S_i^2}$ ,  $i = 1, 2, \dots, 9$  is the weight

assigned to the  $i$ th character and  $S_i^2$  the estimate of variance for this character.

$i = 1, 2, 3, \dots, 9$  are the component characters.

(Appendix IV)

#### 3.6.2 Mahalanobis distance

Mahalanobis distance was calculated for the component characters which define entrepreneurial behaviour with respect to all possible pairs of individuals and the

contribution of each component towards this distance was estimated. The Euclidean distance 'D' is estimated as

$D^2_{rs} = (x_{rj} - x_{sj})^2, j = 1, 2, \dots, p$  where  $x_{rj} - x_{sj}$  is the distance from rth individual to sth individual for jth component character. These individual distances were ranked from 1 to p for each pair and the percentage contribution of each character was estimated as

$$\frac{\text{Number of times each character appearing first in ranking}}{\text{Total number of pairs of distance}} \times 100$$

(Chatfield & Collins 1980, Chansarkar 1981)

### 3.6.3 Kruskal-wallis one way analysis of variance.

Kruskal Wallis test was employed for the comparison of the five groups of respondents with regard to the variables under study. The test criterion for KW- sample test is given by

$$H = \frac{12}{n(n+1)} \sum n_j R_j^2 - 3(N+1)$$

Where  $n_j$  - number of cases in the jth group,  $j = 1, 2, \dots, K$   
 $n = \sum_{j=1}^K n_j$



$R_J$  - sum of the ranks for the  $j$ th group and  $H$  is distributed as  $\chi^2$  with  $K - 1$  degrees of freedom if the  $n_i$ 's are not too small.

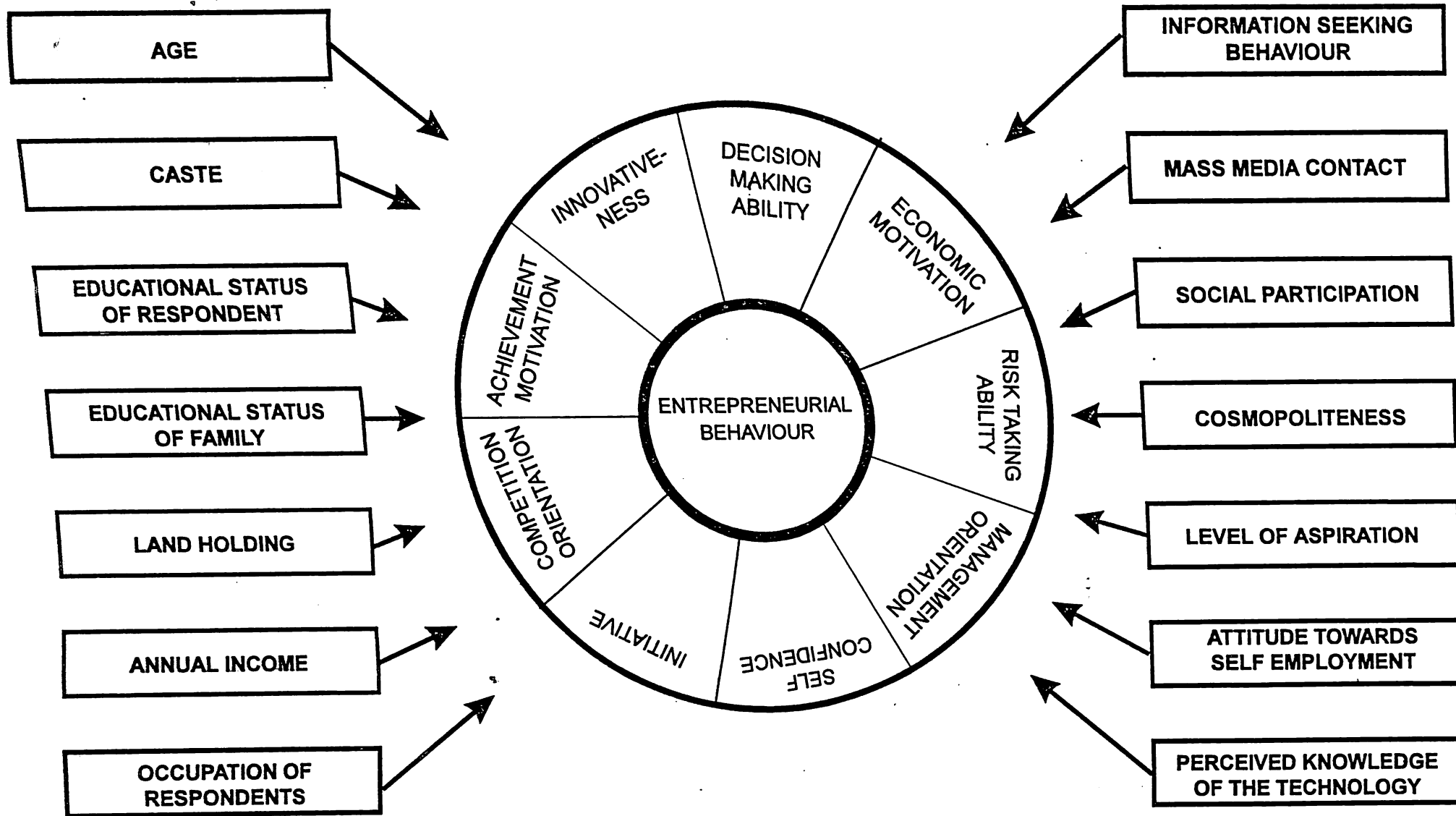
(Steel & Torrie 1980)

### 3.6.3 Correlation Analysis.

To study the relationship between each independent variable and dependent variable (entrepreneurial behaviour) correlation analysis was done.

**PERSONAL VARIABLES**

**SOCIO PSYCHOLOGICAL VARIABLES**



**Fig. 2. CONCEPTUAL MODEL FOR THE STUDY**

## ***RESULTS***

## CHAPTER IV

### RESULTS

The results of the study are presented under the following subheads.

- 4.1 Relative contribution of the selected dimensions towards entrepreneurial behaviour.
- 4.2 Profile of rural women.
- 4.3 Comparison of the personal socio- psychological factors and entrepreneurial behaviour among the five groups of rural women.
- 4.4 Relationship of entrepreneurial behaviour and other socio-psychological factors influencing entrepreneurship of the five groups of rural women.
- 4.5 Constraints experienced by the rural women.
- 4.1 Relative contribution of the selected dimensions towards entrepreneurial behaviour.

To find out the relative contribution of each dimension towards entrepreneurial behaviour, analysis was done. The results are presented in table I.

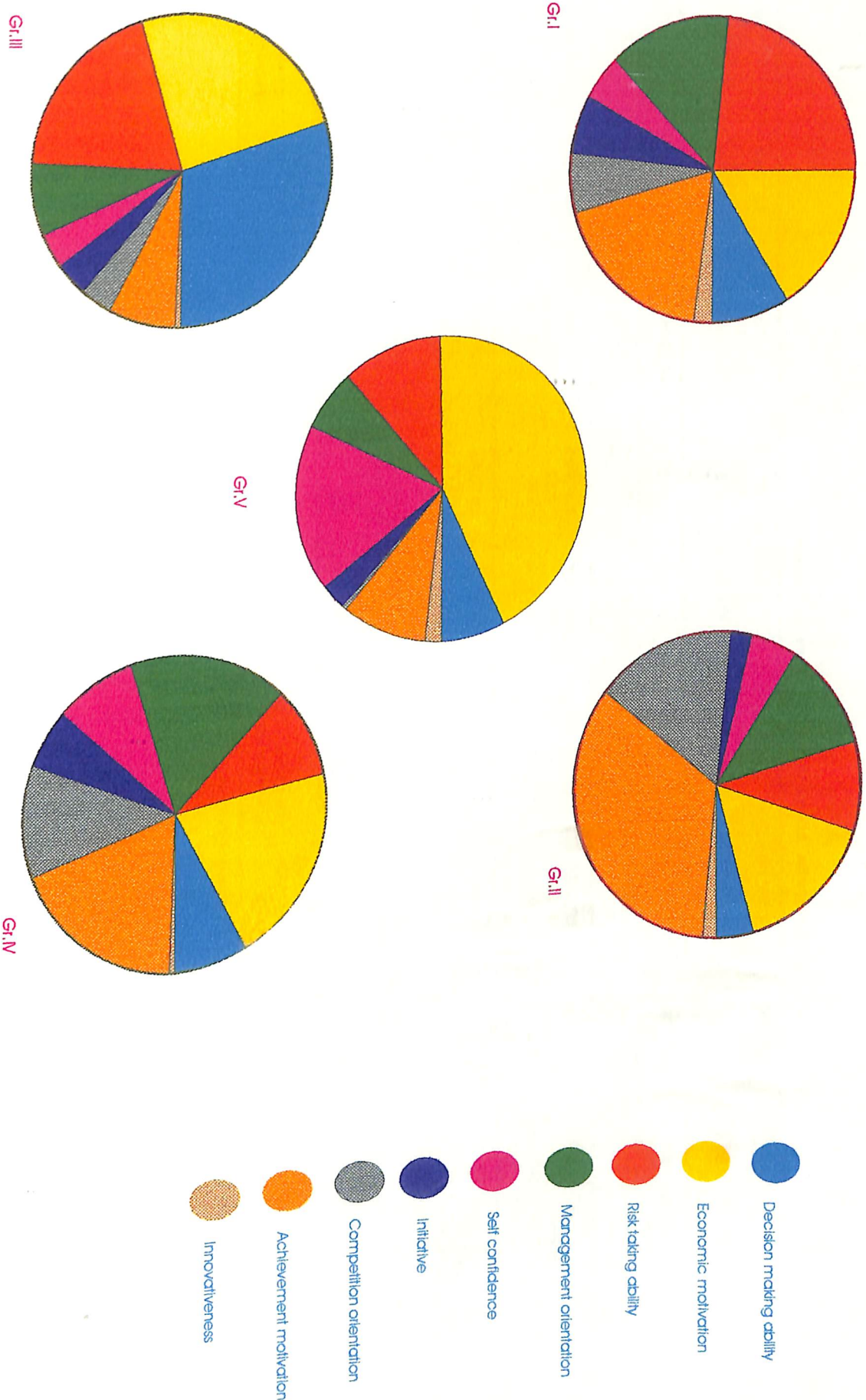


Fig. 3. Relative contribution of the selected dimension towards entrepreneurial behaviour

Table-1 Relative contribution of the selected dimensions towards entrepreneurial behaviour

		Decision making ability	Economic motivation	Risk taking ability	Management orientation	Self confidence	Initiative	Competition orientation	Achievement motivation	Innovativeness
Group I	Score	36	73	103	55	22	28	29	80	9
	Rank	V	III	I	IV	VIII	VII	VI	II	IX
		(8.28)	(16.78)	(23.68)	(12.64)	(5.05)	(6.44)	(6.67)	(18.39)	(2.07)
Group II	Score	17	69	43	51	22	9	66	152	6
	Rank	VII	II	V	IV	VI	VIII	III	I	IX
		(3.91)	(15.86)	(9.89)	(11.72)	(5.05)	(2.07)	(15.17)	(34.94)	(1.38)
Group III	Score	130	106	85	34	17	16	14	31	2
	Rank	I	II	III	IV	VI	VII	VIII	V	IX
		(29.89)	(24.37)	(19.54)	(7.82)	(3.91)	(3.68)	(3.22)	(7.13)	(0.005)
Group IV	Score	31	93	44	70	36	27	54	79	3
	Rank	VII	I	V	III	VI	VIII	IV	II	IX
		(7.13)	(21.38)	(10.11)	(16.09)	(8.28)	(6.21)	(12.41)	(18.16)	(0.007)
Group V	Score	118	770	189	112	331	47	12	161	30
	Rank	V	I	III	VI	II	VII	IX	IV	VIII
		(6.67)	(43.50)	(10.68)	(6.33)	(18.70)	(2.66)	(0.007)	(9.09)	(1.69)

Figures in paranthesis represents percentage contribution of each dimension

From table 1, it is clear that the dimensions namely risk taking ability (23.68 percent), achievement motivation (16.78 percent) and management orientation (12.64 percent) were mainly responsible towards explaining the entrepreneurial behaviour of rural women in group I.

In the case of rural women in group II it was seen that the dimensions namely achievement motivation (34.94 percent), economic motivation (15.86 percent), competition orientation (15.17 percent) and management orientation (11.72 percent) have contributed more than 70 percent to the entrepreneurial behaviour. The other dimensions have contributed negligibly.

With regard to rural women in group III major contribution came from decision making ability (29.89 percent), economic motivation (24.37 percent), and risk taking ability (19.54 percent) in explaining the entrepreneurial behaviour whereas in the case of their counterparts in group IV the dimensions such as economic motivation (21.38 percent), achievement motivation (18.16 percent), management

orientation (16.09 percent) and competition orientation (12.41 percent) were mainly responsible in explaining the entrepreneurial behaviour.

In the case of untrained rural women (group V), economic motivation (43.50 percent), self confidence (18.70 percent) and risk taking ability (10.68 percent) were found to be the dimensions contributing towards entrepreneurial behaviour.

#### 4.2 Profile of rural women.

Profile characteristics of the respondents under study is presented in table 2.

##### 4.2.1 Age

It can be seen from the table that more than 90 percent of the rural women in group I, 83 percent in group II, more than 70 percent in group III & IV and 63 percent in group V belong to the young age group (30 and below). Remaining belong to the middle age group in all the five groups.



Table - 2 Profile of Rural Women

Variables Category		Score Range	Gr. I n=30	Gr. II n=30	Gr. III n=30	Gr. IV n=30	Gr. V n=60
Age	Young	18-30	27 (90%)	25 (83.33%)	23 (76.66%)	22 (73.33%)	38 (63.33%)
	Middle	31-50	3 (10%)	5 (16.66%)	7 (23.33%)	8 (26.66%)	21 (35%)
	Old	above 50	0	0	0	0	1 (1.66%)
Caste	Forward	3	8 (26.66)	4 (13.33)	0 (0)	4 (13.33)	6 (10)
	Backward	2	18 (60)	18 (60)	22 (73.33)	21 (70)	24 (40)
	SC/ST	1	4 (13.33)	8 (26.66)	8 (26.66)	5 (16.66)	30 (50)
Educational status of the respondent	High >	5.17	30 (100)	29 (96.66)	27 (90.00)	28 (93.33)	25 (41.66)
	Low <	5.17	0 (0)	1 (3.33)	3 (10.00)	2 (6.66)	35 (58.33)
Educational status of the family	High >	4.18	23 (76.66)	23 (76.66)	26 (86.66)	21 (70)	41 (68.33)
	Low <	4.18	7 (23.22)	7 (23.33)	4 (13.33)	9 (30)	19 (31.66)
Land holding (cents)	15-20	1	23 (76.66)	21 (70)	22 (73.33)	24 (80)	32 (53.33)
	21-35	2	4 (13.33)	5 (16.66)	5 (16.66)	5 (16.66)	15 (25)
	36-50	3	3 (10)	1 (3.33)	3 (10)	-	9 (15)
	51-65	4	-	-	-	-	2 (3.33)
	65-80	5	-	-	-	-	-
	80-95	6	-	3	-	1	2
	Above 95	7	-	(10)	-	(3.33)	(3.33)

Annual Income (Rs.)	10000-15000	1	1 (3.33)	2 (6.66)	5 (16.66)	3 (10)	13 (21.66)
	15001-20000	2	20	17	19	22	35
			(66.66)	(56.66)	(63.33)	(73.33)	(58.33)
	20001-25000	3	8 (26.66)	11 (36.66)	5 (16.66)	5 (16.66)	10 (16.66)
	25001-30000	4	1 (3.33)	-	1 (3.33)	-	2 (3.33)
	Above 30000	5	-	-	-	-	-
Occupation of the respondents	Self employed	6	18 (60)	19 (63.33)	17 (56.66)	17 (56.66)	8 (13.33)
	Professional	5	6 (20)	1 (3.33)	5 (16.66)	2 (6.66)	7 (11.66)
	Farming	4	1 (3.33)	3 (10)	3 (10)	5 (16.66)	0 (0)
	Clerical	3	3 (10)	2 (6.67)	0 (0)	2 (6.67)	10 (16.66)
	Agri.Labourer	2	2 (6.66)	5 (16.66)	5 (16.66)	4 (13.33)	25 (41.66)
Information seeking behaviour	High $\geq$	22.6	18 (60)	17 (56.66)	12 (40)	16 (53.33)	14 (23.33)
	Low $<$	22.6	12 (40)	13 (43.33)	18 (60)	14 (46.66)	46 (76.66)
Mass media contact	High $\geq$	12.23	22 (73.33)	17 (56.66)	18 (60)	17 (56.66)	33 (55)
	Low $<$	12.23	8 (26.66)	13 (43.33)	12 (40)	13 (43.33)	27 (45)
Social Participation	High $\geq$	1.89	29 (96.66)	28 (93.33)	23 (76.66)	27 (90)	42 (70)
	Low $<$	1.89	1 (3.33)	2 (6.66)	7 (23.33)	3 (10)	18 (30)
Cosmopolitaness	High $\geq$	3.20	2 (6.66)	11 (36.66)	6 (20)	7 (23.33)	8 (13.33)
	Low $<$	3.20	28 (93.33)	19 (63.33)	24 (80)	23 (76.66)	52 (86.66)
Level of aspiration	High $\geq$	23.36	26 (86.66)	20 (66.66)	14 (46.66)	16 (53.33)	33 (55)
	Low $<$	23.36	4 (13.33)	10 (33.33)	16 (53.33)	14 (46.66)	27 (45)

Attitude towards self-employment	High	≥	7.44	20 (66.66)	16 (53.33)	29 (96.66)	18 (60)	48 (80)
	Low	<	7.44	10 (33.33)	14 (46.66)	1 (3.33)	12 (40)	12 (20)
Perceived knowledge of the technology	High	≥	6.58	30 (100)	30 (100)	30 (100)	30 (100)	0 (0)
	Low	<	6.58	0 (0)	0 (0)	0 (0)	0 (0)	60 (100)
Entrepreneurial behaviour	High	≥	55.76	26 (86.66)	0 (0)	30 (100)	15 (50)	0 (0)
	Low	<	55.76	4 (13.33)	30 (100)	0 (0)	15 (50)	60 (100)

#### 4.2.2 Caste

Sixty percent of the rural women in group I and II, and more than 70 percent in group III and IV belong to backward caste. In the case of rural women in group V (control), 40 percent belong to backward communities of which 50 percent belonged to scheduled caste. More than 26 percent of the rural women in group I, 13 percent in group II and IV, 10 percent in group V belong to forward community whereas about 27 percent of rural women in group II and III, 13 percent in group I and 16.6 percent in group V belong to scheduled caste.

#### 4.2.3 Educational status of the respondent.

More than 90 percent of rural women in the trained group (I to IV) had high school education and above whereas in the control group (group V) only 42 percent had this much educational status.

#### 4.2.4 Educational status of the family

Seventy seven percent of rural women in group I and II, 87 percent in group III, 70 percent in group IV and 68 percent in group V were high school and above.

#### 4.2.5 Landholding

More than 70 percent of rural women in trained groups have their land holding ranging between 15 - 20 cents whereas in the control group only 53 percent comes in this range. Twenty five percent of rural women in group V were having the land holding of 21 - 35 cents whereas only 13 - 17 percent of rural women in the trained group comes in this range. Ten percent rural women in group I and III and 15 percent in group V have their land holding ranging between 36-50 cents. Only a very small percentage have their land holding above 50 cents.

#### 4.2.6 Annual Income

Annual income of more than 60 percent of the rural women in group I, III & IV and more than 55 percent in group II & V ranges between Rs.15000-20000 and 37 percent in group II, 27 percent in group I, 17 percent in group III, IV & V ranges between Rs.20001-25000.

#### 4.2.7 Occupation of the respondents

More than 60 percent of the rural women in group I & II and 57 percent in group III & IV are

having self employment in the fields in which they have got training. About 42 percent in group V (control) were agricultural labourers.

#### 4.2.8 Information seeking behaviour

A critical view of the table shows that more than 53 percent of rural women in group I, II and IV, 40 percent in group III and 23 percent in group V have high information seeking behaviour. Sixty percent in group III and 77 percent in group V, 40-47 percent in group I, II and IV have low information seeking behaviour.

#### 4.2.9 Mass media contact

Seventy three percent of rural women in group I, 60 percent in group III and more than 55 percent in group II, IV and V have high mass media contact. Fourty to fourty five percent in group II, III, IV & V and 27 percent in group I have low mass media contact.

#### 4.2.10 Social participation

More than 90 percent of rural women in group I, II and IV, 77 percent in group III and 70 percent in group V were found to have high social participation.

#### 4.2.11 Cosmopolitaness

Ninety three percent of rural women in group I, 63 percent in group II, 80 percent in group III, 77 percent in group IV and 86 percent in group V, have low cosmopolitaness.

#### 4.2.12 Level of aspiration

It could be seen from the table, 87 percent of the respondents in group I have high level of aspiration followed by 67 percent in group II & more than 50 percent in group IV & V. About 53 percent of rural women in group III have low level of aspiration.

#### 4.2.13 Attitude towards self employment

In the case of attitude towards employment 97 percent of the respondents in group III, 80 percent in group V, 67 percent in group I, 60 percent in group IV and 53 percent in group II have high attitude towards self employment.

#### 4.2.14 Perceived knowledge of the technology.

Cent percent of rural women in all the trained groups (group I to IV) have high knowledge of the technology whereas all the

respondents in the control group have low knowledge of the technology.

#### 4.2.15 Entrepreneurial behaviour

A birds eye view at the table reveals that cent percent of rural women group III, 87 per cent in group I & 50 per cent in group IV have high entrepreneurial behaviour.

#### 4.3 Comparison of the personal socio-psychological factors and entrepreneurial behaviour of the five groups of rural women.

The Kruskal - Wallis test was employed to compare the personal socio-psychological factors and entrepreneurial behaviour among the five groups and results are presented in table 3.

##### 4.3.1 Age

The result revealed that the chi-square value for age was 5.89 which is not significant at 5 percent level of probability. Hence it is clear that the five groups of rural women did not differ significantly with respect to this variable.



Table-3 Rank mean of entrepreneurial behaviour and other personal and sociopsychological variables

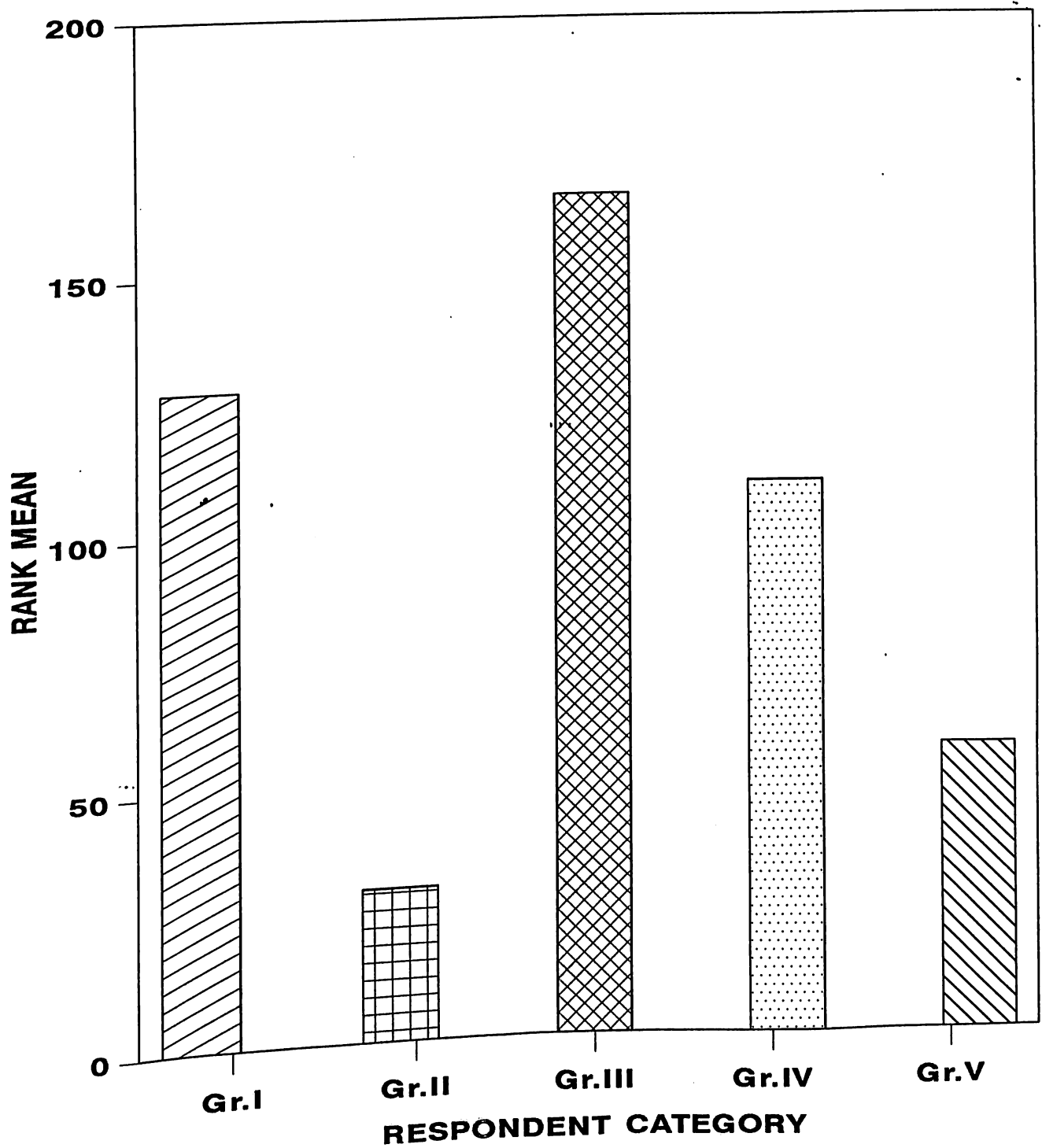
	Rank Mean					Critical Value	KW <sup>2</sup>
	Group I N = 30	Group II N = 30	Group III N = 30	Group IV N = 30	Group V N = 60		
Age	79.12	81.18	83.57	96.95	101.09	26.37, 22.84	5.89
Caste	113.13	94.27	85.93	102.17	73.75	--	17.58 **
Educational status of the respondent	114.20	117.52	96.83	98.48	57.98	--	45.31 **
Educational status of the family	101.58	103.12	106.30	82.95	74.53	--	13.43 **
Landholding	76.90	95.37	87.38	85.17	99.09	--	4.37
Annual Income (Rupees)	101.12	103.17	77.92	90.50	85.15	--	5.59
Occupation of the respondent	105.65	94.87	105.05	104.18	66.63	--	22.82 **
Information seeking behaviour	115.80	113.93	92.25	92.58	64.22	--	28.76 **
Mass media contact	119.82	96.73	85.77	95.57	72.56	--	17.98 **
Social participation	97.68	97.33	88.37	92.05	83.78	--	3.97 **

Contd.....

Cosmo politeness	79.30	107.63	90.90	94.97	85.10	--	11.88 **
Level of aspiration	134.47	96.30	70.35	85.50	77.69	--	30.35 **
Attitude towards self employment	98.20	83.38	112.18	86.72	81.26	--	8.75 *
Perceived knowledge of the technology	130.90	132.15	112.37	106.55	30.52	--	128.35 **
Entrepre- neurial behaviour	129.07	29.87	165.40	107.65	55.51	--	149.36 **

\* Significant at 5 per cent level of probability

\*\* Significant at 1 per cent level of probability



- Gr.I - Rural women trained in mushroom cultivation - College of Agriculture, Vellayani
- Gr.II - Rural women trained in mushroom cultivation - Mitraniketan, Vellanad
- Gr.III - Rural women trained in fruit & vegetable preservation - College of Agriculture, Vellayani
- Gr.IV - Rural women trained in fruit & vegetable preservation - Mitraniketan, Vellanad
- Gr.V - Untrained rural women

**Fig. 4. Comparison of entrepreneurial behaviour among the five groups of respondents**

#### 4.3.2 Caste

It is seen that the five groups of rural women differ significantly with respect to their caste as indicated by the high chi-square value (17.58). Group I is significantly superior to group III and V, group IV is superior to group V and no significant difference between groups I and IV. The other three groups namely II, III & IV were on par with respect to caste.

#### 4.3.3 Educational status of the respondent

The high chi-square value (45.31) indicates that the four groups of trained rural women differ significantly with the control group and there exist no significant difference among the trained groups.

#### 4.3.4 Educational status of the family

The chi-square value for educational status of the family is (13.43) which is significant at 1 percent level of probability. Group I, II & III are significantly superior to group V. No significant difference exists between group IV & V and between groups I, II and III & IV.

#### 4.3.5 Land holding

With regard to land holding there observed no difference among the five groups of rural women selected for the study.

#### 4.3.6 Annual Income

It is clear from the chi-square value for annual income (5.59) which is not significant at 5 percent level of probability that no significant difference exists between the five groups of rural women.

#### 4.3.7 Occupation of the respondents

The four groups of trained rural women differ significantly with the control group with respect to their occupation, the chi-square value being (22.82) which is significant at 1 percent level of probability.

#### 4.3.8 Information seeking behaviour

All the four groups of trained rural women differ significantly in their information seeking behaviour with the untrained rural women as indicated by the (28.76) high chi-square value.

#### 4.3.9 Mass media contact

According to the chi-square value presented in table 3, mass media contact of the five groups of rural women differ significantly at one percent level of probability. There exists significant difference among the trained groups. Group I differ significantly with group III and on par with group II & IV. There exists no significant difference between group II, III & IV. Group II & IV differ significantly with group V (control) and no significant difference exists between them. Group I differ significantly with control group whereas no significant difference exist between group III & IV in their mass media contact.

#### 4.3.10 Social participation

The insignificant chi-square value (3.97) for social participation indicates that there is no significant difference among the five groups of rural women with respect to this variable.

#### 4.3.11 Cosmopolitaness

The chi-square value for cosmopolitaness is found to be (11.88) which is significant at 1 percent level of probability. From the rank mean

it is clear that the rural women in group II were superior to group I and were on par with other groups. There exists no significant difference between groups I, III, IV & V.

#### 4.3.12 Level of aspiration

With respect to level of aspiration the observed chi-square value (30.35) indicates that the rural women selected for the study purpose differ with regard to this variable. The rural women in group I has significantly high level of aspiration when compared to the other four groups and there exists no significant difference between them.

#### 4.3.13 Attitude towards self employment

From the data it is found that attitude of different groups towards self employment differ significantly at 5 percent level of probability as shown by the chi-square value (8.75). The rural women in group III have significantly high attitude towards self employment when compared to the rural women in group II & V and no significant difference exists between the three trained groups (I, II & IV) and the control group.

#### 4.3.14 Perceived knowledge of the technology

The data shows that the chi-square value for perceived knowledge of the technology is (128.35) which is significant at 1 percent level of probability. The data clearly shows that the trained rural women (group I, II, III & IV differ significantly with group V (control) and also no significant difference exists between the trained groups.

#### 4.3.15 Entrepreneurial behaviour

The chi-square value with respect to entrepreneurial behaviour of rural women (149.36) which is significant at 1 percent level of probability indicates that the respondents differ significantly in their entrepreneurial behaviour. Group III differs significantly with all the other groups and group I & III differ significantly with group II & V and no significant difference exists between group I & IV. It is very interesting to note that entrepreneurial behaviour of group V (control) is significantly superior to that of group II.



#### 4.4 Relationship of the entrepreneurial behaviour and other personal and socio-psychological factors influencing entrepreneurship of the five groups of rural women.

The relationship of the entrepreneurial behaviour and other personal and socio-psychological factors of the different groups of respondents are presented under the following subheads. (Tables 4 to 8).

##### 4.4.1 Rural women trained in mushroom cultivation at College of Agriculture Vellayani (group I)

A glance at table 4 revealed that a positive and significant relationship exists between entrepreneurial behaviour of rural women trained in mushroom cultivation and the variables like educational status of the family, information seeking behaviour, mass media contact, level of aspiration, attitude towards self employment and perceived knowledge of the technology. All the above variables were correlated at 1 percent level of significance.

Land holding, occupation of the respondents and cosmopolitaness showed a negative but non-

Table-4 Correlation coefficient between selected independent variables and entrepreneurial behaviour of rural women trained in mushroom cultivation at College of Agriculture, Vellayani.

(Group I)

N = 30	
Independent variables	Correlation coefficient 'r'
	0.3365
X1 Age	0.0599
X2 Caste	0.2035
X3 Educational status of respondent	0.5337 **
X4 Educational status of family	-0.0523
X5 Land holding	0.3213
X6 Annual Income	-0.1298
X7 Occupation of the respondents	0.7465 **
X8 Information seeking behaviour	0.7460 **
X9 Mass media contact	0.2640
X10 Social participation	-0.0152
X11 Cosmopolitaness	0.7863 **
X12 Level of aspiration	0.7864 **
X13 Attitude towards self employment	0.4864 **
X14 Perceived knowledge of technology	

\*\* Significant at 1 per cent level of probability

\* Significant at 5 per cent level of probability

Table - 5 Correlation coefficient between selected independent variables and entrepreneurial behaviour of rural women trained in mushroom cultivation at Mitraniketan, Vellanad. (Group II)

		N = 30
Independent variables		Correlation coefficient 'r'
X1	Age	0.3288
X2	Caste	0.5146 **
X3	Educational status of respondent	0.4631 **
X4	Educational status of the family	0.5656 **
X5	Land holding	0.1797
X6	Annual Income	0.1966
X7	Occupation of the respondent	0.0447
X8	Information seeking behaviour	0.7535 **
X9	Mass media contact	0.6102 **
X10	Social participation	0.4171 *
X11	Cosmopolitaness	0.5373 **
X12	Level of aspiration	0.8279 **
X13	Attitude towards self employment	0.8732 **
X14	Perceived knowledge of technology	0.7142 **

\* Significant at 5 per cent level of probability

\*\* Significant at 1 per cent level of probability

significant relationship with entrepreneurial behaviour. Other variables like age, caste, educational status of the respondent, annual income and social participation were found to have a positive but non-significant relationship with their entrepreneurial behaviour.

#### 4.4.2 Rural women trained in mushroom cultivation at Mitraniketan Vellanad. (group II)

Data presented in table 5 shows that in the case of rural women trained in mushroom cultivation at Mitraniketan Vellanad, their exists a positive and significant relationship between entrepreneurial behaviour and the variables such as caste, educational status of the respondent, educational status of the family, information seeking behaviour, mass media contact, social participation, cosmopolitaness, level of aspiration, attitude towards self employment and perceived knowledge of the technology. Except social participation all the variables mentioned above were correlated at one percent level of significance.

Table - 6 Correlation coefficient between selected independent variables and entrepreneurial behaviour of rural women trained in fruit and vegetable preservation at College of Agriculture, Vellayani. (Group III)

N = 30	
Independent variables	Correlation Coefficient 'r'
X1 Age	-0.2338
X2 Caste	-0.2139
X3 Educational status of the respondent	0.0723
X4 Educational status of the family	0.3640 *
X5 Land holding	-0.0241
X6 Annual Income	0.2943
X7 Occupation of the respondents	0.3183
X8 Information seeking behaviour	0.0407
X9 Mass media contact	0.3077
X10 Social participation	0.0443
X11 Cosmopolitaness	-0.0067
X12 Level of aspiration	0.1307
X13 Attitude towards self employment	0.3543
X14 Perceived knowledge of technology	0.2343

\* Significant at 5 per cent level of probability

\*\* Significant at 1 per cent level of probability



4.4.3 Rural women trained in fruit and vegetable preservation at College of Agriculture Vellayani (group III)

A birds eye view of the table 6 revealed that only educational status of the family was found to have a positive and significant relationship with the entrepreneurial behaviour. There was a negative but non-significant relationship between entrepreneurial behaviour and the variables like age, caste, land holding and cosmopolitaness.

4.4.4 Rural women trained in fruit and vegetable preservation at Mitraniketan, Vellnad.(group IV)

With regard to the rural women trained in fruit and vegetable preservation, all the variables except age and occupation of the respondents, land holding and social participation were found to be positively and significantly correlated with their entrepreneurial behaviour. Among the variables all the variables except educational status of the family were correlated at 1 percent level of significance.

Table - 8 Correlation coefficient between selected independent and entrepreneurial behaviour of untrained rural women (Control Group) (Group V)

N = 60

Independent Variables	Correlation Coefficient 'r'
X1 Age	-0.0868
X2 Caste	0.0865
X3 Educational Status of the respondent	0.4869 **
X4 Educational Status of the family	0.2940 *
X5 Land holding	0.0578
X6 Annual Income	0.2729 *
X7 Occupation of the respondents	0.1923
X8 Information seeking behaviour	0.5188 **
X9 Mass media contact	0.2677 *
X10 Social Participation	0.2732 *
X11 Cosomopoliteness	0.4037 **
X12 Level of aspiration	0.2263
X13 Attitude towards self employment	0.3654 **
X14 Perceived knowledge of the technology	0.3545 **

\* Significant at 5 per cent level of probability

\*\* Significant at 1 per cent level of probability



#### 4.4.5 Untrained rural women (group V)

It was revealed from the table 8 that in the case of untrained rural women, a positive and significant relationship exists between their entrepreneurial behaviour and educational status of the respondent, educational status of the family, annual income, information seeking behaviour, mass media contact, social participation, cosmopolitaness, attitude towards self employment and perceived knowledge of the technology.

#### 4.5 Constraints experienced by the rural women.

In the present study the constraints experienced by the trained rural women in two technologies i.e., mushroom cultivation and fruit and vegetable preservation are presented in tables 9 and 10.

##### 4.5.1 Constraints experienced by the rural women trained in mushroom cultivation.

The results presented in table 9 reveals the constraints such as 'Marketing problem', 'lack of financial assistance' and 'Non-

Table - 9 Constraints experienced by the rural women in mushroom cultivation

Sl. Constraints NO.	Rank Score	I (8)	II (7)	III (6)	IV (5)	V (4)	VI (3)	VII (2)	VIII (1)	IX (0)	Total Score
1. Marketing Problem		20	14	11	6	5	3	1	0	0	385
2. Lack of financial assistance		17	19	9	4	3	2	4	2	0	371
3. Scope for mushroom cultivation is limited in Kerala.		0	0	4	0	11	10	14	12	9	138
4. Spawn production is difficult		2	5	3	10	12	14	9	5	0	232
5. Problem of pests and diseases		0	2	0	3	10	12	16	17	0	154
6. Lack of time		0	1	3	0	8	15	9	13	11	133
7. Non availability of spawn		14	7	12	11	5	0	10	1	0	329
8. Preservation of produce		10	0	7	13	9	17	4	0	0	284

Table 10 Constraints experienced by the rural women in fruit and vegetable preservation

SL. NO	Constraints	Rank Score	I (8)	II (7)	III (6)	IV (5)	V (4)	VI (3)	VII (2)	VIII (1)	IX (0)	Total Score
1.	High cost of fruits		16	20	8	4	4	3	1	2	2	365
2.	Marketing problem		18	15	10	7	6	3	1	0	0	379
3.	Lack of financial assistance		15	7	10	12	4	1	10	1	0	329
4.	Seasonal availability of fruits		1	1	0	2	11	13	17	15	0	157
5.	Difficulty in getting licence for production		1	6	5	11	13	10	10	4	0	241
6.	Lack of time		0	1	3	2	9	10	16	11	8	144
7.	Difficulty in preparation		1	0	0	3	7	16	8	15	10	130
8.	Lack of demand for the product		9	1	8	12	7	18	5	0	0	279

availability of spawn', were ranked 1,2,3 with scores 385, 371 and 329 respectively followed by 'preservation of produce', 'spawn production is difficult' with scores of 284 and 232 respectively. The problem of pest and diseases, 'Scope of mushroom cultivation is limited in Kerala' and the 'lack of time' were not considered as major constraints by majority of respondents in this group.

#### 4.5.2 Constraints experienced by the rural women in fruit and vegetable preservation.

From the data presented in table 10, it was observed that 'Marketing problem' was the important constraint perceived by this group closely followed by the 'high cost of fruits' with scores 375 and 365 respectively. The third important constraint was the 'lack of financial assistance' with a score of 329. 'Lack of demand for the product', 'difficulty in getting licence for production', 'seasonal availability of fruits', 'lack of time' and 'difficulty in preparation' were ranked 4 to 8 in the descending order with scores 279, 241, 157, 144 and 130 respectively.

## ***DISCUSSION***

## CHAPTER V

## DISCUSSION



The results obtained in this study are discussed and interpreted in this chapter under the following sections.

1. Relative contribution of the selected dimensions towards entrepreneurial behaviour.

2. Profile and comparison of personal, sociopsychological factors and entrepreneurial behaviour of the five groups of rural women.

3. Relationship of the entrepreneurial behaviour and personal, sociopsychological factors.

4. Constraints experienced by the rural women.

5.1 Relative contribution of the selected dimensions towards entrepreneurial behaviour.

The results presented in table 1 revealed that in the case of trained rural women, economic motivation was found to be the major factor which explained the entrepreneurial behaviour. The contribution of this factor ranges from 16-24 percent among different categories of rural

women. Haggan (1964) described entrepreneur as an economic man who tries to maximise profit by innovations. The main aim of an entrepreneur is to effectively utilise his physical and financial resources for making more wealth, income and employment. Moreover economic gain might be the most important goal for starting an enterprise. This finding was in line with the study conducted by SIET (1974), Sarmah & Singh (1994).

The result also revealed that achievement motivation is another major factor which explained the entrepreneurial behaviour of the trained group except group III. This factor contributed upto 35 percent in the case of group II. Those rural women who had an urge to excel in their enterprise acquire more knowledge regarding the enterprise, more contact with the outside social system, exposure to various information sources and have an orientation to credit institutions to acquire necessary credit for their investment and satisfying their urge. The high achievement motivation of rural women in group II might be due to the fact that even after training their contact with the officials of the

institutions for getting necessary advise regarding the enterprise, above all the spawn necessary for mushroom cultivation are available, and also they get support from the insitution in marketing their produce. The study was in concurrence with the result ..of Nandapurkar (1982), Sethy (1982), Sethy et al (1984), Singh & Sehgal (1986).

More than 20 percent of the entrepreneurial behaviour of group I & III was explained by the factor risk taking ability. An individual who is involved in an enterprise connected with agriculture has to face various risks like uncertainty in climatic factors, market facilities, lack of steady market, lack of inputs etc. One should be aware of these risks and must have the capabilities to face them whenever necessary inorder to establish a stable employment generating entity. Rural women must have the ability to take various risks with confidence in order to achieve their objective. Closely related result were reported by Cristopher (1969), Mathai (1978), Rao & Mehta (1978), Ramakrishnan (1979) Sethy (1982), Patel (1987) and Perumal et al (1990).



Another factor which contributed towards entrepreneurial behaviour was management orientation. This factor contributes about 12-16 percent. Management means getting things done and it is considered as one of the most important factor in making an enterprise profitable. Women entrepreneur with high management orientation can increase the productivity of their enterprise. Progress, prosperity and success mainly depends on the managerial role played by the women. An individual with high managerial efficiency can effectively utilize the available resources towards achieving the goal. The findings of the study though not similar is in confirmity with the studies reported by Shilaja (1990), Anantharaman (1991).

Twelve to fifteen percent of entrepreneurial behaviour of trained rural women was explained by their competition orientation. This is one of the most important factor responsible for improving their economic performance. The competitive motive of an entrepreneur to obtain the highest return from her enterprise lead her to adopt improved practices with greater speed and correctness.

Decision making ability plays a major role in the management of an enterprise. Proper decision making not only result in increasing the employment opportunities but also increasing the produce and income level. Heggade (1982) stated that womens participation in economic decision making is vital for reducing their economic dependency and social inequality. For the proper management of an enterprise, decision regarding planning, production and marketing of the products play a crucial role. The study was in concurrence with the results of Bhagat (1980).

5.2 Profile and comparison of personal, sociopsychological factors and enterpreneurial behaviour of the five groups of rural women.

#### 5.2.1 Age

The results of table 2 revealed that more than 90 percent in group II more than 70 percent in group III & IV and 63 percent in group V belong to the young age group. (between 18 to 30). There exists no significant differnce among the five groups of rural women with respect to their age. (table 3). This might be due to the

fact that most of the governmental programmes like TRYSEM concentrate specifically on developing employment potential of youth and the trainees selected fall under the age group of 21-30. For institutional training also people selected belong to young age group. The findings of the study is in agreement with that of Bisht & Sharma (1991).

#### 5.2.2 Caste

Majority of the ruralwomen in group I to group IV (about 60 percent) and 40 percent of the rural women in group V (control) belonged to backward communities. About 13-16 percent of rural women in group I, II & IV and 10 percent in group V belonged to forward communities. Fifty percent of the rural women in group V, 13-16 percent in group I & IV and 27 percent in group II & III belonged to scheduled caste. Among the five groups, in group I more than 26 percent belonged to forward caste and 60 percent belonged to backward communities. This group was superior group III & IV wherein group III more than 26 percent and in group V, 50 percent belonged to scheduled caste. Similarly in group IV more than

13 percent belonged to forward caste and 70 percent in backward communities which is superior to group V. There exists no significant difference among group II, III & IV and between group I & IV.

### 5.2.3 Educational status of the respondent

Results presented in table 2 revealed that more than 90 percent of trained rural women were having their educational status high school and above only 42 percent of the untrained group were having the above educational status. But there exists significant difference between the trained and untrained group and no significant difference was observed among the trained groups. Kerala is a state with cen percent literacy and education upto primary is free and compulsory. In Kerala, not much discrimination is shown to female kids. Females are given equal opportunity for education with that of male. Educational aspiration of the parents also seems to be high. This may be the reason for such a result.

#### 5.2.4 Educational status of the family

The result of the study revealed that more than 70 percent of the trained and 68 percent of the untrained group have family educational status high school and above. Family educational status of the trained group differ significantly with that of the untrained group. Educated parents always aspire their children to have higher education. The results of the study was in line with that of Deepali (1979), Dak et al (1980) and Seema (1986).

#### 5.2.5 Land holding

Majority of the respondents in the trained group (above 70 percent) and 53 percent of untrained group were having landholding ranging between 15-20 cents. Forty percent of the respondents in group V have land holding ranging between 21-50 cents whereas in the trained group below 20 percent comes in this group. As per the report of the Department of Agriculture, Kerala (1986), there are about 2.8 million families with farms covering an area of 1.6 million hectares. This indicates that the average land holding of a family in Kerala is below 20 cents.

### 5.2.6 Annual Income

The results presented in tables 2 & 3 revealed that annual income of majority of the respondents selected for the study ranges from 15000-20000. There was no significant difference among the five groups of rural women. Naturally the rural women selected were above the poverty line.

### 5.2.7 Occupation of the respondents

With respect to occupation of the respondents more than 50 per cent of the trained rural women had taken up self employment in the trade in which they have been trained and majority of the untrained rural women were agricultural labourers. The four groups of trained rural women differ significantly with group V (tables 2 & 3). The trained rural women who were helped financially or otherwise by the parents/husbands were able to establish their own units and taking up self employment in mushroom cultivation and fruit and vegetable preservation does not require a rural women to be away from the family. These enterprise can be started in

their house itself and they were also economically motivated.

#### 5.2.8 Information seeking behaviour

More than 53 per cent of rural women in group I, II, & IV, forty per cent in group III, 23 percent in group V have high information seeking behaviour. All the trained groups differ significantly with the untrained group with respect to this variable.

Since 50 per cent of the trained rural women have taken up self employment in the vocation in which they have been trained they are motivated to collect information regarding the vocation and they try to keep contact with the institution in which they are trained for clarifying their doubts.

#### 5.2.9 Mass Media Contact

Seventy three per cent of rural women in group I, 60 per cent in group III and more than 55 per cent in group II, IV & V have high mass media contact. Forty to forty five percent in group II, III, IV & V and 27 per cent in group I have low mass media contact. There exists

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significant difference among the four trained groups and between trained and untrained groups. Group I was significantly superior to group III & group V and group II & IV were significantly superior to group V. No significant difference exists between group I, II & IV and between II, III, & IV and groups III & V. In Kerala because of the high literacy rate most of the households subscribe for atleast one newspaper and every family possess radio or television. Naturally their mass media contact will be high. The findings of the study is in line with that of Supe (1971) and Saradmoni (1983).

#### 5.2.10 Social Participation

Majority of the trained and untrained rural women have high social participation and there exists no significant difference among these groups. In Kerala, majority of the rural women have membership in one or more organisation in local area and they frequently attend the meetings of these organisation. As a result of this they will have interaction with other members of the organisation. This might be the reason for the high social participation score.



### 5.2.11 Cosmopolitaness

The rural women in group II were having high cosmopolitaness and differs significantly with other groups. All the other groups were on par with respect to this variable. Those rural women who has started the enterprise usually sell their produce in the nearby towns. They usually have contact with the other people who has taken up the same enterprise, discussed with them about their experience and try to adopt the techniques which they found to be profitable. Besides, these people try to keep close contact with the trainer's in the institution in which they are trained, discuss their problems, seek advice from them, get the help of those people in the institution for marketing the produce and the spawn necessary for the cultivation of mushroom is collected in bulk from the institution.

### 5.2.12 Level of aspiration

Eighty seven per cent of rural women in group I, 67 per cent in group II, more than 50 per cent in group IV & V and 47 per cent in group III have high level of aspiration. Level of

aspiration of rural women in group I was significantly high when compared to that of other groups at the same time the other four groups were on par. Many unemployed rural women get enrolled themselves to get training in this enterprise. (mushroom cultivation). By taking up this enterprise they get an income within a short period. (45 -60 days). The initial investment is also less when compared to other enterprises. Various products can be prepared from mushroom which has got high demand in the market. This might be the reason for high level of aspiration of the rural women trained in mushroom cultivation.

#### 5.2.13 Attitude towards self employment

More than 96 per cent of rural women in group III 80 per cent in group V, more than 60 per cent in group I & IV, & 53 per cent in group II have high attitude towards self employment. The rural women trained in group III were found to be significantly superior to group II & V and there is no significant difference between the other trained groups. Even though Kerala is a state with high literacy, the percentage of

unemployment is high. The only alternative for income generation is to take up self employment in one or other enterprise where initial investment is less and can be taken up with the available resources. Mushroom cultivation and fruit and vegetable preservation enterprise can be taken up by the rural women with their existing facilities in their household and with the help of the other family members. The resources available in the homesteads can be profitably utilized for the preparation of the products. That might be the reason for the significantly higher attitude of group III when compared to others.

#### 5.2.14 Perceived knowledge of the technology

All the trained groups were significantly superior to the control group with respect to perceived knowledge of the technology. The low level of knowledge of technology of control group might be due to lack of training. Training means educating a person so as to be fitted, qualified and proficient in doing some job. Training helps in imparting knowledge and in developing skills and entrepreneurship training

also helps in improving the managerial skills. the findings of the study is in line with the research results of Nadkarni & Rao (1982)

#### 5.2.15 Entrepreneurial Behaviour

Cent per cent of the rural women in group III had high entrepreneurial behaviour. The entrepreneurial behaviour of group III was significantly superior to all the other groups. The entrepreneurial behaviour of rural women is influenced by various factors like achievement motivation economic motivation, risk taking ability, decision making ability and management orientation. It is very interesting to note that entrepreneurial behaviour of untrained rural women was significantly superior to one group of rural women because some of the untrained rural women has started their own enterprise without getting any training. It is because they are having much self confidence and they have the urge to excel themselves and also economically motivated. Because of the self confidence, they are able to take risks. These enterprises are comparatively easy to set up and generate

income in rural areas. By taking up these enterprise the rural women can make use of their skills and resources.

5.3 Relationship of entrepreneurial behaviour and personal, sociopsychological factors.

Results presented in tables 4 to 8 are discussed below.

With regard to age there was no significant relationship with the entrepreneurial behaviour of the five groups of rural women. Majority of the respondents of the study purpose belong to young age group (21-30). The explanation given under age holds good here also. Another reason might be that the young age group have more physical and mental strength and are more ambitious to take up an enterprise. The findings of the study is in line with that of Singh & Chander (1983), Bisht & Sharma (1991).

With respect to caste, there exists a positive and significant relationship with the entrepreneurial behaviour of rural women in group II & IV. According to Alexander (1967) the family system has a complex relationship with the

society. The relationship of family and society is governed by strong caste ties. Therefore the response of different castes within a society to entrepreneurial opportunity is likely to vary and it depends upon the extent of exposure to the caste to the entrepreneurial culture.

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Educational status of the rural women in group II, IV & V were found to have positive and significant relationship with their entrepreneurial behaviour. Since Kerala is a state of cent per cent literacy it is quite natural that both male & female kids are given equal opportunity for education. Educated people have more social participation and subscribe newspaper which will help them to get more information about the assistance provided by various governmental and non governmental organisation for starting an enterprise. This might be the reason for the significant correlation. The family educational status of all the five groups were found to have positive and significant relationship with the entrepreneurial behaviour. Majority of the respondents comes from the family with high

educational status. Educated parents always aspire their children to have higher education. They influence their children to take up their own enterprise and provide maximum support both moral and financial. This will help in creating confidence in children to take up enterprise of their own.

Landholding and occupation of the respondents did not show any significant relationship with entrepreneurial behaviour of five groups of rural women selected for the study.

There exists a significant relationship between annual income and entrepreneurial behaviour of rural women in group IV & V. Majority of the respondents have annual income ranging between 15000-20000 which is above poverty line and more than 50 per cent trained rural women started their own enterprise as a way of living. Those entrepreneurs with higher income took advantage of the various schemes proposed for the development of their enterprise. In the case of group V, higher annual income motivated them to start an enterprise by taking

advantage of the various women development schemes. Perumal (1990) reported that farm women belonging to high income category have attended specialized and skill oriented training.

Information seeking behaviour was found to have a positive and significant relationship with the entrepreneurial behaviour of four groups of respondents except group III. About 50-60 per cent of the trained rural women have started their own enterprise in the trade in which they are trained. This compelled them to collect information regarding their enterprises from various sources regarding the production and marketing. The relationship with the entrepreneurial behaviour of untrained rural women may be due to the fact that seeing the progress of rural women who has started the enterprise, they were motivated to start an enterprise of their own without acquiring any specialized training. The information is collected from the neighbours, other institutions etc. The findings was in line with the study conducted by Supe (1971).



A glance of the table shows that except in group III, mass media contact of the rural women in all the other groups were found to have positive and significant relationship with their entrepreneurial behaviour. Majority of them possess Radio, TV and they subscribe newspaper also. The first hand information necessary to start an enterprise was received by exposing themselves to these mass media. Now they are aware of the various financial assistance specially oriented for the welfare of rural women. This help them to start the enterprise and also run the same in a profitable manner. Their high educational status also help them to utilize these information sources regularly. Similar studies were reported by Renukaradhya (1983) and Pradeep Kumar (1993).

A positive and significant relationship between social participation and entrepreneurial behaviour of rural women in group II & V might be due to the fact that majority of rural women were members in one or other organisations in their area. This helps them to come in contact with other members of the society which inturn helped

them to get information about the new programmes and projects that can be taken up by the rural women and also share the experience of other entrepreneurs. This motivated them in starting their own enterprise by utilizing their available resources.

Cosmopolitaness of rural women in group II, IV & V were found to have positive and significant relationship with the entrepreneurial behaviour. Cosmopolitaness helped the rural women to collect information about what is happening outside their social system. This motivated them to become members in organisations outside the social system in order to collect information that is useful for upgrading their own enterprise. Rural women with cosmopolitaness will be more innovative, risk taking and will have a competetive spirit which inturn improve their decision making and managerial ability. Nandapurkar (1982) is of the opinion that cosmopolitaness is one of the important factor influencing entrepreneurship.

Level of aspiration of rural women in group I, II and IV have a positive and significant

relationship with their entrepreneurial behaviour. Those rural women with high level of aspiration will take risk in starting an enterprise of their own. This is due to the fact that they are economically motivated and will have an urge to excel others and try to acquire more knowledge. This result is in line with the research conducted by Christopher (1969) and SIET (1974).

A positive and significant relationship was observed between attitude towards self employment and entrepreneurial behaviour of rural women except in group III. This might be due to the reason that these enterprises namely mushroom cultivation an fruit and vegetable preservation are suitable for rural industrialization as they make use of skills and resources. Rural industries helps the growth of entrepreneurship in rural areas. Processed food and fruit preparations have tremendous export potential Khan (1995). This finding derived support from the research results reported by Pradeep Kumar (1993).

A glance of the table shows that perceived knowledge of the technology is positively and significantly correlated with the entrepreneurial behaviour of rural women except group III. The high level of education and training might have increased the level of knowledge of rural women about the technology. Training helps in imparting knowledge and in improving the skills required for the profitable running of an enterprise. The findings of the study is in concurrence with that of Nandapurkar (1982) and Sethy (1982).

#### 5.4 Constraints experienced by the rural women

The results revealed that in mushroom cultivation the major constraints experienced by the rural women are marketing problem, lack of financial assistance and non availability of spawn.

Due to the less shelf life of mushrooms immediate marketing facilities are needed in this aspect. For rural women to start an enterprise financial assistance is a must. Eventhough financial help is given by various organisations

they are not getting it at proper time because of the long procedures in sanctioning loans. For profitable mushroom cultivation the quality of spawn is important. Non availability of good quality spawn is also one of the major constraints. The sources from which good quality spawn are supplied is limited. The rural women selected for the study purpose usually collect spawn from College of Agriculture Vellayani and Mitranikethan Vellanad. Sometimes they will not get sufficient quantity of spawn from these institutions which will affect the normal functioning of the enterprise. The findings of the study was in agreement with that of Pillai and Bhaskaran (1991) Rahiman et al (1991). Joseph et al (1991).

In fruit and vegetable preservation the major constraints experienced by the rural women are marketing problem, high cost of fruits and lack of financial assistance. The most serious problem faced by an entrepreneur is the marketing of the produce.

Usually the produce of rural women have no brand name. So they find it difficult to sell

their produce in cities and towns . In order to sell their produce in cities and towns they require license and getting license is very difficult. Marketing strategy of any unit is the decisive factor in its success. Scant resources shackle the units from spreading their marketing channels, severe competition, lack of uniform brand, high cost of production, transportation, lack of proper means to spread the information about the product are some of the severe constraints in expanding marketing channels of the units in the industrial estate (Himachalam et al 1995).

In Kerala the seasonal availability of fruits is a major problem. In one season, fruits and vegetables are available in abundance. The rural women are not able to convert and preserve these fruits and vegetables into marketable products within a limited time. There is no storehouse to store the excess produce and make it available during the period of glut.

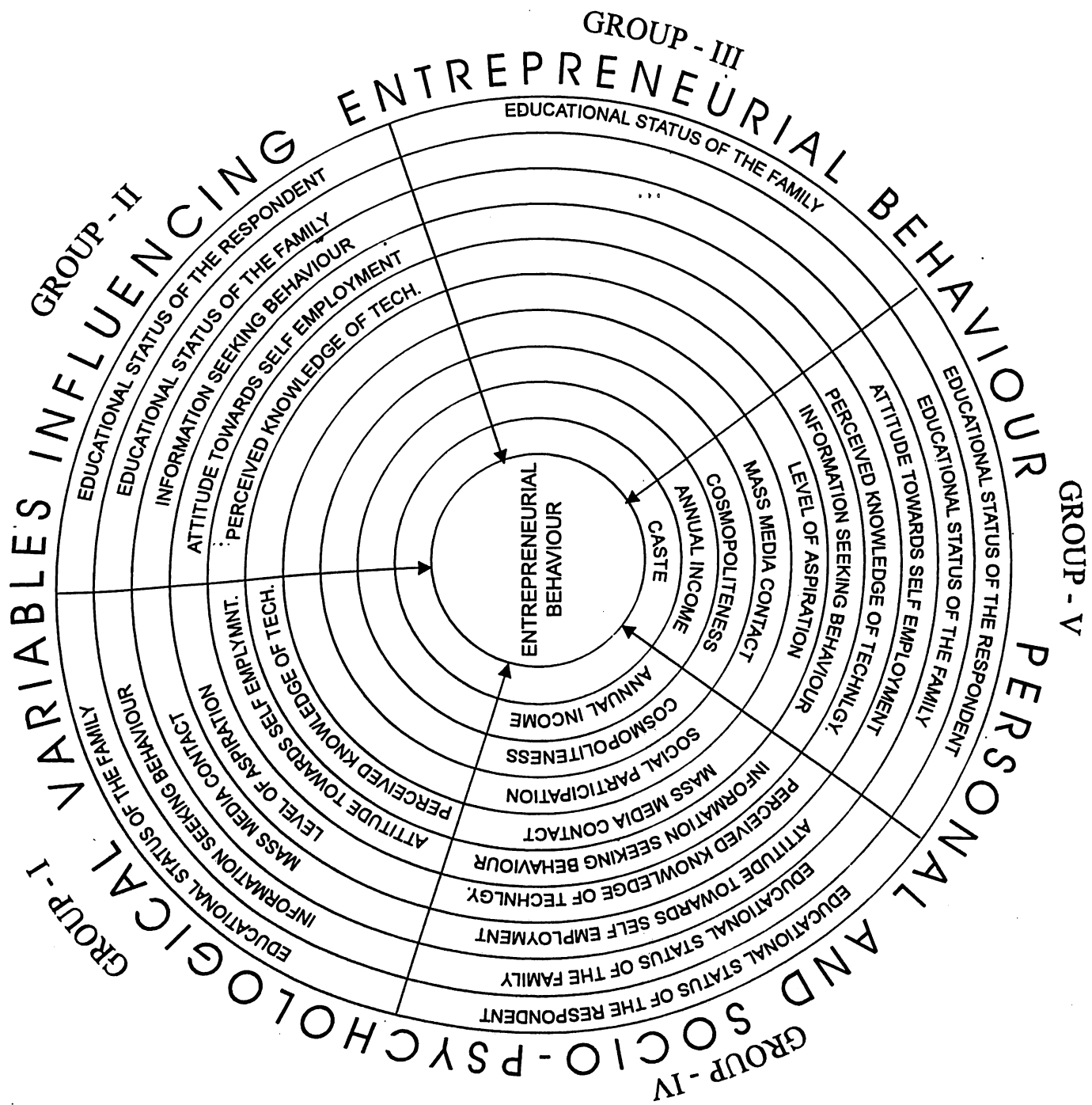


Fig. 5. Empirical model for the study

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# ***SUMMARY***

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## SUMMARY

The study was undertaken to investigate the entrepreneurial behaviour of rural women in Thiruvananthapuram District. The objectives of the study are

I. To assess the entrepreneurial behaviour of rural women

II. To study the personal and socio psychological factors influencing entrepreneurial behaviour.

III. To identify the constraints experienced by the rural women in starting an enterprise.

The study was confined to Thiruvananthapuram District of Kerala State. Two training centres, College of Agriculture, Vellayani and Mitraniketan, Vellanad were selected for the study. Thirty rural women each trained in mushroom cultivation and fruit and vegetable preservation were randomly selected from each centre. Sixty untrained rural women were also selected as control from the study area. Thus the total sample comprised of 180 with five groups of respondents.

The data was collected using a pre tested interview schedule. The dependent variable

selected for the study was entrepreneurial behaviour and the independent variables were age, caste, educational status of the respondents, educational status of the family, land holding, annual income, occupation of the respondents, information seeking behaviour, mass media contact, social participation, cosmopolitaness, level of aspiration, attitude towards self employment and perceived knowledge of technology.

Statistical techniques namely Mahalanobis distance Percentage analysis, Kruskal-Wallis one way analysis of variance, Correlation analysis etc. were done.

The results of the study were summarised and presented below.

To identify the dimension that can explain the entrepreneurial behaviour of rural women, about 18 dimensions were selected after reviewing literature and given to 30 judges who are experts in the field of Agricultural Extension for relevancy rating and finally nine dimensions was selected. Of the selected dimensions, to know which dimension contributed more towards

explaining entrepreneurial behaviour, Mahalanobis distance was found out and the dimensions namely economic motivation, risk taking ability, decision making ability, achievement motivation, management orientation and competition orientation contributed more in explaining the entrepreneurial behaviour of trained rural women. Economic motivation, self confidence and risk taking ability contributed more in explaining entrepreneurial behaviour of untrained rural women.

The rural women both trained and untrained belonged to the age group ranging between 21-30 majority of them belonged to backward caste. More than 90 percent of the trained and 42 percent untrained rural women have their educational status high school and above. The family educational status of 65-85 percent of the respondents were also high school and above. Seventy percent of the respondents in the trained group and fifty two percent in the control group have land holding ranging between 15-20 cents. The annual income of majority of rural women ranges from Rs.15000-20000. With regard to the

occupation more than 55 percent of the trained rural women have started their own enterprise in the trade in which they are trained. Forty two percent of the untrained rural women were agricultural labourers. More than 50 percent of the rural women have high information seeking behaviour and mass media contact. Majority of them have high social participation and low cosmopolitaness. More than 50 per cent of the rural women selected have high level of aspiration and majority of them have favourable attitude towards self employment. Cent per cent of the trained group have high knowledge of the technology. Except the rural women group II & V all the others have high entrepreneurial behaviour.

The results of the Kruskal-Wallis test revealed that with respect to age, the five groups of rural women were on par. Majority of the trained rural women belonged to backward communities and untrained belonged to scheduled caste. The trained rural women differ significantly with the untrained with respect to their educational status. Family educational status of group I, II & III was significantly

superior to group V. The five groups were on par with regard to landholding and annual income. Trained groups differed significantly with the control group in their occupation and information seeking behaviour. Group I differed significantly with III & V. Group II & IV differed significantly with group V in their mass media contact. The V groups were on par in their social participation. With respect to level of aspiration group I has significantly high level of aspiration when compared to other groups. Group II was superior to group I and were on par with other groups in their cosmopolitaness. All the trained rural women were significantly superior to control group with regard to perceived knowledge of the technology. Group III differed significantly with all the other groups and group I & III differed significantly with group II & V in their entrepreneurial behaviour.

The results of correlation analysis revealed that in the case of rural women in group I, a positive and significant relationship exists between entrepreneurial behaviour and the independent variables like educational status of the family, information seeking behaviour, mass

media contact, level of aspiration, attitude towards self employment and perceived knowledge of the technology. With regard to the rural women in group II a positive and significant relationship was found between entrepreneurial behaviour and the independent variables like caste, educational status of the respondent, educational status of the family, information seeking behaviour, mass media contact social participation, cosmopolitaness, level of aspiration, attitude towards self employment and perceived knowledge of the technology. Only educational status of the family was found to have a positive and significant relationship with entrepreneurial behaviour of rural women in group III. In the case of group IV all the variables except age and occupation of the respondents were found to have a positive and significant relationship with their entrepreneurial behaviour. With regard to the untrained rural women a positive and significant relationship exist between their entrepreneurial behaviour and the variables like educational status of the respondent, educational status of the family, annual income, information seeking behaviour, mass media contact, social participation,

cosmopolitaness, attitude towards self employment and perceived knowledge of the technology.

Marketing problem, lack of financial assistance and Non-availability of spawn were the major constraints experienced by the rural women trained in mushroom cultivation. With regard to the rural women trained in fruit and vegetable preservation, marketing problem, high cost of fruit and lack of financial assistance were the major constraints.

#### Implications of the study

The study brings to focus the entrepreneurial behaviour of rural women trained in mushroom cultivation and fruit and vegetable preservation which will help in developing appropriate technology specifically tailored to women and to promote their envolyement in development and transfer of technology.

The problems identified helps extension personnel in taking steps to strengthen the extension service in areas where the entrepreneurs concentrate. The relationship established in the study between independent variables and entrepreneurial behaviour serve as

a guideline for extension personnel for manipulating the characteristics of rural women to start more enterprises.

#### Suggestions for further research

To render the generalisation made in the study more applicable comprehensive studies covering wider geographical area and including more independent variables may be taken up. Work can be conducted among people of specific age group. Work can also be conducted among rural women trained in various other technologies.



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\* Originals not seen

# ***APPENDICES***

APPENDIX I  
DEPARTMENT OF AGRICULTURAL EXTENSION  
COLLEGE OF AGRICULTURE  
VELLAYANI 695 522

To

Dear Sir/Madam,

Miss. JAYALEKSHMI, G. M.Sc. student of this department doing her PG project under my guidance has taken up a research programme on "Entrepreneurial Behaviour of Rural Women in Thiruvananthapuram district". She is trying to develop a scale to measure the entrepreneurial behaviour of rural women. In this connection she has collected some dimensions of entrepreneurial behaviour of rural women given Annexure I. A list of socio psychological and economic variables which are likely to influence the entrepreneurial behaviour is also given as Annexure II.

Considering your vast experience in the field of Agricultural Extension you are selected as one of the judges. You are requested to indicate your judgment about the appropriateness of the dimensions to measure the entrepreneurial

behaviour and rate the variables with regard to the relevance of each variables in influencing the entrepreneurial behaviour of rural women. Kindly record your judgment in the three point continuum of "most important", "important" and "least important" by putting a ( ) mark in the appropriate column in the case of dimensions of entrepreneurial behaviour and "most relevant", "relevant" and "least relevant" in the case of variables influencing the entrepreneurial behaviour. If you feel any more important variable has left out, kindly add the same with your judgement.

I request you to kindly spare some of your valuable time to go through these dimensions and variables and give your valuable responses. Thanking you in advance for your kind contribution for completing this portion of her research work.

With regards,

Yours sincerely

Dr. S. SHILAJA  
Associate Professor  
Department of Agricultural  
Extension  
College of Agriculture  
Vellayani.



ANNEXURE I

DIMENSIONS OF ENTREPRENEURIAL BEHAVIOUR

MI-Most important I-Important LI-Least important

-----  
Sl. Dimensions MI I LI  
No. -----

1. Decision making capacity defined as the degree to which a rural woman justifies the selection of most effective means from among the available alternatives on the basis of scientific criteria for achieving maximum economic profit.
2. Self confidence refers to the extent of feeling of a rural woman about her own powers, abilities and resourcefulness to perform any activity which she desires to undertake
3. Achievement motivation refers to the desire for excellence of a rural woman to attain a sense of personal accomplishment.
4. Innovativeness defined as the degree to which a rural woman is relatively earlier in adopting new ideas.
5. Risk taking ability defined as the degree to which a rural woman is oriented towards risk and

an enterprise.

6. Value orientation defined in those aspects of a rural woman which commit her to the observance of certain norms, standards, criteria for selection whenever she is in a contingent situation which allows her to make a choice
7. Change proneness refers to the behaviour pattern of rural woman who has interest in and desire to seek chance into her operations when practicable and feasible.
8. Credit orientation defined as the favourable and positive attitude of an individual rural woman towards obtaining credit from institutional sources for starting an enterprise.
9. Deferred gratification refers to the postponement of immediate benefits of short range rewards in order to secure more long range goals and the resulting satisfaction
10. Management orientation refers to the degree to which a rural woman is oriented towards scientific management comprising of planning, production, marketing of her enterprise.
11. Competition orientation defined as the degree to which a rural woman is oriented to place herself in a

- competetive situation  
in relation to other  
individuals for  
projecting her  
excellence in her  
business.
12. Self concept refers to the set of  
cognition and  
feelings that a rural  
woman have about  
herself as an  
entrepreneur.
13. Self reliance refers to the ability  
of a rural woman to  
depend one's ownself  
for introducing  
changes in her life.
14. Economic motiva-  
tion refers to the  
occupational excellence  
in terms of profit  
making and relative  
value placed on  
economic ends by rural  
woman.
15. Scientific  
orientation defined as the degree  
to which a rural woman  
is oriented towards  
the use of scientific  
methods in decision  
making in starting  
and running an  
enterprise.
16. Over all  
modernity refers to the attitude  
of rural woman towards  
modern way of living  
in different spheres  
of life with respect  
to education, social,  
economic and cultural  
conditions.
17. Innovation  
proneness is referred to as the  
behaviour pattern of  
rural woman who have  
interest in and desire  
to seek changes in the  
existing systems and to  
when practical and feasible.

18. Initiative

defined as the  
capacity of rural  
woman to come forward  
on her own to take up  
some activities or  
enterprises.

ANNEXURE II

SOCIO-PSYCHOLOGICAL AND ECONOMIC VARIABLES

MR - Most relevant R - Relevant LR - Least relevant

Sl. NO.		MR	R	LR
1.	Age			
	defined as the number of calender years completed by the rural woman at the time of interview			
2.	Religion			
	refers to the religion in which the rural woman belongs			
3.	Caste			
	refers to the caste hierarchy of a rural woman, whether belongs to upper/backward/scheduled caste			
4.	Family size			
	defined as the specific number of members in the family living together			
5.	Family type			
	refers to the single type (nuclear) family or joint family			
6.	Family occupation			
	defined as the position of the family which acts as a source of income in which the family members spends major part of their time and attention			
7.	Occupation of the respondents			
	defined as the position of the family which acts as a source of income in which she spends major part of her time and attention			
8.	Educational status of the respondent			
	refers to the level of formal education attained by the respondent			
9.	Educational status of the family			
	refers to the level of formal education attained by the members of the family.			
10.	Annual Income			
	refers to the total earnings of the family from farm and other sources.			
11.	Material Possession			
	defined as the money value of the materials possessed by the rural women.			

12. Perceived knowledge of the technology defined as the thorough knowledge and understanding of the rural women about the technology so that she can put the technology into practice.
13. Social participation refers to the extent and nature of participation of a rural woman in various activities of social organisations.
14. Social contact defined as the frequency with which a rural woman comes into contact with various agencies like agricultural officers, scientists, officials of various organisations in a specific period of time.
15. Mass media contact defined as the extent to which a rural woman is exposed to different mass media communications such as Radio, Newspaper, Television.
16. Information seeking behaviour defined as the extent to which the rural woman is seeking information from different communication sources.
17. Fatalism defined as the degree to which a rural woman perceives a lack of ability to control her future.
18. Level of aspiration refers to the rural women's overall assessment of her concern for wishes and hopes for the future or for the fears and worries about the future in her own reality world.
19. Cosmopolitaness defined as the degree to which a rural woman is oriented to her immediate outside social system.
20. Attitude towards self employment defined as the degree of positive or negative feeling of rural woman towards self-employment.
21. Indebtedness refers to the total debt in terms of money the rural women owes at the time of investigation to the various money lending sources such as private money lenders, banks, merchants co-operative etc.

22. Market  
perception

is referred to the capacity or tendency of an individual rural woman to identify the market trend to sell the produce for greater returns.

23. Land holding

refers to the total land owned by the rural woman.

APPENDIX II

PART - A

RELEVANCY SCORE OF SELECTED DIMENSIONS OF  
ENTREPRENEURIAL BEHAVIOUR

Sl. No.	Dimensions	Percent score
i)	Decision making ability	92.59
ii)	Self confidence	81.48
iii)	Achievement motivation	75.92
iv)	Innovativeness	75.92
v)	Risk taking ability	88.88
vi)	Management orientation	85.18
vii)	Competition orientation	77.77
viii)	Economic motivation	90.74
ix)	Initiative	81.48







- 6. Land holding
- 7. Annual Income
- 8. Occupational status of the respondent
  - Self employed
  - Professional
  - Farming
  - Clerical
  - Agricultural Labour

9. Information seeking behaviour

Please state through which of the following sources you seek information regarding new practices.

Always/Sometimes/Never

	Always/Sometimes/Never
News paper	
Business publications	
Radio	
Relatives	
Extension officers	
Scientists	
TV	
Others	

To get information regarding starting an enterprise which source you consult ?

-----  
Always/Sometimes/Never  
-----

Attending discussion group

Listening radio

Talking to neighbours

Attending agrl.scientists

Sending letter to research station

Corresponding with various organisations

Others  
-----

10. Mass media contact  
-----

S1.	Particulars	Yes/No	If yes Always/Some times
-----	-------------	--------	--------------------------------

-----

1. Do you listen to radio

2. Do you read news papers  
or listen to some one  
reading a news paper

3. Do you read leaflets  
related to agriculture

4. Do you read farm magazines

5. Do you see films related  
to agriculture

6. Do you visit agricultural  
exhibitions

7. Others if any  
-----

11. Social participation

Sl. No.	Organisation	Member	Office bearer
1.	Village panchayats		
2.	Village co-operatives		
3.	Farmers discussion group		
4.	Radio Rural Forum	...	
5.	Others		

12. Cosmopolitaness

Have you ever visited the neighbouring village/town. Yes/No

If yes, how often do you visit the town.

Most frequently/Frequently/Sometimes/Rarely

Purpose of visit.

Agri/Personal/Entertainment

13. Level of aspiration

Here are a few questions regarding some of the areas with which you may be mostly concerned. Don't bother about whether you are really going to make it or not, but still you may expect certain of these events to happen in the near future. Please indicate your opinion frankly.

1. What is the extent of education that your children should have ?

School level/College level/ Technical or Professional .

2. What kind of job or work your children should take after their education ?

Agriculture/Govt Job/Business Professional

3. Compared to previous years what would be the increase in annual income you expect to get in the next three years ?

After one year / two years / three years.

4. What would you expect to be the increase in your land holding in the next 3 years ?

No increase/Increase to some more/double the area.

5. What would be the type of house you expect to have in the next 3 years ?

No improvement/Improve it to some extent/

Make it a pucca house.

6. What would be the furniture you expect to possess in the next 3 years ?

No improvement/Improve to some extent/

Definitely furnish well.

7. What would be the material possession you expect to have in the next 3 years ?  
Radio/TV/Pumpset or biogas plant
8. What would be the agricultural implements you expect to possess?  
No increase/Purchase some more/Purchase all the required ones.
9. What would you expect to be the increase in your livestock in the next 3 years ?  
No. increase/have one or two animals/have it on large scale.
10. What would you expect to be your general contentment ?  
Some what better/Mostly better/Certainly better.
11. What would be the kind of shelter you expect to provide for your live stock in the next 3 years ?  
Shed/Mudwalled/Full mud walled
12. What would be the other animals like sheep, poultry, pigs you expect to possess ?  
Don't want/only for house purpose/want to possess on large scale.

14. Attitude towards self employment.

Sl.No	Statements	SA	A	UD	DA	SDA
1.	Self employment is of much importance during the present period of extreme unemployment.					
2.	Self employment is an independent profession as it offers freedom.					
3.	Self employment helps one to become self sufficient in life.					
4.	Self employment is desirable since one need not expect any sanction from any official.					
5.	Since there are ample-technologies one can make self employment easily.					
6.	For an unemployed woman self-employment is a sure profession for facing the vagaries of life.					
7.	There is no necessity for an educated unemployed woman to go for self employment as government jobs are meant for her.					
8.	It is unwise to select self employment as it needs more physical and mental efforts.					
9.	Sound family background is a necessity for selecting self employment.					
10.	Agriculture is the basis for other industries so self employment in agriculture is always worthy.					



15. Perceived knowledge of the technology.

(a) Mushroom cultivation.

1. The first harvest of mushroom can be done in..... days after spawning

(20-25 days, 35-45 days, 50-60 days)

2. From 1 kg dry substrate about ..... gm fresh mushroom will be obtained.

(500 - 800 gm, 1 kg, 100 - 200 gm)

3. Best substrate for cultivation of pleurotus is

.....

(Compost, Paddy straw, Log)

4. Best method for cultivation of oyster mushroom

.....

(tray method, shelf method, poly bag method)

6. The most commonly cultivated mushroom in Kerala

(oyster mushroom, button mushroom)

7. In mushroom cultivation, pest attack is more at ..... stage.

(Spawn running, at harvest, at button stage)

8. For 1 kg straw ..... gm spawn is required.

(125 - 150 gm, 200 - 250 gm, 500 - 600 gm)

9. The most commonly used material for the preparation of spawn in Kerala.

(Wheat, Paddy, Oats)

10. Spawn can be kept/preserved for a period of ..... months.

(3 months, 5 months, 7 months)

(b) Fruit and vegetable preservation.

1. Pickles can be preserved by adding

(Vinegar alone, vinegar and salt, Vinegar salt and oil)

2. Oldest method of preserving

(sundrying, freeze drying, freezing)

3. Preservative which can be used safely at any concentration.

(sugar, potassium metabisulphate, benzoic acid)

4. Salts act as a preservative by

(Binding moisture, Binding the nutrients, increasing the temperature)

5. Fruits and vegetables are rich sources of

(Proteins, Fats, Vitamins)

6. Chilling temperature in a refrigerator is

(30-15<sup>o</sup>c, 15-10<sup>o</sup>, below 10<sup>o</sup>)

7. Citrus fruit is a rich source of  
(Vit. D, Vit. E, Vit.C)
8. Beverage which is preserved by alcoholic fermentation  
(wine, squash, milk)
9. Pectin is highest in  
(Papaya, Orange, Banana)
10. An agent used to retain the colour of fruit  
(Sulphurdioxide, Chlorine, Benzoic acid)

PART B

DIMENSIONS OF ENTREPRENEURIAL BEHAVIOUR

1. Decision making ability

Please tell me whether you have taken decision for each of the following. If yes, is the decision taken on your own or in consultation with others.

Decision criteria	Not considered	Considered after consultation with others	Considered independently
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To start an enterprise

To get loans

To try new  
practices  
To meet extension  
workers or any  
organisations.

To subscribe  
for magazines

To attend  
training.

To hire  
labourers.

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## 2. Economic Motivation.

Here are some statements. Please give your  
agreement disagreement and undecidedness about  
each of the following statements.

---

Sl. No.	Statements	SA	A	UD	DA	SDA
---------	------------	----	---	----	----	-----

---

1. An entrepreneur should work hard for economic profit.
2. The most successful entrepreneur is one who makes more profit.
3. An entrepreneur should try any new idea which may earn more money.
4. An entrepreneur must earn his/her living but most important thing in life cannot be defined in economic terms.

5. It is difficult for one's children to make good start unless one provide them with economic assistance.
- 

3. Risk taking ability.
- 

Sl.No	Statements	SA	A	UD	DA	SDA
-------	------------	----	---	----	----	-----

---

- |    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
| 1. | A rural woman should start more enterprises to avoid greater risks involved in a single enterprise.                        |  |  |  |  |  |
| 2. | A rural woman should rather take more of a chance in making more profit than to be content with a smaller but less profit. |  |  |  |  |  |
| 3. | An entrepreneur who is willing to take a greater risk than an average one usually do better financially.                   |  |  |  |  |  |
| 4. | It is good to take risks when one knows that chance of success is fairly high.   |  |  |  |  |  |
| 5. | It is better not to try new ideas unless others have done it with success.   |  |  |  |  |  |
| 6. | Trying an entirely new method involves risk but it is worthy.  |  |  |  |  |  |
-

4. Management orientation.

Please state the agreement or disagreement to each of the statements below.

Statements	Agree/Disagree
(a) 1. It is not necessary to think ahead of the cost involved in starting an enterprise	
2. One need not consult any expert / organisation for planning	
3. It is possible to make profit through production plan.	
4. It is not necessary to make prior decision about starting an enterprise.	
5. The cost involved in the production should be assessed before starting the enterprise.	
(b) Production orientation	
1. Timely production ensures more profit	
2. One should use those raw materials for production one likes.	
3. Scientific methods in production involves high cost.	

4. For scientific production one should have proper knowledge about the technology.
5. Training is essential for starting an enterprise.

(C) Marketing orientation

1. Market news is not useful to a farmer
2. A farmer can get good price by grading the produce
3. One should sell the produce to the nearest market irrespective of the price
4. One should purchase the inputs from the shop where one's relatives purchase
5. One should start those enterprise which have more market demand

5. Self confidence

Please check whether the following statements are true or false in your case.

	Statements	Agree / Disagree
S1		
No		
1.	I have a fear of failing in everything I want to accomplish	
2.	I feel insecure within myself	

3. I can face a difficult situation without worry
4. I am hesitant about starting / running an enterprise
5. I frequently feel unworthy about myself.
6. I am confident that I can adjust readily to ... new situations.
7. I am usually discouraged when the opinions of others differ from my own.
8. Several times I have given up the decision of doing a business because I thought too little of my ability.
9. I find it hard to keep my mind on a task / job.
10. I have enough faith in my ability.

---

6. Initiative

Please state the agreement or disagreement to each of the statements below.

---

	Statements	Agree / Disagree
Sl No		

---

- |    |   |  |
|----|---|--|
| 1. | I will start an enterprise only if somebody prompts me. |  |
|----|---|--|



2. Are you ready to join a training course which will equip you to start an enterprise.

3. Will you take the initiative to form a self help group to acquire loan from government to start an enterprise.

4. Will you go and collect information about the financial assistance given to farm women to start an enterprise.

5. Eventhough I am provided with all the facilities I will not volunteer to take up the enterprise.

6. It is only because of my own effort I have acquired sufficient knowledge to start an enterprise.

---

7. Competition orientation

Say whether you agree or disagree with the following statements.

---

Sl	Statements	Agree / Disagree
No		

---

1. The key points of success should not be divulged to other rural women.

2. The good produce in comparison to the neighbour brings more prestige.
3. It is of no use to keep information on what other rural women are doing.
4. It is not good for a farm woman to become too ambitious in life.

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8. Achievement motivation

Here are some statements. Please give your degree of consensus to each of the following statements.

---

Sl No	Statements	SA	A	UD	DA	SDA
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1. One should enjoy work as much as play.
2. One should work hard at everything one undertakes until she is satisfied with a result.
3. One should succeed in her occupation even if one has been neglectful of her family.
4. One should have determination and driving ambition to achieve certain things in life even if these qualities make one unpopular.

5. Work should come first even if one cannot get rest.
  6. Even when one's interests are in danger one should concentrate on her job and forget her obligation to others
  7. One should set difficult goals for oneself and try to reach them
- 

9. Innovativeness

When would you prefer to start an enterprise ?

(tick only one statement)

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1. As soon as the knowledge about the technology/enterprise is acquired.
2. After seeing the success of other rural women.
3. I prefer to wait for sometime until my friends have completed their enterprise successfully.

APPENDIX III

ENTREPRENEURIAL BEHAVIOUR INDEX OF THE  
RESPONDENTS SELECTED FOR THE STUDY PURPOSE

PART I

Entrepreneurial Behaviour Index of Trained  
Rural Women ...

Sl. No.	Group I	Group II	Group III	Group IV
1	63.42	43.13	82.70	51.33
2	57.48	34.02	84.76	62.34
3	54.66	41.48	81.94	66.36
4	70.83	37.02	80.97	50.94
5	65.21	45.96	84.20	53.97
6	55.43	40.79	83.30	58.80
7	55.44	32.33	84.36	47.06
8	71.49	36.92	88.05	63.57
9	58.14	41.86	87.03	49.30
10	74.36	33.63	88.04	46.97
11	66.79	36.89	89.07	54.90
12	72.62	37.30	88.01	46.64
13	67.51	41.78	86.15	62.79
14	68.14	37.48	85.37	65.68
15	62.70	44.47	80.13	49.35
16	63.37	42.77	85.46	49.61
17	62.21	44.97	80.78	53.01
18	62.62	33.11	72.61	60.46
19	60.94	46.31	81.43	52.75
20	60.75	36.48	76.87	59.00
21	67.32	33.08	80.52	62.79
22	70.30	48.01	85.45	61.99
23	69.14	35.05	86.89	60.22
24	55.50	40.88	80.85	62.59
25	62.25	45.54	83.25	49.28
26	55.86	44.73	86.44	46.59
27	61.87	38.64	88.00	55.27
28	60.29	39.07	79.93	60.26
29	59.90	45.44	85.82	64.24
30	73.71	50.11	88.71	58.37

## PART II

## Entrepreneurial Behaviour Index of Untrained

Rural Women

N = 60

Sl. No.	Index	Sl. No.	Index
1	48.89	31	44.00
2	48.00	32	54.40
3	44.53	33	44.71
4	42.49	34	41.92
5	41.04	35	46.30
6	42.24	36	41.87
7	40.61	37	45.51
8	43.09	38	47.31
9	47.35	39	43.56
10	45.89	40	48.68
11	43.79	41	40.37
12	53.87	42	43.96
13	41.47	43	39.85
14	40.54	44	47.68
15	46.44	45	45.60
16	42.35	46	46.21
17	46.74	47	41.95
18	46.72	48	48.05
19	46.88	49	43.43
20	42.23	50	42.72
21	40.68	51	54.96
22	41.54	52	46.35
23	45.32	53	43.52
24	44.38	54	42.67
25	47.96	55	42.04
26	49.94	56	45.25
27	42.85	57	48.90
28	55.02	58	43.68
29	49.35	59	45.83
30	50.49	60	40.02

**ENTREPRENEURIAL BEHAVIOUR OF RURAL WOMEN  
IN THIRUVANANTHAPURAM DISTRICT**

BY

**JAYALEKSHMI G.**

**ABSTRACT OF THE THESIS**  
submitted in partial fulfilment of the requirement  
for the degree  
**MASTER OF SCIENCE IN AGRICULTURE**  
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## ABSTRACT

The present study under the title "Entrepreneurial behaviour of rural women in Thiruvananthapuram district was undertaken to assess the entrepreneurial behaviour of rural women to study the personal and sociopsychological factors influencing entrepreneurial behaviour and the constraints experienced by the rural women in starting an enterprise. Rural women trained in mushroom cultivation and fruit and vegetable preservation were selected from College of Agriculture, Vellayani and Mitraniketan Vellanad. Thirty rural women each were selected from each centre for each enterprise. Thus 120 trained rural women were selected. Another 60 untrained rural women were also selected as control. Thus the total sample comprised of 180 with five groups of respondents. Data was collected using interview schedule and suitable statistical techniques were employed in the analysis of data.

An entrepreneurial development index was developed and found that the factors such as economic motivation, risktaking ability, decision making ability, achievement motivation, management orientation, competition orientation and self confidence were the major dimensions of entrepreneurial behaviour.

With regard to the profile of rural women, the rural women selected, both trained and untrained belonged to young age group and majority of them belonged to backward caste. Educational status and family educational status of the selected respondents were high school and above. More than 50 per cent of them have land holding ranging from 15-20 cents and annual income between Rs. 15000-20000. More than 55 per cent of the rural women have taken up self employment. Above 50 per cent of the rural women have high information seeking behaviour, mass media contact, social participation, level of aspiration and attitude towards self employment. Majority of the rural women have low cosmopolitaness. cent per cent of the trained rural women have high knowledge of the technology. Except rural women in group II & V all others have high entrepreneurial behaviour.

Comparison of the five groups revealed that they were on par with respect to age, landholding, annual income and social participation. Majority of the trained rural



women belonged to backward caste and untrained belonged to scheduled caste. The trained rural women differed significantly with the untrained in their educational status, family educational status, occupation, information seeking behaviour and perceived knowledge of the technology. There was significant difference among the groups with respect to mass media contact, level of aspiration, cosmopolitaness and entrepreneurial behaviour.

Relationship of the personal and socio-psychological factors with the entrepreneurial behaviour showed that in the case of group I, variables namely educational status of the family, information seeking behaviour, mass media contact, level of aspiration, attitude towards self employment and perceived knowledge of the technology were positively and significantly correlated. In the case of group II, caste educational status of the respondents and family, information seeking behaviour, mass media contact, social participation, level of aspiration, cosmopolitaness, attitude towards self employment and perceived knowledge of the technology were positively and significantly

correlated with the entrepreneurial behaviour. Only educational status of the family was found to have a positive and significant relationship with the entrepreneurial behaviour of group III. In the case of group IV, caste, educational status of the respondent and family, annual income, information seeking behaviour, mass media contact, cosmopolitaness, level of aspiration, attitude towards self employment and perceived knowledge of the technology were positively and significantly correlated with the entrepreneurial behaviour. In the case of group V a positive and significant relationship exists between entrepreneurial behaviour and educational status of the respondent and family, annual income, information seeking behaviour, mass media contact, social participation, cosmopolitaness, attitude towards self employment and perceived knowledge of the technology.

With regard to the constraints experienced by the rural women, 'Marketing Problem and lack of financial assistance were the constraints in both the enterprises followed by non-availability of spawn in mushroom cultivation and high cost of fruits in fruit and vegetable preservation.