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# A Study on the Entrepreneurial Behaviour of Dairy Women Among their Different Variables Categories

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**ABSTRACT**

**Present study was carried out in three taluka of Mehsana district of Gujarat State during the *rabi* 1994-95. The sample size for the study was 225 dairy women on the basis of variability in population existing. The dependent i.e. entrepreneurial behaviour and twelve independent variables were selected for the study. One way analysis of variance test and critical difference were conducted. The results indicated that Dairy women who had high education, large size of family, joint type of family, large farm size, high category of fodder crops area, high dairy farming experience, large herd size, high infrastructural experience, high dairy income, high social participation and high milk yield were highly significantly different in their entrepreneurial behaviour.**

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## INTRODUCTION

To understand the intricacies of entrepreneurial behaviour, it is essential to learn about the concept of entrepreneur, entrepreneurial behaviour and entrepreneurship. The concept of entrepreneurship has been used in a variety of contexts to refer to different kinds of human phenomena. Entrepreneurship development is a process, and the entrepreneur as an individual is a significant factor in the process. It may be very useful to understand how the social set-up has been instrumental to the emergence of entrepreneurs from among the womenfolk. Therefore, dairy farming entrepreneurship can described as a creative and innovative response from dairy women to the environment, with the following objective :

1. to study the personal, socio-economic and situational characteristics of dairy women with reference to their entrepreneurial behaviour.

## MATERIALS AND METHODS

In the present study was carried out during the *rabi* 1994-95 in Mehsana district of Gujarat State. The ex-post facto research design was selected for the study. The multistage random sampling method was adopted to select talukas, villages and respondents. The sample size decided for the study was 225 dairy women on the basis of variability in population existing. The research procedure consisted of dependent (entrepreneurial behaviour) and independent variables namely age, education, type of

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family, size of family, land holding, herd size, fodder crops area, social participation, dairy income, dairy experience, milk yield and infrastructural experience. The selected dairy women were personally interviewed with the help of interview schedule. The statistical tests like; analysis of variance was used to analyse the data.

## RESULTS AND DISCUSSION

The one way analysis of variance test and critical difference, were conducted as

*TABLE 1*

**Analysis of variance of entrepreneurial behaviour of dairy women in different variables categories.**

N = 225

| *Sr. No.* | *Category of variable* | *Frequency* | *Mean E.B. Index* | *Cal F.* |
|---|---|---|---|---|
| 1. | **Age** | | | 0.23 N.S. |
| 2. | **Education** | | | 6.75** |
| | College level | 3 | 69.70 | |
| | Higher secondary | 6 | 66.62 | |
| | Secondary | 63 | 63.01 | |
| | Middle | 69 | 61.79 | |
| | Primary | 40 | 57.48 | |
| | Illiterate | 44 | 57.41 | |
| | C.D. 6.22 | | | |
| 3. | **Type of family** | | | 17.76** |
| | Joint family | 116 | 62.76 | |
| | Nuclear family | 109 | 58.60 | |
| | C. D. 1.94 | | | |
| 4. | **Size of family** | | | 394.03** |
| | Large size | 35 | 12.34 | |
| | Middle size | 146 | 6.32 | |
| | Small size | 44 | 3.50 | |
| | C. D. 0.55 | | | |
| 5. | **Farm size/** | | | 10.46** |
| | Big farmers | 19 | 66.18 | |
| | Medium farmers | 57 | 63.80 | |
| | Small farmers | 65 | 59.41 | |
| | Marginal farmers | 84 | 58.48 | |
| | C. D. 3.12 | | | |
| 6. | **Fodder crops area** | | | 4.29** |
| | High | 77 | 62.57 | |
| | Medium | 55 | 60.76 | |
| | Low | 92 | 58.94 | |
| | No cultivation | 1 | 54.07 | |
| | C. D. 1.06 | | | |

| 1. | 2. | 3. | 4. | 5. |
|---|---|---|---|---|
| 7. | **Dairy farming experience** | | | 428.83** |
| | High | 13 | 23.92 | |
| | Medium | 91 | 13.06 | |
| | Low | 121 | 7.48 | |
| | C. D. 1.8 | | | |
| 8. | **Herd size** | | | 619.00** |
| | Large | 66 | 63.47 | |
| | Medium | 143 | 59.64 | |
| | Small | 16 | 59.34 | |
| | C. D. 3.50 | | | |
| 9. | **Dairy farming income** | | | 411.09** |
| | High | 25 | 156.16 | |
| | Medium | 163 | 72.37 | |
| | Low | 37 | 29.08 | |
| | C. D. 7.45 | | | |
| 10. | **Social participation** | | | 4.40** |
| | High | 1 | 76.35 | |
| | Medium | 15 | 65.99 | |
| | Low | 96 | 60.80 | |
| | No participation | 113 | 59.86 | |
| | C. D. 10.84 | | | |
| 11. | **Milk yield** | | | 436.09** |
| | High | 25 | 1308.00 | |
| | Medium | 161 | 601.24 | |
| | Low | 39 | 238.21 | |
| | C. D. 60.89 | | | |
| 12. | **Infrastructural experience** | | | "14.34** |
| | High | 33 | 64.13 | |
| | Medium | 159 | 61.23 | |
| | Low | 33 | 54.99 | |
| | C. D. 3.00 | | | |

E.B. = Entrepreneurial behaviour. C. D. = Critical difference at 5% level.
N. S. = Non-significant. ** = Significant at 1 per cent level.

recommended by Ferguson (1966). The computed F ratio was found highly significant. It is quite obvious from Table-1 that, all the independent variables except age and dependent variable : entrepreneurial behaviour of the dairy women significantly different with a high degree of non-significance. Where as in age group the computed F ratio was now non-significant. Thus, there was non significant difference in the entrepreneurial behaviour of respondents belonging to different age groups.

The present study is in line with the finding reported by Nandapurkar (1982).

Further, in Table-1, showed that the value of C. D. was calculated to know the difference between the entrepreneurial behaviour of the dairy women and all the independent variables except age. It was found at five per cent level of significance.

The probable reasons and conclusions of all the variables for this finding is nerated as under :

**(1) Education**

in College level education of dairy women was significantly superior over the remaining education level, but the entrepreneurial behaviour of dairy women were identical in college and higher secondairy education level.

This finding is similar to the finding reported by Nandapurkar (1982).

**(2) Type of family**

The joint family sustem is still dominant in village and there is a strong willing of co-operation and co-ordination spirit, amongst the family members.

**(3) Size of family**

The entrepreneurial behaviour of the respondents belonging to large size family was significantly superior over middle and small size family. The probability of this finding is very interesting because the large size family was found in joint and rice versa. The same result conformed the superiority of joint family.

**(4) Farm size**

The big and medium farmers have higher entrepreneurial behaviour than small and marginal farmers.

This might be due to the fact big and medium farmers have excellent infrastructural facilities.

**(5) Fodder crops area**

The entrepreneurial behaviour of high fodder crops area group was superior over the medium, medium over to low. Very poor entrepreneurial behaviour was observed in no cultivation group.

The results seemed to be quite natural because of the fact that fodder crops are the heart of dairy farming business and respondents have realized the importance of green fodder in increasing the milk production.

**(6) Dairy farming experience**

The entrepreneurial behaviour depended on experience, thus the respondents have high experience leading to high entrepreneurial behaviour and vice versa.

This might be due to the fact that experience plays significant role in all the aspects of dairy farming business.

**(7) Herd size**

The large herd size provided income throughout the year and respondents exercised better managerial ability to regulated the income from the herd and this led to maximum profit.

**(8) Dairy farming income**

Income is the principal factor for the success of any business, who had earned then entrepreneurial behaviour of the respondents will be higher due to higher income and vice versa.

This finding is in line with the finding of Nandapurkar (1982).

**(9) Social participation**

Dairy women were hasitate to take part in other activities, due to our old customs and male dominancy. Further, they devoted most of their time for the dairy farming management and household work.

This finding is similar to that of Nandapurkar (1982).

**(10) Milk yield**

High milk yield provided more income and business become more profitable. Thus, led to higher entrepreneurial behaviour of the dairy women and vice versa.

**(11) Infrastructural experience**

The entrepreneurial behaviour of high and medium infrastructural experience groups was found at par but it was superior over the low infrastructural experience, respondents have very poor entrepreneurial behaviour in low infrastructural experience category.

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