Construction of Scale to Measure the Entrepreneurial Behaviour of Rural Women in Dairy Farming

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The present research study is an exploratory work in the virgin area of entrepreneurial behaviour (EB) of rural women in dairy farming. The EB is an indispensable and crucial factor for development of dairy farming occupations are indeed inherently interwoven. The term entrepreneur can be defined as creative and innovative response to the environment, person who organises and manages commercial undertaking. The entrepreneur is an economic woman, who strives to maximise her profits by adopting innovations. Entrepreneurship as a variable in dairy farming is not yet recognised only a few researches have been conducted in agricultural entrepreneurship, but not particularly in dairy farming entrepreneurs.

In all, one dependent variable i.e. entrepreneurial behaviour (EB) and 10 scale indicators and 13 independent variables were studied. The salient finding of the study were : (1) The scale was constructed by using the normalised rank order method. The relative importance of all the scale indicators were significant and established positive and significant relationship with EB of dairy women. (2) Most (72.00 per cent)) of the respondents have medium level of EB and almost equal number of respondents were in low and high level of group. (3) It was found that innovativeness and leadership ability were crucial indicators affecting directly and positively on EB of dairy women. (4) Most (71.56 per cent) of the dairy women were in medium group of milk yield, infrastructural experience was medium and medium dairy income category. Further, more than half of medium herd size and falimy size were also medium. (5) The variables namely education, type of family, size of family, land holding, herd size, social participation, infrastructural experience, dairy income, dairy experience and milk yield were positive and significantly correlated with EB of dairy women (6) About 90.56 per cent (R^2 = 0.9056) contribution to the variation in dependent variable (EB) was accounted by dairy income and dairy experience jointly. (7) The variables dairy farming income and milk yield were crucial independent variables affecting directly and positively on EB of dairy women. (8) There were certain main problems in dairy farming namely low milk price, costly management and high cost of milch animals. (9) Important suggestions were milk price should be increased, cattle feed should be available at reasonable price by dairy and loan should be provided for the purchase of milch animals.

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