

# Indicators of Entrepreneurial Behaviour of Rural Women in Srikakulam District of Andhra Pradesh

Hema Baliwada and Premavathi R.

**Abstract** – A study was conducted involving 120 rural women entrepreneurs to study their entrepreneurial behaviour in srikakulam district of Andhra Pradesh. The indicators of entrepreneurial behaviour like autonomy, communication network, innovativeness, leadership behaviour, entrepreneurial self-efficacy, pre-entrepreneurial exposure and business skills were studied. The overall analysis was calculated for different indicators. Majority of the respondents had medium level of autonomy (78.33 %), communication network (67.50 %), low level of innovativeness (85.00 %), medium level of leadership behaviour (73.33 %), high entrepreneurial self-efficacy (81.67 %), medium pre-entrepreneurial exposure (72.50 %) and business skills (74.17 %). The overall entrepreneurial behaviour of rural women entrepreneurs showed that medium level of entrepreneurial behaviour was observed among the majority of the respondents (69.17 %) followed by high (15.83 %) and low levels (15.00 %).

**Keywords** – Entrepreneur, Entrepreneurial Behaviour, Autonomy, Communication Network, Innovativeness, Leadership Behaviour, Entrepreneurial Self Efficacy, Pre-entrepreneurial Exposure and Business Skills.

## I. INTRODUCTION

Entrepreneurship has been acknowledged as one of the essential factors determining the growth and development of any country. Women entrepreneurship in economic development of any nation has been recognized for its significant contribution. (Aparna *et al* 2012). The concept of developing rural women entrepreneurship lays emphasis on the utilization of women labour force productively in generating income for their livelihoods, alleviating rural poverty, and in reducing negative social effects of unemployment and under employment. Keeping all this in view, the research was carried out in Srikakulam district of Andhra Pradesh as the involvement of rural women in entrepreneurial activities was highest. At this juncture a study was conducted to know the entrepreneurial behaviour of rural women in the selected vermicompost, mushroom and handicrafts enterprises.

## II. MATERIAL AND METHODS

The study was conducted in Srikakulam district of Andhra Pradesh using *expost facto* research design during 2012-13. Srikakulam district was selected purposively as the rural women entrepreneurial population was highest. Out of 38 mandals in Srikakulam district, 5 mandals were selected based on enquiry with field level functionaries. Three enterprises viz., vermicompost, mushroom and handicrafts have been identified as there was more involvement of women in entrepreneurial activities based on pilot survey conducted in the district. A fixed sample of

40 respondents from each of three enterprises has been randomly selected by using simple random sampling method. Thus, total of 120 respondents were sampled for the study. The indicators of entrepreneurial behaviour like autonomy, communication network, innovativeness, leadership behaviour, entrepreneurial self-efficacy, pre-entrepreneurial exposure and business skills were considered for the study. A pilot survey was also conducted among the respondents. Frequency and percentage were calculated.

## III. RESULTS AND DISCUSSION

The results and discussion of the indicators are presented under following sub headings in Table 1

### 1. Autonomy

The results from the table 1 indicated that medium level of autonomy was observed among the majority of respondents (78.33 %) followed by high (11.67 %) and low levels (10.00 %). It showed that the respondents had clear idea to run the business, make independent decision in business and have confidence in their actions.

They have competence to decide the future of their business. More over the entrepreneurs who had medium level of autonomy had an aversion to work under others as an employee.

### 2. Communication Network

The results showed that medium level of communication network was observed among the majority of the respondents (67.50 %) followed by low (20.83 %) and high levels (11.67 %). The results are in conformity with the findings of Rao (2002). During the study it was observed that respondents had good communication network with local level customers but very less outside network with others. The respondents interact through pamphlets, direct contact, posters etc with customers.

### 3. Innovativeness

It could be interpreted that low level of innovativeness was observed among majority (85.00 %) of the respondents followed by medium level (15.00 %). It might be due to that most of the respondents were middle aged which must have restricted them to try out new things.

### 4. Leadership Behaviour

It was clear from the table that medium level (73.33 %) of leadership was observed among majority of the respondents followed by low (20.83 %) and high levels (5.84 %). It could be concluded that the respondents had the practice of recognizing others effort and motivating them with positive statements. They developed team spirit by encouraging and rewarding employees. They were the pioneer person to initiate new things and made firm related decision democratically by involving partners and employees.

### 5. Entrepreneurial Self-Efficacy

It was observed that majority of the respondents (81.67 %) had high level of entrepreneurial self-efficacy followed by medium (12.50 %) and low levels (5.83 %). The results showed that most of the entrepreneurs have confidence in their own abilities. They could solve the problems in business and effectively handled. They have contingency plans to address the labour problem, technical problem etc. They have the ability to convince other with their ideas and performed efficiently under continuous stress, pressure on stiff competition and challenges.

### 6. Pre-entrepreneurial Exposure

The results indicated that medium level of pre-entrepreneurial exposure was observed among the majority of the respondents (72.50 %) followed by high (17.50 %) and low levels (10.00 %). It was found that maximum respondents have been capitalized for the current business to run smoothly. They have knowledge on market situation and technical know-how which helped to strengthen the business. Pre-entrepreneurial exposure helped the entrepreneur to reduce risks, mobilizing fund and make prompt decisions. It helped to identify business opportunities at the time of starting new business.

### 7. Business Skills

It could be interpreted that medium level of business skills was observed among the majority of the respondents (74.17 %) followed by high (14.16 %) and low levels (11.67 %). The respondents had business skills in the areas like financial, human resource, information, marketing, operations, risk and strategic management. Business plaza required the unique skill sets to maintain, tackle and handle the managerial techniques, to make the business successful. A thorough discernment and understanding of the tracks of business were developed only through such skills.

### Overall entrepreneurial behaviour of rural women entrepreneurs

From the figure 1 it was depicted that medium level of entrepreneurial behaviour was observed among the majority of the respondents (69.17 %) followed by high (15.83 %) and low levels (15.00 %). The results are in conformity with the findings of Rao (2002) and Thilagam (2012).

## IV. CONCLUSION

The overall analysis from all the entrepreneurial indicators revealed that medium level of entrepreneurial behaviour was observed among the majority of the respondents. Based on the findings it is suggested that, it is endeavor of all those departments like Government agencies i.e extension agencies and other non-governmental organizations who are involved in promoting rural women enterprises and rural women farmers to give more emphasis on women education and social participation to make them more aware of day to day technological developments and the impact of adoption of those scientific practices on their enterprises and livelihood, through mass awareness campaigns on a large scale which in turn makes them more knowledgeable and there by better entrepreneurial behavior.

## VI. IMPLICATIONS OF THE STUDY

The research findings would enable the state and central Government to formulate strategies so as to improve the rural women entrepreneurship. As most of the respondents had low innovativeness, still there is a need to expose the entrepreneurs to new developments and motivate them by organizing group discussions, meetings, study tours etc. Variables such as entrepreneurial self efficacy and pre-entrepreneurial exposure have to be necessarily considered towards their entrepreneurial behaviour. The number of rural women entrepreneurs might be increased by providing better marketing facilities, effective infrastructure, stabilizing and supporting the price policies with regard to production.

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Table 1: Distribution of respondents based on Indicators of Entrepreneurial Behaviour n=120

Indicator	Category	frequency	%
Autonomy	Low	12	10.00
	Medium	94	78.33
	High	14	11.67
Communication network	Low	25	20.83
	Medium	81	67.50
	High	14	11.67
Innovativeness	Low	102	85.00
	Medium	18	15.00
	High	-	-
Leadership behaviour	Low	25	20.83
	Medium	88	73.33
	High	7	5.84
Entrepreneurial self-efficacy	Low	7	5.83
	Medium	98	12.50
	High	15	81.67
Pre-entrepreneurial exposure	Low	12	10.00
	Medium	87	72.50
	High	21	17.50
Business skills	Low	14	11.67
	Medium	89	74.17
	High	17	14.16

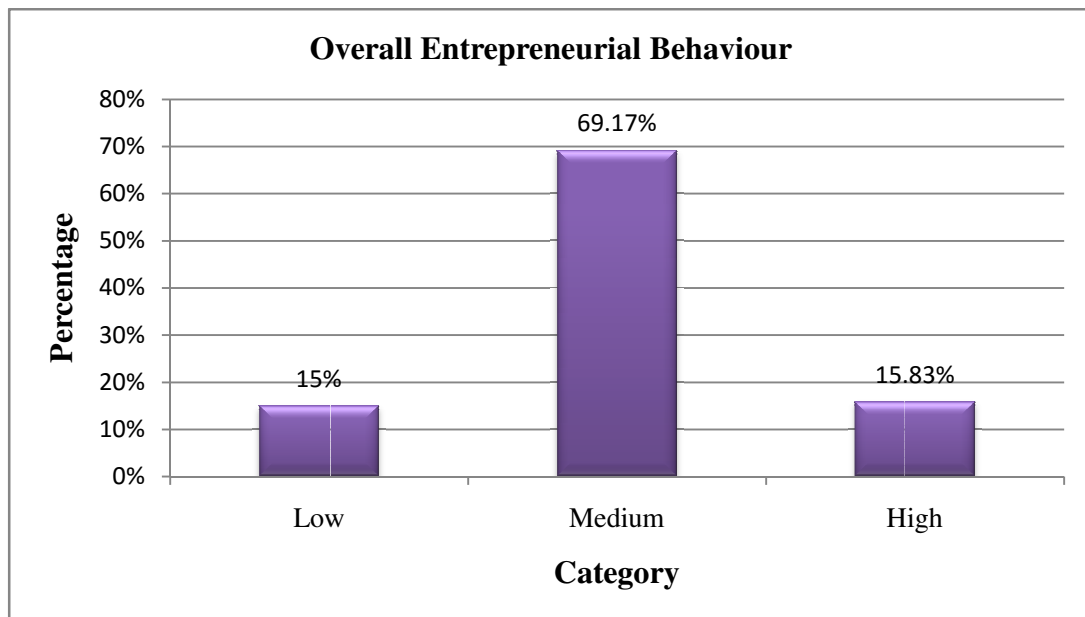


Fig.1. Overall entrepreneurial behaviour of rural women entrepreneurs