



## ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARM WOMEN IN THANE DISTRICT OF MAHARASHTRA

**Prof. Dr. Shrirang D. Kuduk**

Associate Professor and Head Dept. of Economics,  
Satish Pradhan Dnyanasadhana College, Thane.

### ABSTRACT

*The business of women dairy farmers in Thane district of Maharashtra was evaluated using nine selected factors namely innovation, achievement motivation, decision making ability, risk orientation, coordination ability, planning ability, information seeking behavior, globalization and confidence. Multistage sampling procedure was adopted for investigation. Five of the 10 blocks were selected based on the dairy population. From each selected block, three villages were randomly selected on the basis of dairy animals. 20 female dairy farmers were randomly selected from each village and a sample of 300 female dairy farmers was prepared. Most of the female dairy farmers had a high level of innovation, confidence and excellent coordination ability. They have moderate achievement motivation, risk orientation, information seeking behaviour, globalization; and moderate decision-making and planning ability. The overall entrepreneurial behaviour of women dairy farmers was moderate.*



**KEYWORDS:** Women Dairy Farmer, Entrepreneur Behavior.

### INTRODUCTION:-

Entrepreneurship is the most important factor contributing to the economic development of a society. Entrepreneurs are the leading figures in any country to promote economic development and technological change. The development of entrepreneurship is directly related to the socio-economic development of the society. Entrepreneurship is the ability to innovate and introduce innovative techniques in business operations. Entrepreneurship

contributes to multifaceted development in many ways, e.g., combining and utilizing various tenders; To bear the risk; Innovating and emulating technology to reduce production costs and increase its quality and quantity; Expanding market horizons; And coordination and management of production units at various levels. An entrepreneur is a person who wants to innovate or create something, organize a product, take risks and handle the financial uncertainty of running an enterprise. Whatever the definition, entrepreneurs are considered to be instrumental in

initiating and sustaining socio-economic development. There is evidence that countries with a relatively high percentage of entrepreneurs in their population have developed much faster than countries with a lower percentage of them in society. Entrepreneurs are perceived as new opportunities and they use common sense and energy, necessary to overcome the resistance given by the social environment. Entrepreneurial behaviour is when a person's activities decide to adopt a specific enterprise to make a profit.

Dairying, in addition to agriculture, not only provides a sustainable income and improves the family's food level, but also complements the income and reduces unemployment among a large number of rural poor. Dairying is increasingly being recognized and can play a more constructive role in promoting rural welfare and reducing poverty by creating employment at the rural level. Sustainable and economically viable dairy business, which will generate income and self-employment through entrepreneurship, is the need of the hour.

India is one of the most populous countries in the world. Poverty and unemployment are major problems in rural India. Human resources are one of the most strategic and critical determinants of growth. It is the contribution of people with entrepreneurial will that motivates the country to move forward in the process of development. The livestock sector plays an important role in the Indian economy and is an important subdivision of Indian agriculture.

Maharashtra is a more agricultural state and majority of farmers are engaged in dairy business. The future dairy industry lies in promoting maximum participation of dairy entrepreneurs. Thus, entrepreneurial development is one way to make rural people more capable in the dairy business. In view of this, the present study was conducted with the objective of studying the entrepreneurial component and entrepreneurial behavior index of dairy farm women in Maharashtra.

### METHODOLOGY:

The Thane district of Maharashtra was purposely selected for the study. Multistage sampling procedure was adopted for investigation. Five of the 14 blocks were selected based on the dairy population. From each selected block, three villages were randomly selected on the basis of dairy animals. The list of livestock farmers in each selected village was prepared in consultation with the extension staff at the regional level. From the list, 20 women milk producers were randomly selected from each village. Thus, a total of 300 female milk producers from 10 gram panchayats responded to this study.

**Table 1.1 Respondents Distribution Based on the Components of Entrepreneurial Behaviour**

Sr. No	Components	Frequency	Percentage
1.	<b>Innovativeness</b>		
	Low	51	17.00
	Medium	86	28.67
	High	163	54.33
	<b>Total</b>	<b>300</b>	<b>100.00</b>
2.	<b>Achievement Motivation</b>		
	Low	45	15.00
	Medium	158	52.67
	High	97	32.33
	<b>Total</b>	<b>300</b>	<b>100.00</b>
3.	<b>Decision Making Ability</b>		
	Poor	68	22.67
	Moderate	180	60.00
	Good	52	17.33
	<b>Total</b>	<b>300</b>	<b>100.00</b>
4.	<b>Risk Orientation</b>		
	Low	40	13.33
	Medium	134	44.67
	High	126	42.00
	<b>Total</b>	<b>300</b>	<b>100.00</b>
5.	<b>Ability of Coordination</b>		
	Poor	32	10.67
	Moderate	90	30.00

	Good	178	59.33
	<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>6.</b>	<b>Ability of Planning</b>		
	Poor	50	16.67
	Moderate	179	59.67
	Good	71	23.66
	<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>7.</b>	<b>Behaviour of Information Seeking</b>		
	Low	39	13.00
	Medium	245	81.67
	High	16	05.33
	<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>8.</b>	<b>Cosmopolitenss</b>		
	Low	115	38.33
	Medium	119	39.67
	High	66	22.00
	<b>Total</b>	<b>300</b>	<b>100.00</b>
<b>9.</b>	<b>Self Confidence</b>		
	Low	16	05.33
	Medium	105	35.00
	High	179	59.67
	<b>Total</b>	<b>300</b>	<b>100.00</b>

**Source:** Primary Data

The study about Innovation seems that more than half 163 (54.33%) of female dairy farmers had high level of creativity, followed by medium 86 (28.67%) and low 51 (17.00%) level of creativity. Age, literacy level, high level of experience, extension agency contacts, scientifically oriented and information seeking respondents made it very early for them to adopt innovative technology and this could be the reason for high innovation.

Also the stud about Motivation for achievement seems that more than half 158 (52.67%) of female milk producers were moderately motivated, while 97 (32.33%) and 45 (15.00%) were high and low achievement motivation, respectively. The majority of respondents participated in dairy training and had a high level of financial motivation and market orientation. This may have motivated them to make more profit and set a goal to become a dairy entrepreneur. It can be understood that people with high caliber intentions seek out, enjoy, and do well in entrepreneurial jobs.

The study also describes about the decision making ability and it was observed that 180 (60 per cent) female dairy producers had moderate decision making ability, 68 (21.00 per cent) poor and 52 (17.33 per cent) good decision making ability. Decision making plays a major role in the management of an enterprise. The ability to make decisions is based on a person's foresight and confidence. The reason why the majority of respondents have the ability to make decisions at a moderate to good level is due to the active participation of women in the day-to-day operations of the enterprise. Further, trained farmers have full confidence to run the enterprise successfully which may have enabled them to choose better from the many options available in the dairy enterprise.

The study also revels about Risk Orientation and it was observed that two-fifths of female dairy women have a medium and high risk orientation of 126 (42.00%) over 134 (44.67%). Only 40 (13.33%) were at low risk. Respondents 'high innovation and scientific approach can influence them to take risks in the dairy industry. Risk has been an unavoidable factor since the very beginning of the establishment of the enterprise, causing major difficulties. This becomes the biggest challenge for any business for the entrepreneur. However, in the case of an entrepreneur, risk orientation shows her readiness to face challenges by aiming for better opportunities. Success depends not only on opportunity but also on one's own efforts. There is no doubt that a person involved in any livestock business will have the

mental toughness to take risks like uncertainty like disease outbreak, natural calamity and market fluctuations. Livestock farmers have been given a chance to earn their living not just once. Therefore, farmers have a good habit of taking the risk.

The study also describes coordination ability and found that approximately three-fifths 178 (59.67%) female dairy producers have good coordination ability, followed by moderate 90 (30.00%) and poor 50 (16.67%) coordination ability. The high level participation of the respondents in trainings, group meetings, exhibitions, demonstrations and field visits should have created a sense of coordination among the women farmers by sharing their experiences. Other factors such as age, education and social participation may have helped them to successfully undertake various dairy activities.

The study also describes planning ability and found that planning ability was found in 179 (59.67%) of moderate dairy women, while 71 (23.66%) and 50 (16.67%) had good planning ability and poor planning ability, respectively. The ability to make decisions and the achievement motivation of respondents can contribute to their planning ability. This will help women dairy entrepreneurs to anticipate future needs in order to run the enterprise profitably.

The study also described information-seeking behaviors and found that 245 (81.67 per cent) female dairy producers had moderate level of information-seeking behaviors, with almost the same proportion as low 39 (13.00 per cent) and high 16 (05.33). Percent) level of information retrieval behavior. Education, extension agency contacts, training attendees and experience may motivate them to contact extension scientists, extension staff, and progressive farmers to get information on dairy products to make them beneficial to entrepreneurs.

The study also states that globalization levels were high with moderate 119 (39.67%), low 115 (38.33) and 66 (22.00%). Women dairy farmers are getting information from locally available sources and they are only engaged in the work of daily dairy farms. Men are going out of town for outdoor work. These can be the reasons for global to medium level.

The study also describes confidence and found that 179 (59.67%) female dairy farmers had high confidence, 105 (35.00%) moderate confidence and 16 (5.33%) low confidence. Education, high level of financial motivation, achievement motivation, decision making ability and risk orientation increase the confidence of dairy women to reap the fruits of their hard work and benefit from it.

**Table 1.2 Correlation Test between Components of Behaviour**

	A1	A2	A3	A4	A5	A6	A7	A8	A9
A1	1								
A2	0.259	1							
A3	0.589	0.475	1						
A4	0.385	0.333	0.137	1					
A5	0.491	0.125	0.218	0.189	1				
A6	0.548	0.345	0.495	0.504	0.375	1			
A7	0.275	0.009	0.139	0.065	0.655	0.281	1		
A8	0.059	0.182	0.331	0.618	0.028	0.069	0.148	1	
A9	0.110	0.041	0.438	0.479	0.112	0.041	0.191	0.695	1

There was a limited relationship between confidence and achievable motivation, confidence and planning ability. Information-seeking behaviour had a non-critical relationship with innovation; the motivation for action was non-critical relationship information seeking behaviour; Risk orientation was not significantly related to information seeking behaviour; Coordinating ability had a non-critical relationship with universality and planning ability had a non-critical relationship with globalization and confidence.

## CONCLUSION:

It can be concluded that most of the female dairy farmers had a high level of innovation, confidence and good coordination ability. They have moderate achievement motivation, risk

orientation, information seeking behaviour, globalization; and moderate decision-making and planning ability. The overall entrepreneurial behaviour of women dairy farmers was moderate.

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