

Entrepreneurial Behaviour of Women Agripreneurs in Coastal Odisha

Debasmita Nayak^{1*}, R. Radhashyam Panigrahi² and Angelina Patro³

¹Ph.D. Research Scholar, Department of Extension Education, OUAT, Bhubaneswar (Odisha), India.

²Professor, Department of Extension Education, OUAT, Bhubaneswar (Odisha), India.

³Ph.D. Research Scholar, Department of Extension Education, OUAT, Bhubaneswar (Odisha), India.

(Corresponding author: Debasmita Nayak*)

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ABSTRACT: The development of women agripreneurship is the most important part of human resource development. It makes the women financially independent and enhances the self esteem of them. The present research work has been conducted to know the entrepreneurial behavior of women agripreneurs of Coastal Odisha as women empowerment is the main focus of the decade and women agripreneurship is one of the best mean for women empowerment. The study has been conducted in two coastal districts of Odisha that are Balasore and Jagatsinghpur. Total 210 women agripreneurs were included in the study. Result shows that 46.75% of women agripreneurs belong to medium level of entrepreneurial behaviour category followed by 41.25% low and 12 % belong to high entrepreneurial behavior category.

Keyword: Agripreneurship, Entrepreneurial behavior, Women agripreneurs.

INTRODUCTION

Entrepreneurial behaviour is described as the set of behaviour of an individual which makes them to innovate and to improve the existing ideas to market a product or service effectively. It can be defined as the magnitude of the individuals to identify opportunities in the market and to turn them into profitable businesses.

These behavior includes risk taking ability, level of aspiration, manageability, decision making ability, leadership quality, self determinism, achievement motivation etc. An women agripreneur must have the following qualities to run her business smoothly and efficiently.

Entrepreneurial behavior consists of innovativeness, risk orientation, achievement motivation, decision making ability, market orientation, information seeking behavior, cosmopolitaness, managerial assistance. (Subramaneswari *et al.*, 2007) 75% of rural women were focused in medium category of entrepreneurial

behavior followed by low (15%) and high (9.5%) (Gupta and Pandey 2012).

MATERIALS AND METHODS:

The research study was conducted to analyse the entrepreneurial behavior of women agripreneurs. The study was conducted in two district viz., Balasore and Jagatsinghpur of Odisha. 210 women from the above two coastal districts were selected for the study.

Purposive sampling method was used in the study as it is a commodity based research and ex-post facto research design has been followed here.

Data were collected through personal interview method using semi structured interview schedule

Measurement of variables. Dependent variable *i.e.* entrepreneurial behavior was measured using the scale described in the Table 1. The responses of the respondents were obtained using the respective scales against each statements in terms of agreement and disagreement on a five point continuum scale.

Table 1

A	Dependent variables (Y)	
1	Risk taking ability	TechnoNet Asia(1981) 9) modcale
2	Manageability	TechnoNet Asia(1981)
3	Hope of success	TechnoNet Asia(1981)
4	Achievement motivation	Desai(1981) esai(1981)
5	Decision making ability	Nandapurkar(1982)
6	Self determinism	Supe(1969)

The statements were scored 5, 4, 3, 2, 1 ranging from strongly agree, agree, undecided, disagree and strongly disagree. Based on the total score given by the respondents in all the components of entrepreneurial behavior, the respondents were classified into three categories, Low level having score $< (\text{mean} - \text{SD})$, medium level having score between $(\text{mean} - \text{SD})$ to $(\text{mean} + \text{SD})$ high level having score $> (\text{mean} + \text{SD})$.

RESULT AND DISCUSSION

Risk bearing ability. It is defined as the degree to which the respondents are ready to take risk and uncertainty in their respective enterprises. From the above Table 2, it was observed that most of the respondents (43.34%) were having medium risk bearing ability, whereas 40.95% were having low risk bearing ability and 15.71% were having high risk bearing ability. The findings are in line with the findings of Porchezian *et al.* (2017); Raina *et al.* (2016).

Manageability. It is described as the ability of the individuals to manage all the things in their enterprises. In the research area majority of the respondents *i.e.* 48.09% were having medium manageability, whereas 36.19 % were having low manageability and 15.72% were having manageability. The findings are in line

with the findings of Porchezian (2017) and Gamit *et al.* (2015).

Level of aspiration. Most of the respondents (43.34%) were having medium level of aspiration, whereas 41.90% were having low level and 14.76% were having high level of level of aspiration

Achievement Motivation. It refers to the desire of the individuals for excellence to attain a sense of personal accomplishment. Most of the respondents (53.34%) were having medium level of achievement motivation, whereas 24.76% were having high level of achievement motivation and 21.90% were having low level of achievement motivation.

The findings are in line with the findings of Porchezian *et al.* (2017); Chaurasia (2015) and Shah, and Gupta (2010).

Decision making ability. It is denoted as the ability of agripreneurs to select a course of action among the several alternative options Majority of the respondents (50%) were having medium decision making ability, whereas 40.48% were having low decision making ability and 9.52 % were having high decision making ability. The findings are in line with the findings of Chaurasia (2015); Ahuja *et al.* (2015) and Avhad *et al.* (2015).

Table 1: Distribution of respondents according to their entrepreneurial behavior.

Components	Frequency	Percentage
Risk bearing ability		
Low	86	40.95
Medium	91	43.34
High	33	15.71
Achievement motivation		
Low	46	21.90
Medium	112	53.34
High	52	24.76
Level of aspiration		
Low	88	41.90
Medium	91	43.34
High	31	14.76
Manageability		
Low	76	36.19
Medium	101	48.09
High	33	15.71
Decission making ability		
Low	85	40.48
Medium	105	50
High	20	09.52
Self determinism		
Low (6-11)	77	36.67
Medium (12-21)	93	44.29
High(21-30)	40	19.04

Self Determinism. It is the degree to which the individual is satisfied with his/her work and do the work with own interest. Most of the respondents i.e. 44.29% were having medium self determinism, whereas 36.67% were having low self determinism and 19.04% were having high self determinism. The findings are in line with the findings of Ahuja (2015) and Chaudhari *et al.* (2007).

CONCLUSION

In the research area, most of the respondents having medium level of risk bearing ability, level of aspiration, manageability, achievement motivation, decision making ability and self determinism followed by low level of all the stated entrepreneurial behavior. So training programmes should be arranged for enhancing their entrepreneurial behavior which will be more helpful to promote agripreneurship in the area.

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Conflict of Interest. None.

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