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Entrepreneurial behaviour of rural dairy women

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The change in the knowledge, skill and ittitude of women livestock farmers towards lairy enterprise is known as entrepreneurial ehaviour. Entrepreneurs are found in a variety of fields of social endeavour, business, industry, education and agriculture etc. The flow of ntrepreneurs from all strata of population may e considered pre-requisite for accelerated economic evelopment and the betterment of society largely epends upon the involvement of women ntrepreneurs (Agarwal, 1996). The operation ood programme based on Anand pattern of ooperative dairying recognizes that dairying t household level is largely the domain of vomen, and they can control the income and roduction from dairying. But factors like low literacy, and resistance from upper socio-economic ection of community towards poor are hampering the success of dairy women (Hirway and Unni, 1990).

Keeping this in view a study has been conducted in 1997, in Chittoor district of Andhra Pradesh to assess the personal, socio-economic and psychological contributory factors of rural dairywomen towards their entrepreneurial behaviour. A total of 120 respondents covering six villages were selected proportionately and were categorized (Sharma, 1984) as small (with 1 milch cattle), medium (2 milch cattle), and large (3 and above milch cattle). The data were collected through pre-tested interview schedule and the findings were tabulated and analyzed.

In the present study, out of fourteen variables (Table 1) on personal, socio-economic and psychological aspects, nine were found to

Table 1. Relationship between personal, socio-economic and psychological variables and entrepreneurial behaviour or rural dairywomen

N=120

S.No.	Variable	Correlation coefficient (r) Category of dairy women			Overall
		Small	Medium	Large	
1.	Age	0.0580	0.0591	0.0959	0.0325
2.	Dairy farming experience	0.2607*	0.3449*	0.4574	0.0281
3.	Education	0.1457	0.0363	0.4159*	0.2043*
4.	Social participation	0.0753	0.0648	0.4883*	0.1702
5.	Land holding	-0.3499**	-0.0931	-0.4658*	0.3374**
6.	Caste	0.1554	-0.2802	-0.2904	0.0435
7.	Material possession	0.1779	-0.1684	-0.2552	0.3232**
8.	Management orientation	0.2624*	0.3766*	0.6206**	0.3018**
9.	Value orientation	0.0396	0.6190**	-0.2439	0.4252**
10.	Training received	0.2675*	0.0182	0.2191	0.0074
11.	Milk production	-0.1740	0.4846**	0.4107	0.6838**
12.	Milk consumption	-0.1349	-0.3196	-0.0040	0.3408**
13.	Dairy income	0.0060	0.1578	0.6944**	0.7378**
14.	Adoption of dairy practices	-0.0358	-0.0182	-0.0583	0.2387*

** Significant at <0.01

* Significant at <0.05

Table 2. Multiple linear regression analysis of independent variables with entrepreneurial behaviour of dairy women

Sl. No.	Variable	Category of dairy women							
		Small		Medium		Large		Overall	
		bi	t	bi	t	bi	t	bi	t
1.	Age	0.2201	1.2415	0.6602	2.9301*	0.0600	0.3957	0.0255	0.1615
2.	Dairy farming	0.0806	2.4703*	0.5921	1.9134	0.0845	0.3529	0.0999	2.5263*
3.	Education	1.7022	1.7200	-	0.8680	0.2199	0.3050	0.3562	0.3837
4.	Social participation	-0.3500	0.1646	6.3350	2.7665*	-0.0010	0.0121	3.2282	2.7844*
5.	Land holding	0.4137	0.2627	-1.4796	1.4834	-0.1208	0.2254	-0.4832	0.4788
6.	Caste	0.53777	0.5898	-1.4592	1.5974	0.4879	0.8278	0.1043	0.1232
7.	Material possession	-0.1240	0.6604	0.0694	0.4958	-0.0712	0.8678	0.0836	0.5867
8.	Management orientation	0.0261	2.6845*	0.2672	0.8902	0.0499	2.2571*	0.4556	1.5058
9.	Value orientation	-0.0168	0.0353	1.7857	2.7658*	-0.4493	1.6148	0.8676	1.7693
10.	Training received	0.1401	2.2483*	0.0175	0.2098	0.0015	0.0262	0.0495	2.6743*
11.	Milk production	-0.1898	0.1866	0.7849	2.7652*	2.3502	2.6706*	0.9215	1.0250
12.	Milk consumption	0.1243	0.0520	4.2375	0.4147	-1.6275	1.2908	-1.3817	0.7623
13.	Dairy income	0.0001	0.1579	0.0016	2.1403*	0.0015	2.3585*	0.0021	3.8858*
14.	Adoption of dairy practices	-01031	0.3405	-0.1752	0.7818	0.1198	0.5095	0.3118	1.2020
		R_2 = 0.5282		R_2 = 0.6240		R_2 = 0.6336		R_2 = 0.6137	
		R = 0.7267		R = 0.7899		R = 0.7959		R = 0.7833	

* Significant <0.05 level.

have significant relationship with entrepreneurial behaviour of rural dairy women. These findings are in line with the findings of Mundhwa and Pandheria (1996). Educated women have greater access to information sources and have greater capacity to grasp new things, and are more prone to communication methods, which influence largely their entrepreneurial behaviour. These findings get support from the findings of Manjula (1995). Farmers with large land holding can utilize their resources to expand their dairy activity thereby possessing a good entrepreneurship. Farmers with good entrepreneurship behaviour will naturally have sufficient material possession.

Farmers with large land holding can utilize their resources to expand their dairy activity thereby possessing a good entrepreneurship. Farmers with good entrepreneurial behaviour will naturally have sufficient material possession. The variables like managment and value orientation may be contributing to adopt the improved dairy scientific practices and leading to get large amounts of milk production which in turn indicating their high entrepreneurial behaviour.

Analysis of bi values (Table 2), indicated that four variables namely dairy farming experience, social participation, training received, and dairy income are found to be significant in explaining the variation in entrepreneurial of rural dairy women as 't' values of these were found to be significant. Farmers with more experience in dairying and high rationality might be having better skills and business attitude and showing good entrepreneurial behaviour. These findings are inline with the findings of Patel (1990). Social participation and more exposure to training may be leading them to contribute significantly towards entrepreneurial behaviour.

A good dairy income reflects their economic activity and sound financial position which in turn revealing their significant entrepreneurial behaviour. These findings get support from the findings of Chauhan (1989).

From this it is clear that variables like dairy farming experience, social participation, training received, and dairy income were found to contribute significantly towards entrepreneurial behaviour. Government and extension organizations should make intensive efforts in the areas like educating the farmers, making them aware of advanced scientific dairy management practices which inturn will improve their management orientation, value orientation and thus lead them towards a high entrepreneurial behaviour.

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Research Notes

Management of cotton stem weevil *Pempherulus affinis* Fist. using botanical pesticides

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A field trial was conducted at Chellampatty in Madurai district in randomized block design during summer 1999, an endemic area for cotton stem weevil, on 3-4 months old LRA 5166 cotton. EC formulations of neem (*Azadirachta indica*) (NO 80 EC), pungam (*Pongamia glabra*) (PO 80 EC) and madhuca (*Madhuca indica*) (MO 80 EC) were prepared using aromix as solvent and Unitax A and P as emulsifier. 'Bassina' a commercial formulation of *Beauveria bassiana* and imidacloprid was also used in addition to the farmer's practice. The spray