

Original Research Article

Entrepreneurial Behaviour of Women Dairy Farmers in Ramanagara District of Karnataka

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ABSTRACT

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Entrepreneurial behaviour is operationalised as the combination of different attributes like innovativeness, achievement motivation, economic motivation, technical competency, decision making ability, risk bearing ability, information seeking behaviour, leadership ability, management orientation and self confidence of an individual dairy entrepreneur to operate her dairy enterprise successfully. The study was conducted in Ramanagara district of Karnataka. Magadi taluk and Ramanagara taluk were purposively selected based on the highest and lowest number of WDCS (Women Dairy Co-operative Societies) functioning respectively. Women dairy co-operative societies were exclusively selected. Six women dairy co-operative societies were randomly selected from each taluk. 15 women members including president, vice president and secretary of WDCS were selected from each WDCS, constituting a sample size of 180 for the study. Majority of the women dairy farmers belonged to middle age, had medium level of education, were married, had small family, belonged to joint family and had medium level of experience in dairy farming with respect to personnel characteristics. Majority of the women dairy farmers had found to have medium level of overall entrepreneurial behaviour. With respect to dimensions of entrepreneurial behaviour majority of women dairy farmers had medium level of innovativeness, achievement motivation, economic motivation, technical competency, decision making ability, risk bearing ability, information seeking behaviour, leadership ability, management orientation and low level of self confidence.

Keywords

Entrepreneurial
Behaviour,
Women dairy
farmers, Personnel
characteristics

Introduction

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Women have become aware about their rights and situations and entered in different fields of business, contributing to the growth of the economy. The activities like papad making,

agarbhathi making, tailoring, pickle making, pottery, petty shops etc., are the major entrepreneurial activities undertaken by women in rural areas to ensure economic security, besides engaging themselves in agriculture and allied activities including dairy enterprise. India ranks first among the world's milk producing Nations since 1998 and has the largest bovine population in the

World. Milk production has been increasing steadily over the year from 55.6 million tonnes in 1991-92 to 176.3 million tonnes in 2017-18. The average annual growth rate of milk production is 4.5% as of 2018. The per capita availability of milk in India during 2017-18 was 375 gm/day and by 2023-24, it is estimated to increase to 592 gm/day. This represents sustained growth in the availability of milk and milk products for our growing population. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Most of the milk is produced by animals reared by small, marginal farmers and landless labourers. Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the second largest dairy co-operative amongst the dairy cooperatives in the country. In South India it stands first in terms of procurement as well as sales.

Dairying is an important means of livelihood to millions of rural families, which provides gainful employment for the family members, specifically for women. The dairy enterprise ensures not only economic support but also nutritional security for the children and other family members. Majority of activities in dairying are taken up by women folk. In some cases all most all activities are carried out by women. Increasing demand for milk and milk products in recent years intensifies dairy farming as profitable enterprise for women. Further, in the recent past women dairy co-operative societies are gaining importance and are being established in big numbers. It is in this context, it was found worthwhile to conduct a study on "Entrepreneurial Behaviour, of Women Dairy Farmers in Ramanagara District of Karnataka" with the following objectives.

1. To measure the personal characteristics of women dairy farmers
2. To measure the entrepreneurial behaviour of women dairy farmers

Materials and Methods

The study was conducted in Ramanagara district of Karnataka. Magadi taluk and Ramanagara taluk were purposively selected based on the highest and lowest number of WDCSs functioning respectively. Women dairy co-operative societies were exclusively selected. Six women dairy co-operative societies were randomly selected from each taluk. 15 women members including office bearers i. e., president, vice president and secretary are selected from each WDCS, constituting a sample size of 180 for the study. The dependent variables is entrepreneurial behaviour, six personal variables namely age, education, marital status, family size, family type and experience in dairy farming were considered for the study based on the objectives of the study. Entrepreneurial behaviour scale was developed. It was used to measure entrepreneurial behaviour of women dairy farmers. Independent variables selected for the study were quantified by using structured schedule with suitable scales. Data were gathered through personal interview method with the help of structured, pre-tested interview schedule. The collected data were quantified and analyzed using frequencies, percentages, mean and standard deviation.

Results and Discussions

Personal characteristics of women dairy farmers

The personal characteristics of women dairy farmers are presented in table 1.

Age

Data presented in table 1 reveals that majority of the women dairy farmers in Magadi (65.56%) and Ramanagara taluk (62.22%) were found to be in the middle age group category; nearly one third in Magadi taluk (31.11%) and in Ramanagara taluk (33.33%) were found to be in the young age group category and very less per cent of women dairy farmers in Magadi taluk (3.33%) and in Ramanagara taluk (4.45%) belonged to the old age group.

Overall, majority of the women dairy farmers (63.89%) were found in middle age group, nearly one third (32.22%) were in young age group and very minimum (3.89%) belonged to old age group.

The women dairy farmers between the age group of 36 to 50 years were found to be actively involved in the dairy activities. The results obtained may be attributed to the fact that women of this age group are active, energetic, responsible and have more knowledge than other groups. The present results are in accordance with the findings of Mande and Thombre (2009), Tekale *et al.*, (2013) and Prakash *et al.*, (2014).

Education

It is observed from table 1 that 31.11 per cent of the women dairy farmers had medium education, 28.89 per cent were illiterates, 24.44 per cent had low education followed by 15.56 per cent had high education in Magadi taluk. In Ramanagara taluk equal (31.11 %) had medium and high education, 23.34 per cent had low education followed by 14.44 per cent who were illiterates.

In the pooled data it is evident that 31.11 per cent of women dairy farmers had medium education, 23.89 per cent had low education,

23.33 per cent had high education followed by illiterates (21.67%).

The possible reason for majority of women dairy farmers belongs to medium and low education may be attributed to their age, as majority are under medium age group and they have got married earlier, less access to education due to far away schools and family members not supporting to provide education, so they could not have continued education. The above findings are in accordance with the findings of Preethi (2015).

Marital status

It could be evident from table 1 that the vast majority of women dairy farmers in Magadi taluk (92.22%) and Ramanagara taluk (90.00%) were married. In Magadi taluk, only few women dairy farmers were widow (5.56%) followed by unmarried (2.22%). Whereas in Ramanagara taluk very few women dairy farmers were unmarried (5.56%) followed by widow (4.44%) group.

In pooled situation, 91.11 per cent of the women dairy farmers were married and five per cent were widow followed by unmarried (3.89%).

Married women could actively involved in the dairy activities due to the encouragement and support they received by the family members and also other members of WDCS. They also had time to carry out dairy activities. The results are in accordance with the findings of Asha (2015).

Family size

It is observed from the table 1 that the women dairy farmers in Magadi taluk (46.67%) and Ramanagara taluk (53.33%) were from small family followed by medium families in

Magadi taluk (43.33%) and Ramanagara taluk (37.78%). Whereas least women dairy farmers in Magadi taluk (10.00%) and Ramanagara taluk (8.89%) were from the large families.

In pooled data half of the respondents (50.00%) were from small families followed by medium families (40.56%) and very least (9.44%) were from large families.

The findings obtained may be due to their awareness regarding the increased cost of living and difficulties in maintenance of big family and they might have found it beneficial to have small families to lead a better and comfortable life. The results are in line with the findings of Satyanarayan and Jagadeeshwary (2010).

Family type

It is apparent from the table 1 that exactly equal respondents in Magadi taluk belonged to nuclear (50.00%) family and joint (50.00%) family. Whereas in Ramanagara taluk majority of the respondents belonged to joint family (58.89%) followed by nuclear family (41.11%).

In pooled situation majority of the respondents belonged to joint family (54.44%) followed by nuclear family (45.56%).

The observation obtained in the study may be attributed to the fact that dairy is a labour intensive enterprise and the respondents are aware about the advantages of living in joint family like utilization of family labour, division of work, sharing of responsibilities and looking after small children. The results obtained are in contrast with the findings of Savitha (2010), Raksha *et al.*, (2012) and Hadagali (2013).

Experience in dairy farming

It is observed from the table 1 that 46.67 per cent of the women dairy farmers in Magadi taluk and 43.33 per cent in Ramanagara taluk were found to have medium level of experience in dairy. Nearly one third of the women dairy farmers in Magadi taluk have low level (32.22%) of experience in dairy followed by high level (21.11%) of experience. Whereas in Ramanagara taluk, 30.00 per cent of the women dairy farmers have high level of experience in dairy followed by low level (26.67%) of experience.

In pooled situation approximately 45.00 per cent of the women dairy farmers have medium level of experience in dairy and 29.44 per cent have low level of experience followed by high level (25.56%) of experience.

The above results obtained may be due to the fact that a majority of the women dairy farmers belonged to the middle age group followed by young age. The results obtained are in agreement with the findings of Bhagyalaxmi *et al.*, (2003).

Overall entrepreneurial behaviour of women dairy farmers

It is evident from the table 2 that 41.11 per cent of the women dairy farmers from Magadi taluk had medium entrepreneurial behaviour, while 33.33 per cent had high entrepreneurial behaviour followed by low (25.56%) level of entrepreneurial behaviour.

In Ramanagara taluk majority (63.33%) had medium entrepreneurial behaviour, 26.67 per cent had low level of entrepreneurial behaviour followed by high (10.00%) level of entrepreneurial behaviour.

In pooled situation majority (52.22%) had medium entrepreneurial behaviour, nearly one fourth (26.11%) belonged to low level of entrepreneurial behaviour followed by high (21.67%) level of entrepreneurial behaviour.

The possible reasons for the medium entrepreneurial behaviour of the respondents might be due to the fact that a majority of them belonged to medium level in majority of the components like innovativeness, achievement motivation, economic motivation, technical competency, decision making ability, risk bearing ability, information seeking behaviour, leadership ability and management orientation. The above findings are in accordance with the findings of Nagesha (2005) and Chaudhari (2006).

Dimension wise entrepreneurial behavior of women dairy farmers

Innovativeness

The results in table 3 brought to the focus that a majority (52.22%) of the women dairy farmers had medium level of innovativeness, 26.67 per cent had high level followed by low level of innovativeness (21.11%) in Magadi taluk. In Ramanagara taluk less than three fourth (73.34%) of the respondents had medium level of innovativeness and equal per cent (13.33%) of respondents had high and low level of innovativeness.

In the pooled data, a majority (62.78%) of the women dairy farmers had medium innovativeness, 20.00 per cent had high level followed by low (17.22%) level of innovativeness.

The possible reason for a majority of women dairy farmers having medium innovativeness might be that women are mostly influenced by the peer group and would follow few

practices only after others succeed in those practices. The above results are in line with the finding of Chaudhari (2006).

Achievement motivation

It could be inferred from the table 3 that a great majority (73.34%) of the women dairy farmers are having medium level of achievement motivation, followed by low level (14.44%) and high level (12.22%) in Magadi taluk. In Ramanagara taluk 88.89 per cent of them had medium level of achievement motivation followed by low level (6.67%) and high (4.44%) level of achievement motivation.

Similar trend was observed in pooled data where a great majority (81.11%) of women dairy farmers had medium level of achievement motivation, 10.56 per cent had low level of achievement motivation followed by high (8.33%) level of achievement motivation.

The reason for the majority of women dairy farmers for having medium level of achievement motivation might be due to their dependency on men in the family and they attribute the achievement to the whole family rather than themselves. The above findings are in contrast with the results of Chaudhari (2006).

Economic motivation

An examination of table 3 revealed that less than half (47.78%) of the respondents had high level of economic motivation, while 40.00 per cent had medium and low (12.22%) levels in Magadi taluk. Whereas, in Ramanagara taluk majority (54.44%) had medium level of economic motivation while, 25.56 per cent had high level followed by low (20.00%) level of economic motivation.

From pooled data it could be inferred that less than half (47.22%) of the women dairy farmers had medium level of economic motivation followed by high (36.67%) and low (16.11%) levels.

The reason for the medium and high economic motivation of the respondents might be due to the fact that a majority of the respondents were having medium level of annual income and most of them are getting income from their dairy enterprise. The above findings are in contrast with the finding revealed by Chaudhari (2006).

Technical competency

A cursory look at table 3 brought to the notice that a majority (56.67%) of the women dairy farmers in Magadi taluk had medium technical competency, while 31.11 per cent had high and low (12.22%) level of technical competency. In Ramanagara taluk majority (65.56%) had medium technical competency, 18.88 per cent had low and high (15.56%) level of technical competency.

Whereas in pooled data, it is noted that a majority (61.11%) of the women dairy farmers had medium technical competency, 23.33 per cent had high and low (15.56%) levels of technical competency.

The possible reason for having majority of the respondents in medium and high level of technical competency might be due to their age, experience in dairy farming and adopting dairy as major occupation. The above findings are in line with the findings of Khin (2005).

Decision making ability

Data in the table 3 reveals that a majority (54.44%) of the women dairy farmers had medium level of decision making ability,

26.67 per cent and 18.89 per cent had high and low level of decision making ability respectively in Magadi taluk. whereas in Ramanagara taluk majority (65.56%) of them had medium level of decision making ability, 22.22 per cent and 12.22 per cent had low and high level of decision making ability respectively.

In the pooled situation, it is evident that majority (60.00%) of the women dairy farmers had medium level of decision making ability, 20.56 per cent and 19.44 per cent had low and high levels respectively.

The reason for having medium level of decision making ability might be due their gender bias and they might have not given full freedom with respect to decision making in their families, instead they have to listen to the head of the family. The above findings are in line with the finding of Chaudhari (2006).

Risk bearing ability

It could be seen from the table 3 that 53.33 per cent and 37.78 per cent of the women dairy farmers had medium and low risk bearing ability respectively, followed by high (8.89%) level in Magadi taluk. In Ramanagara taluk also 47.78 per cent and 43.33 per cent had medium and low level respectively followed by high (8.89%) level of risk bearing ability.

Same trend was observed in case of pooled data also, whereas 50.56 per cent and 40.56 per cent of respondents had medium and low risk bearing ability respectively followed by high (8.89%) level.

The possible reasons for the medium to low risk bearing ability for majority of women dairy farmers may be attributed to their medium education level and men manages

the financial matters of income and expenditures in their families. The above findings are in accordance with the finding of Chaudhari (2006).

Information seeking behavior

A glance at table 3 indicated that a majority (64.44%) of women dairy farmers had medium information seeking behaviour followed by high (24.44%) and low (11.11%) levels in Magadi taluk. in Ramanagara taluk vast majority (87.78%) had medium information seeking behaviour, whereas negligible (8.89% and 3.33%) respondents had high and low level of information seeking behaviour respectively.

Similar trend is observed in the pooled data as nearly three fourth (76.11%) of the respondents had medium level of information seeking behaviour, 16.67 per cent had high level followed by low (7.22%) level.

The reason for majority of the respondents exhibiting medium to high information seeking behaviour might be due to their medium to high level of extension participation and cosmopolitaness. The above findings are in contrast with the finding of Chaudhari (2006).

Leadership ability

It could be inferred from the table 3 that 38.89 per cent, 35.56 per cent and 25.56 per cent of the women dairy farmers had medium, high and low leadership ability in Magadi taluk. in Ramanagara taluk 43.33 per cent, 31.11 per cent and 25.56 per cent of the respondents had medium, high and low level of leadership ability respectively.

In pooled situation 41.11 per cent, 33.33 per cent and 25.56 per cent of the respondents had medium, high and low level of leadership ability respectively.

The majority having medium to high level of leadership ability might be due to the fact that they belong to medium age group and being members of women dairy co-operative society may have imbibed them with some kind of leadership qualities required for a dairy entrepreneur. The above results are in line with the findings of Sangappa (2012).

Management orientation

The data in the table 3 indicates that 43.33 per cent, 35.56 per cent and 21.11 per cent of the women dairy farmers in Magadi taluk had medium, high and low level of management orientation respectively. Whereas in Ramanagara taluk 60.00 per cent, 24.44 per cent and 15.56 per cent of the respondents had medium, high and low level of management orientation respectively.

The data in the pooled situation indicates that 51.67 per cent, 25.55 per cent and 22.78 per cent of respondents had medium, high and low level of management orientation respectively.

The reason for majority of the respondents having medium level of management orientation may be attributed to their exposure to the work related to women dairy co-operative society and the training undergone by them. The above findings are in accordance with the finding of Kowsalya (2017).

Self confidence

It is clear from the result of table 3 that 42.22 per cent, 35.56 per cent and 22.22 per cent of the women dairy farmers in Magadi taluk had low, medium and high level of self confidence. In Ramanagara taluk, majority (70.00%) had low level of self confidence, 22.22 per cent had medium level of self confidence followed by high (7.78%) level of self confidence.

Similar trend was observed in pooled data of both districts wherein 56.11 per cent, 28.89 per cent and 15.00 per cent of the respondents had low, medium and high level of self confidence respectively.

The reasons for having low to medium level self confidence may be due to their medium to low education level, lack of experience and being marginal farmers. This may have hindered their confidence level. The above findings are in contrast with the finding of Chaudhari (2006).

Table.1 Personal characteristics of women dairy farmers n=180

Sl. No.	Characteristics	Category	Magadi Taluk (n ₁ =90)		Ramanagara Taluk (n ₂ =90)		Total (n=180)	
			No.	%	No.	%	No.	%
1	Age (years)	Young(≥ 35)	28	31.11	30	33.33	58	32.22
		Middle (36-50)	59	65.56	56	62.22	115	63.89
		Old (>50)	3	3.33	4	4.45	07	3.89
		Total	90	100.00	90	100.00	180	100.00
2	Education	Illiterate	26	28.89	13	14.44	39	21.67
		Low	22	24.44	21	23.34	43	23.89
		Medium	28	31.11	28	31.11	56	31.11
		High	14	15.56	28	31.11	42	23.33
		Total	90	100.00	90	100.00	180	100.00
3	Marital Status	Married	83	92.22	81	90.00	164	91.11
		Unmarried	2	2.22	5	5.56	7	3.89
		Widow	5	5.56	4	4.44	9	5.00
		Total	90	100.00	90	100.00	180	100.00
4	Family Size	Small (1-4)	42	46.67	48	53.33	90	50.00
		Medium (4-6)	39	43.33	34	37.78	73	40.56
		Large(7 & above)	9	10.00	8	8.89	17	9.44
		Total	90	100.00	90	100.00	180	100.00
5	Family Type	Nuclear	45	50.00	37	41.11	82	45.56
		Joint	45	50.00	53	58.89	98	54.44
		Total	90	100.00	90	100.00	180	100.00
6	Experience in Dairy Farming (years) Mean = 15.7 S.D. = 10.7	Low (≤ 10.35)	29	32.22	24	26.67	53	29.44
		Medium (10.35 to 21.05)	42	46.67	39	43.33	81	45.00
		High (>21.05)	19	21.11	27	30.00	46	25.56
		Total	90	100.00	90	100.00	180	100.00

Table.2 Overall entrepreneurial behavior of women dairy farmers n=180

Sl. No.	Category	Magadi Taluk (n ₁ =90)		Ramanagara Taluk (n ₂ =90)		Total (n=180)	
		No.	%	No.	%	No.	%
1	Low (<144.06)	23	25.56	24	26.67	47	26.11
	Medium (144.06 - 151.23)	37	41.11	57	63.33	94	52.22
	High (>151.23)	30	33.33	9	10.00	39	21.67
	Total	90	100.00	90	100.00	180	100.00
Mean =147.64				SD=7.17			

Table.3 Dimension wise entrepreneurial behavior of women dairy farmers n=180

Sl. No.	Dimension	Category	Magadi Taluk (n ₁ =90)		Ramanagara Taluk (n ₂ =90)		Total (n=180)	
			No.	%	No.	%	No.	%
1	Innovativeness Mean = 13.08 S.D. = 0.81	Low (<12.67)	19	21.11	12	13.33	31	17.22
		Medium (12.67-13.48)	47	52.22	66	73.34	113	62.78
		High (>13.48)	24	26.67	12	13.33	36	20.00
2	Achievement Motivation Mean = 10.63 S.D. = 0.80	Low (<10.23)	13	14.44	6	6.67	19	10.56
		Medium (10.23-11.03)	66	73.34	80	88.89	146	81.11
		High (>11.03)	11	12.22	4	4.44	15	8.33
3	Economic Motivation Mean = 13.28 S.D. = 0.87	Low (<12.84)	11	12.22	18	20.00	29	16.11
		Medium (12.84-13.71)	36	40.00	49	54.44	85	47.22
		High (>13.71)	43	47.78	23	25.56	66	36.67
4	Technical Competency Mean = 34.52 S.D. = 3.27	Low (<32.89)	11	12.22	17	18.88	28	15.56
		Medium (32.89-36.16)	51	56.67	59	65.56	110	61.11
		High (>36.16)	28	31.11	14	15.56	42	23.33
5	Decision Making Ability Mean = 13.07 S.D. = 0.93	Low (<12.6)	17	18.89	20	22.22	37	20.56
		Medium (12.6-13.53)	49	54.44	59	65.56	108	60.00
		High (>13.53)	24	26.67	11	12.22	35	19.44
6	Risk Bearing Ability Mean = 10.6 S.D. = 0.87	Low (<10.17)	34	37.78	39	43.33	73	40.56
		Medium (10.17-11.03)	48	53.33	43	47.78	91	50.56
		High (>11.03)	8	8.89	8	8.89	16	8.89
7	Information Seeking Behaviour Mean = 15.65 S.D. = 1.10	Low (<15.10)	10	11.11	3	3.33	13	7.22
		Medium (15.10-16.20)	58	64.44	79	87.78	137	76.11
		High (>16.20)	22	24.44	8	8.89	30	16.67

8	Leadership Ability Mean = 13.11 S.D. = 0.97	Low (<12.62)	23	25.56	23	25.56	46	25.56
		Medium (12.62-13.60)	35	38.89	39	43.33	74	41.11
		High (>13.60)	32	35.56	28	31.11	60	33.33
9	Management Orientation Mean = 13.13 S.D. = 0.98	Low (<12.64)	19	21.11	22	24.44	41	22.78
		Medium (12.64-13.62)	39	43.33	54	60.00	93	51.67
		High (>13.62)	32	35.56	14	15.56	46	25.55
10	Self-Confidence Mean = 10.58 S.D. = 0.86	Low (<10.15)	38	42.22	63	70.00	101	56.11
		Medium (10.15-11.01)	32	35.56	20	22.22	52	28.89
		High (>11.01)	20	22.22	7	7.78	27	15.00

Personal characteristics of women dairy farmers

Age

Majority of the women dairy farmers (63.89%) were found in middle age group, nearly one third (32.22%) were in young age group and very minimum (3.89%) belonged to old age group. The women dairy farmers between the age group of 36 to 50 years were found to be actively involved in the dairy activities. The results obtained may be attributed to the fact that women of these age group are active, energetic, responsible and have more knowledge than other groups. The present results are in accordance with the findings of Mande and Thombre (2009), Tekale *et al.*, (2013) and Prakash *et al.*, (2014).

Education

It is evident that 31.11 per cent of women dairy farmers had medium education, 23.89 per cent had low education, 23.33 per cent had high education followed by illiterates (21.67%). The possible reason for majority of women dairy farmers belongs to medium and low education may be attributed to their age, as majority are under medium age

group and they have got married earlier, less access to education due to far away schools and family members not supporting to provide education, so they could not have continued education. The above findings are in accordance with the findings of Preethi (2015).

Marital status

Great majority (91.11%) of the women dairy farmers were married and five per cent were widow followed by unmarried (3.89%). Married women could actively involved in the dairy activities due to the encouragement and support they received by the family members and also other members of WDCS. They also had time to carry out dairy activities. The results are in accordance with the findings of Asha (2015).

Family size

Half of the respondents (50.00%) were from small families followed by medium families (40.56%) and very least (9.44%) were from large families. The findings obtained may be due to their awareness regarding the increased cost of living and difficulties in maintenance of big family and they might have found it beneficial to have small

families to lead a better and comfortable life. The results are in line with the findings of Satyanarayan and Jagadeeshwary (2010).

Family type

Majority of the respondents belonged to joint family (54.44%) followed by nuclear family (45.56%). The observation obtained in the study may be attributed to the fact that dairy is a labour intensive enterprise and the respondents are aware about the advantages of living in joint family like utilization of family labour, division of work, sharing of responsibilities and looking after small children. The results obtained are in contrast with the findings of Savitha (2010), Raksha *et al.*, (2012) and Hadagali (2013).

Experience in dairy farming

Approximately 45.00 per cent of the women dairy farmers have medium level of experience in dairy and 29.44 per cent have low level of experience followed by high level (25.56%) of experience. The above results obtained may be due to the fact that a majority of the women dairy farmers belonged to the middle age group followed by young age. The results obtained are in agreement with the findings of Bhagyalaxmi *et al.*, (2003).

Overall entrepreneurial behaviour of women dairy farmers

Majority (52.22%) had medium entrepreneurial behaviour, nearly one fourth (26.11%) belonged to low level of entrepreneurial behaviour followed by high (21.67%) level of entrepreneurial behaviour. The possible reasons for the medium entrepreneurial behaviour of the respondents might be due to the fact that a majority of them belonged to medium level in majority of the components like innovativeness, achievement motivation, economic

motivation, technical competency, decision making ability, risk bearing ability, information seeking behaviour, leadership ability and management orientation. The above findings are in accordance with the findings of Nagesha (2005) and Chaudhari (2006).

Dimension wise entrepreneurial behavior of women dairy farmers

Innovativeness

Majority (62.78%) of the women dairy farmers had medium innovativeness, 20.00 per cent had high level followed by low (17.22%) level of innovativeness. The possible reason for a majority of women dairy farmers having medium innovativeness might be that women are mostly influenced by the peer group and would follow few practices only after others succeed in those practices. The above results are in line with the finding of Chaudhari (2006).

Achievement motivation

A great majority (81.11%) of women dairy farmers had medium level of achievement motivation, 10.56 per cent had low level of achievement motivation followed by high (8.33%) level of achievement motivation. The reason for the majority of women dairy farmers for having medium level of achievement motivation might be due to their dependency on men in the family and they attribute the achievement to the whole family rather than themselves. The above findings are in contrast with the results of Chaudhari (2006).

Economic motivation

Less than half (47.22%) of the women dairy farmers had medium level of economic motivation followed by high (36.67%) and

low (16.11%) levels. The reason for the medium and high economic motivation of the respondents might be due to the fact that a majority of the respondents were having medium level of annual income and most of them are getting income from their dairy enterprise. The above findings are in contrast with the finding revealed by Chaudhari (2006).

Technical competency

A majority (61.11%) of the women dairy farmers had medium technical competency, 23.33 per cent had high and low (15.56%) levels of technical competency. The possible reason for having majority of the respondents in medium and high level of technical competency might be due to their age, experience in dairy farming and adopting dairy as major occupation. The above findings are in line with the findings of Khin (2005).

Decision making ability

Majority (60.00%) of the women dairy farmers had medium level of decision making ability, 20.56 per cent and 19.44 per cent had low and high levels respectively. The reason for having medium level of decision making ability might be due their gender bias and they might have not given full freedom with respect to decision making in their families, instead they have to listen to the head of the family. The above findings are in line with the finding of Chaudhari (2006).

Risk bearing ability

Approximately 50.56 per cent and 40.56 per cent of respondents had medium and low risk bearing ability respectively followed by high (8.89%) level. The possible reasons for the medium to low risk bearing ability for

majority of women dairy farmers may be attributed to their medium education level and men manages the financial matters of income and expenditures in their families. The above findings are in accordance with the finding of Chaudhari (2006).

Information seeking behavior

Nearly three fourth (76.11%) of the respondents had medium level of information seeking behaviour, 16.67 per cent had high level followed by low (7.22%) level. The reason for majority of the respondents exhibiting medium to high information seeking behaviour might be due to their medium to high level of extension participation and cosmopolitaness. The above findings are in contrast with the finding of Chaudhari (2006).

Leadership ability

About 41.11 per cent, 33.33 per cent and 25.56 per cent of the respondents had medium, high and low level of leadership ability respectively. The majority having medium to high level of leadership ability might be due to the fact that they belong to medium age group and being members of women dairy co-operative society may have imbibed them with some kind of leadership qualities required for a dairy entrepreneur. The above results are in line with the findings of Sangappa (2012).

Management orientation

About 51.67 per cent, 25.55 per cent and 22.78 per cent of respondents had medium, high and low level of management orientation respectively. The reason for majority of the respondents having medium level of management orientation may be attributed to their exposure to the work related to women dairy co-operative society

and the training undergone by them. The above findings are in accordance with the finding of Kowsalya (2017).

Self confidence

Approximately 56.11 per cent, 28.89 per cent and 15.00 per cent of the respondents had low, medium and high level of self confidence respectively. The reasons for having low to medium level self confidence may be due to their medium to low education level, lack of experience and being marginal farmers. This may have hindered their confidence level. The above findings are in contrast with the finding of Chaudhari (2006).

In conclusion, it was found that a majority of the women dairy farmers belonged to middle age, had medium level of education, were married, had small family, belonged to joint family and had medium level of experience in dairy farming with respect to personal characteristics. Further majority of the women dairy farmers had medium level of overall entrepreneurial behaviour. Majority of women dairy farmers had medium level of innovativeness, achievement motivation, economic motivation, technical competency, decision making ability, risk bearing ability, information seeking behaviour, leadership ability, management orientation and low level of self confidence with respect to dimensions of entrepreneurial behaviour.

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